THE Independent FILM JOURNAL

DEVOTED to the BEST INTERESTS of the MOTION PICTURE INDUSTRY

In this issue

NEWS

REVIEWS

EXPLOITATION

January 8, 1955

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Please—
Mr. New York Times!

WE are addressing this editorial to the publishers of the New York Times.

It doesn't require a crystal ball to see that the reviews of motion pictures by Bosley Crowther, movie critic of your newspaper, follow the same destructive and derogatory pattern of his predecessors, Mordaunt Hall and Frank Nugent.

There is a basic fact that must be recognized. Mr. Crowther has obviously received his instructions as to the policy of the newspaper. He could not violate that policy and retain his position.

Mr. Crowther is a brilliant writer but he now finds himself in the unenviable position of writing movie criticisms, as did former incumbents in his position,

(See Page 5)

START THE NEW YEAR CELEBRAT

A WEALTH OF PRODUCT FOR EVERY TYPE OF THEATRE! ASK YOUR BRANCH! CAPITALIZE ON M-G-M's NATIONWIDE PROMOTION!

"BAD DAY AT BLACK ROCK" *(January)*
(*CinemaScope—Color*) . starring Spencer Tracy . Robert Ryan . co-starring Anne Francis . Dean Jagger . Walter Brennan . John Ericson . Ernest Borgnine . Lee Marvin Russell Collins

"GREEN FIRE" *(January)*
(*CinemaScope—Color*) . starring Stewart Granger . Grace Kelly . Paul Douglas . co-starring John Ericson . with Murvyn Vye

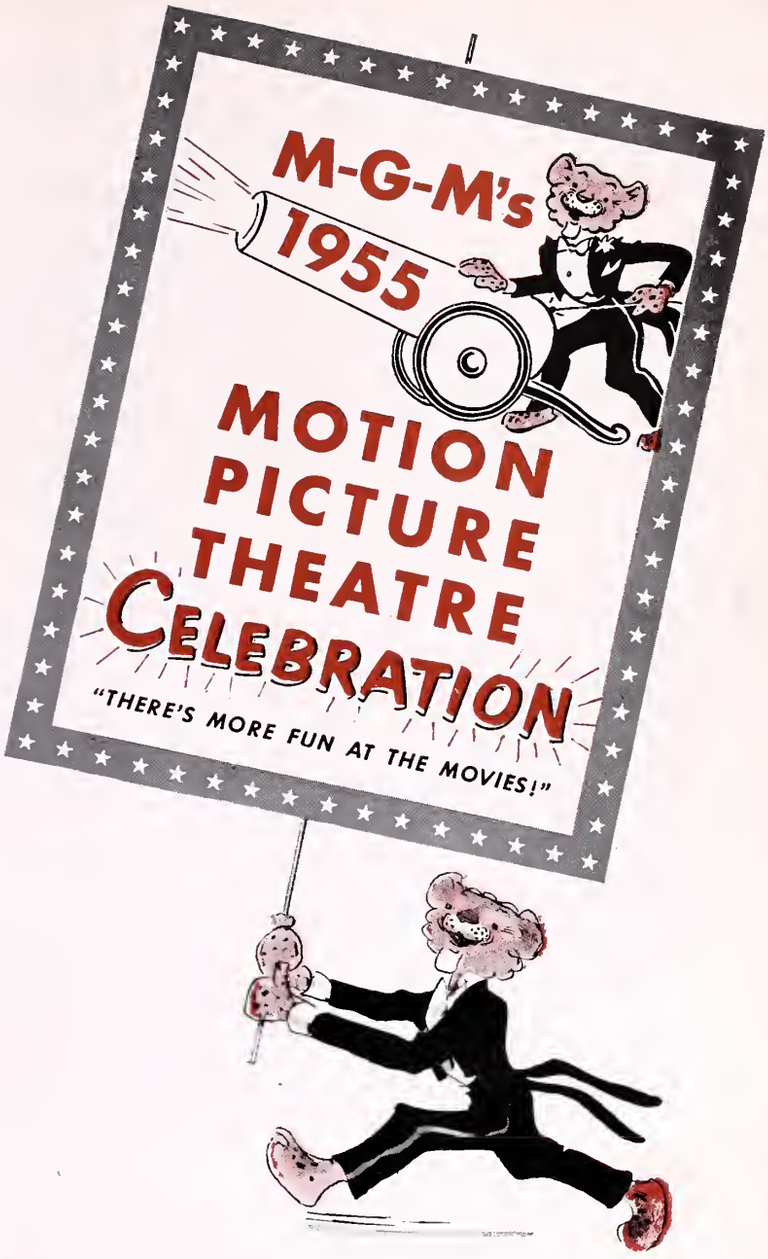
"MANY RIVERS TO CROSS" *(February)*
(*CinemaScope—Color*) . starring Robert Taylor . Eleanor Parker . with Victor McLaglen . Russ Tamblyn . Jeff Richards . James Arness

"JUPITER'S DARLING" *(February)*
(*CinemaScope—Color*) . starring Esther Williams . Howard Keel . Marge and Gower Champion . George Sanders with Richard Haydn . William Demarest



Throughout the nation M-G-M's happy box-office celebration is getting under way. Editorials in the trade press acclaim M-G-M's Salute to the theatres. Thank you, Mr. Editor! And thanks to the thousands of showmen who have expressed enthusiasm for M-G-M's Box-office Ballyhoo and who are launching their own local Celebration!

WITH A ION



"HIT THE DECK" *(March)*
(*CinemaScope—Color*) . starring Jane Powell . Tony Martin . Debbie Reynolds . Walter Pidgeon . Vic Damone . Gene Raymond . Ann Miller . Russ Tamblyn with Kay Armen . J. Carrol Naish . Richard Anderson Jane Darwell

"INTERRUPTED MELODY" *(March)*
(*CinemaScope—Color*) . starring Glenn Ford . Eleanor Parker . with Roger Moore . Cecil Kellaway

"THE GLASS SLIPPER" *(April)*
(*Color*) . starring Leslie Caron . Michael Wilding . with Keenan Wynn . Estelle Winwood . Elsa Lanchester Barry Jones

"BEDEVILLED" *(April)*
(*CinemaScope—Color*) . starring Anne Baxter . Steve Forrest . with Simone Renant . Maurice Teynac . Robert Christopher . Joseph Tomelty and Victor Francen

AND THESE CURRENT PRODUCTIONS!

"BETRAYED" (*Color*)
starring Clark Gable • Lana Turner • Victor Mature • co-starring Louis Calhern

"ROGUE COP"
starring Robert Taylor • Janet Leigh • George Raft • co-starring Steve Forrest • Anne Francis

"BRIGADOON" (*CinemaScope—Color*)
starring Gene Kelly • Van Johnson • Cyd Charisse • with Elaine Stewart • Barry Jones • Albert Sharpe

"ATHENA" (*Color*)
starring Jane Powell • Edmund Purdom • Debbie Reynolds • Vic Damone • Louis Calhern • with Linda Christian • Evelyn Varden Ray Collins

"BEAU BRUMMELL" (*Color*)
starring Stewart Granger • Elizabeth Taylor • Peter Ustinov • with Robert Morley

"THE LAST TIME I SAW PARIS" (*Technicolor*)
starring Elizabeth Taylor • Van Johnson • Walter Pidgeon • Donna Reed • with Eva Gabor • Kurt Kasznar

"CREST OF THE WAVE"
starring Gene Kelly • with John Justin • Bernard Lee • Jeff Richards

"DEEP IN MY HEART" (*Color*)
starring Jose Ferrer • Merle Oberon • Helen Traubel • and Guest Stars: Walter Pidgeon • Paul Henreid • Rosemary Clooney • Gene & Fred Kelly • Jane Powell • Vic Damone • Ann Miller • Cyd Charisse Howard Keel • Tony Martin • with Doe Avedon • Tamara Toumanova Paul Stewart • Isobel Elsom • William Olvis • James Mitchell

AND THESE BIG FUTURE M-G-M ATTRACTIONS COMING!

"MOONFLEET" (*CinemaScope—Color*)
starring Stewart Granger • George Sanders • Joan Greenwood • Viveca Lindfors • with Jon Whiteley • Melville Cooper

"IT'S ALWAYS FAIR WEATHER" (*CinemaScope—Color*)
starring Gene Kelly • Dan Dailey • Cyd Charisse • Dolores Gray Michael Kidd

"THE SCARLET COAT" (*CinemaScope—Color*)
starring Cornel Wilde • Michael Wilding • George Sanders • Anne Francis • with Robert Douglas • John McIntire • and Bobby Driscoll

"BLACKBOARD JUNGLE"
starring Glenn Ford • Anne Francis • Louis Calhern • Margaret Hayes

"THE KING'S THIEF" (*CinemaScope—Color*)
starring Ann Blyth • Edmund Purdom • David Niven • George Sanders with Roger Moore

"THE MARAUDERS" (*Color*)
starring Dan Duryea • Jeff Richards • Keenan Wynn • Jarma Lewis

"LOVE ME OR LEAVE ME" (*CinemaScope—Color*)
starring Doris Day • James Cagney • Cameron Mitchell • with Robert Keith • Tom Tully • Harry Bellaver

"THE PRODIGAL" (*CinemaScope—Color*)
starring Lana Turner • Edmund Purdom • Louis Calhern • with Audrey Dalton • James Mitchell • Neville Brand • Walter Hampden • Taina Elg Francis L. Sullivan • Joseph Wiseman • Sandra Descher

AND MANY MORE BIG ONES INCLUDING THE INDUSTRY'S GREATEST LINE-UP OF SHORT SUBJECTS!

20th's Best-Seller List!



Prince of Players

THE RACERS

UNTAMED

A Man Called Peter

DADDY LONG LEGS

The View From Pompey's Head *

Katherine **

SOLDIER OF FORTUNE ***

Good Morning, Miss Dove ****

THE 4 HOTTEST BEST-SELLERS IN AMERICA TODAY!

LORD VANITY

The Left Hand of God

THE GUN AND THE CROSS

THE TALL MEN

A Many-Splendored Thing

The Enchanted Cup

The Greatest Story Ever Told

The Girl in the Red Velvet Swing

TIGRERO!

TIDAL WAVE

* NUMBER ONE
** NUMBER TWO
*** NUMBER THREE
**** NUMBER FOUR

"It's a pleasure to do business with 20th CINEMASCOPE *Fox!"*

January 8, 1955
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THE Independent FILM JOURNAL

Editor: MORTON SUNSHINE

DEVOTED TO THE BEST INTERESTS OF THE MOTION PICTURE INDUSTRY

which the public no longer heeds. He blasted "White Christmas" but every Christmas should be as "dull" as this one. It was only the box office champion of 1954 with a conservative expectation of a $12,000,000 gross!

There are countless other pictures of past years, all proven box office attractions, that have been shabbily treated in Times reviews. There is "Vera Cruz" with "nothing to redeem this film—not even the spirit of the season," promising to become the biggest grossing picture in the history of United Artists.

Then too, there is "Deep In My Heart," the "turkey that calls for a strong digestive system," that is laying some golden eggs for M-G-M. The "streetcar named 'Desiree' " is going places with the public, with an estimated gross of $4,500,000.

The "so-what goal" of "Executive Suite" and the "occasional brittle joke" in "Woman's World," which Mr. Crowther would have titled "Executive Sweeties" have already brought distributor grosses aggregating $3,000,000 for each picture.

Even 1953's biggest grosser, "The Robe," which is presently the second top box office picture of all time, with a gross in excess of $19,000,000, affected his "burdened senses with a feeling of frank monotony."

And how about all the repeated, caustic jibes at CinemaScope, the process which has done more in recent years than any other innovation to revitalize the public interest in motion pictures?

We could go back years and mention many, many more pictures that were needlessly torn apart by Times reviews but it would only be laboring the point.

So we say, please, Mr. New York Times, do not ever dispense with the services of Mr. Crowther. He no longer counts as a critic of motion pictures for his own readers have come to regard him as a master writer with a destructive role to play. The fact that many of the pictures that he criticises most severely have been the most popular is the best evidence that this is true.

We also ask our colleagues, the motion picture producers, not to seek to retain the services of Mr. Crowther for it should be evident that the policy of the New York Times will not change. The employment of Mr. Crowther, no matter how brilliant his writing, can only take away from the New York Times a critic who has neutralized himself with the movie-going readers of that newspaper. In this case, the status quo is desirable since unfair criticism eventually reaches the level of public awareness just as water seeks its own level.

Already the criticisms of Mr. Crowther's assistants are being cut from the same bolt of cloth. Even valid criticism is often couched in either sarcasm, wise cracks or other irresponsible reporting. It means nothing for a Times movie review to subject many important motion pictures to unwarranted ridicule. It means nothing to expose films to microscopic analysis and clinical dissection.

In many Times reviews, minor imperfections with which the reader is not usually concerned take critical precedence over the ingredients which bring public acclaim. All too frequently, the Times critic will imply that quality is being subordinated to public taste. He uses dum-dum bullets instead of ordinary ammunition; he plunges the dagger and then twists the blade. Often, he is prone to forget that he is not dealing solely with a select art colony. Occasionally going beyond the bounds of what constitutes a proper review, the Times critic will frequently compound the damage by repeating in his Sunday column the destructive criticism contained in the original review.

The Times is apparently forgetting that the public represents a clientele to be served and not an opposition to be conquered. It is fortunate that the public has its own ideas for it is apparent that Times readers are ignoring the reviews, taking a look-see for themselves and liking what they see.

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Repeal Of New York Tax Unlikely During '55: Mayor

Hopes of New York City exhibitors that Gotham's five percent admission tax would be repealed by the city administration were chastened hy words of Mayor Robert Wagner that such a possibility is not likely for this year. Meanwhile, figures on the second quarterly payment ended Nov. 30, 1954, showed an approximate $2,420,000 paid from all entertainment sources, of which the theatres allegedly contributed over 50 percent.

Speaking at his initial press conference of the new year, Mayor Wagner declared that the city is not planning to impose any new taxes during 1955, but at the same time it does not intend to repeal any existing taxes. The mayor explained that no definite decision could be made until he sees how much aid the city can expect from the new state administration in Albany.

Dispute Figures

Although no figures are yet available on the exact amount of money paid in by the city's 436 theatres, theatremen continue to insist that the figures are proving closer to their original estimate than the one proposed by the city. Total admissions tax revenue collected hy the city from all sources since July 1, 1954, was disclosed as $3,711,949 for the five months.

On the basis of these figures, theatre interests estimate that total amusement revenue from the five percent tax for 12 months will reach about $8,900,000. Budget director Abraham Beame had originally estimated that the city would realize $9,000,000 from the theatres alone and a total of $16,000,000 from all sources from the amusement tax.

The heads of the two Gotham exhibitor associations, Harry Brandt of ITOA and Emanuel Friseh of MMPTA, had argued that the tax law would bring in a total ranging from $8,000,000 to $9,000,000, with the theatres' share of this total reaching from $3,500,000 to $4,000,000.

Meanwhile, New York City theatremen are awaiting a ruling from the Appellate Division of the Supreme Court in Brooklyn on the legality of the tax law. Exhibitors have been contesting the legality of this law since its inception last year.

A study of the law made by the state under the Bird Commission appointed last year by former Governor Thomas Dewey has been presented to the new administration for its perusal. The Bird Commission is now, in effect, a lame duck committee with the Demoeratic administration having replaced a Republiean one.

The findings of the Commission will not be made public until Governor Averill Harriman has a chance to study them, it was revealed. The new governor's plans, if any, on the New York City tax laws and financial situation, have not yet heen indicated.

Academy, NBC Sign Airwaves "Oscar" Pact

Hollywood.—The Motion Picture Academy of Arts and Sciences has signed a six-year deal with NBC in which not only the Academy Award presentation, but also the nominations will be telecast and broadcast. The motion picture industry will be given the first option on sponsorship of the programs after 1955, which is already contracted for by Oldsmobile.

The minimum fee to be gained by the Academy for the programs is $1,050,000, according to the report. Charles Brackett, Academy president, termed the pact the "most important public relations step ever taken."

Newspapers Make Use Of COMPO Ads; Theatres Aided

Extending best wishes for a happy new year, COMPO's Jan. 1 advertisement in "Editor & Publisher" states that the coming release of a large number of exceptionally fine motion pictures makes the greeting "more than a wish . . . it's a promise." The ad notes that "the word from Hollywood is that the new pictures coming up in '55 are even hetter than the notably fine films" of the past few months.

Citing reasons for the improved product, the ad copy points to "the public's support of good pictures." It explains that "as a result of the increased patronage of the good pictures released last summer and fall people in the studios have become more confident, more ready to try new and bigger things."

"Another hig help has been the reduction in the Federal admission tax," the ad declares, explaining "it's much easier to do good work when vou know a big slice of your work's rewards is not going to be gobbled up for taxes." The ad then notes "still another shot in the arm"—the decline of competition from television. It all adds up to "new heights of achievement," the advertisement promises.

How two newspapers made use of the recent COMPO ad in "Editor & Publisher" which reprinted a "Variety" story telling how the merchants of Ellsworth, Wis., sponsored the re-opening of that town's theatre, was revealed this week by the industry organization. Newspapers in Radford, Va., and Seattle used this ad to fight a local admission tax and aid local retail business.

The Radford "News Journal" reprinted the ad on Dec. 20 as an argument for repeal of the local 10 percent admission tax. The next day, in Seattle, Russell W. Young, advertising manager of the Seattle "Times," sent the ad to each of the 12 members of the Downtown Promotion Committee, a group made up of advertising executives representing the larger downtown Seattle stores.

Young stated in his memorandum that the ad "is an interesting announcement showing that the public likes to be entertained, and when they are entertained they are in a better frame of mind, resulting in a happy community, making all business better." The newspaperman called it "just another reason for events like the Santa Claus Parade and the Back to School program" which the stores run in eonjunetion with the city's theatres.

DISTRI-BITS

Hughes, Odlum Confer

Conferences are still going on between Howard R. Hughes, president of RKO Pictures Corp. and Floyd B. Odlum, head of the Atlas Corp., it was learned this week. Trade reports deal consistently with a proposed deal whereby Atlas would assume management control of the film company. At present Hughes is said to hold 1,262,000 shares of stock; Atlas, close to 1,250,000, and the public about 500,000 shares.

Five "Wonders" Directors

Hollywood.—Five direeeors have been assigned to work on "Seven Wonders of the World," third Cinerama production, according to Merian C. Cooper, who will co-produce the film with Lowell Thomas. The signing of five directors to work on one picture sets a new record in the film industry, Cooper declared. Directors involved include John Farrow, Tay Garnett, Andrew Marton, Paul Mantz and Ted Tetzlaff. Cooper explained that it would take one man years to direct the huge scale epic production that is planned for this film and that the producers decided therefore to split the assignment into several parts. The executive predicted that if properly made, the film would gross $50,-000,000.

Date Given 16mm Suit

Hollywood. — The government's 16mm. anti-trust suit against distributors has been set for a trial date of Sept. 6, 1955, in an order signed hy Federal Judge Harry Westover. Announcement came from Samuel Flatow, special assistant to the U. S. Attorney General. The government must list its witnesses 30 days hefore the trial, and the defendants must list theirs 15 days before. Homer Mitchell, Los Angeles attorney, will defend Warner Bros., U-I and 20th-Fox.

Selznick-Metro Deal Pends

Hollywood. — A deal whereby David Selznick would produce pictures independently for M-G-M release is still in the talking stage, according to Dore Schary, production head of the major studio. Both Selznick and Nicholas M. Schenck, M-G-M president, had acknowledged earlier that such negotiations were in progress.

New Distrib Tax Set

A New York City tax against distributors, long on the books but never hefore levied, is being put into effect now, it was learned. Levy is a three per cent charge on the value of raw stock film and the cost of processing a duplicate negative. Tax applies only to negatives or fine grain positives. The law is retroactive, it was reported.

Skouras Lauded

Spyros P. Skouras, 20th Century-Fox president, was guest of honor at this week's annual dinner concert of the American Fund for Israel Institutions at the Waldorf Astoria. Skouras was honored "in recognition of his leadhership on behalf of Israel through the American Fund," according to S. H. Fabian, Stanley Warner president who served as dinner concert chairman.

EXHI-BITS

Bingo Law Changes?

ALBANY.—A bill that would remove the criminal penalties bingo sponsors would be subject to, although not strictly legalizing the game, has been introduced into the State Legislature with the blessing of Governor Harriman. It is understood that the Republican-controlled legislature would rather go all the way and legalize bingo via a constitutional amendment. Only religious, charitable or fraternal groups could conduct bingo games, and each local area must approve it.

Grosses Increased

WASHINGTON.—Motion picture box office grosses in 1954 exceeded 1953 by 18 percent, according to a report from the Commerce Department, which estimated the gross at $1,200,000,000. Average weekly admissions approximated 80,000,000 persons. The department noted that it expects further increases in attendance in 1955 "as the industry concentrates upon quality production, rather than quantity."

NT Income Rose

Consolidated net income of National Theatres, Inc., for the fiscal year ended Sept. 25, 1954, was announced as $2,856,850, or $1.03 per share, an increase from the 91 cents per share earned in the previous year, according to Elmer C. Rhoden, president. Rhoden attributed the increase to the Federal tax reduction on admissions and the good public reception of CinemaScope pictures.

Cinerama Film Ends Run

"This Is Cinerama" will complete its New York engagement when it leaves the Warner Theatre on Feb. 6, according to a report from the Stanley Warner Corp. The company estimates that the production will have grossed an approximate $4,500,000 by that time. The feature, which opened in New York on Sept. 30, 1952, will have played to approximately 2,500,000 patrons, it was disclosed.

Censored Films Listed

Because exhibitors are subject to arrest for the showing of obscene pictures even in a state that has no censorship, Independent Theatre Owners of Ohio has prepared a list of pictures in which the state censorship board ordered cuts during the past two years. An ITOO bulletin advises exhibitors contemplating booking these films to contact the group's headquarters for information concerning what cuts were ordered. A list of films is available.

Holding Allied Bill

WASHINGTON.—National Allied will not decide on whether to have its proposed bill on government regulation of the film industry introduced into Congress until after the group's board meets next month in St. Louis, according to Abram F. Myers, general counsel. Allied's exhibitor defense committee has been meeting this week in Chicago to examine surveys made by the group's members on whether distributors have been fulfilling agreements on rentals, availabilities, etc.

Industry Round Table Conference To Await Decision On Arbitration

The all-industry round table conference proposed by Al Lichtman, director of distribution for 20th Century-Fox, will await the conclusion of an arbitration agreement between distribution and exhibition, the film company executive revealed this week. He explained that it would be too difficult to tackle two problems at the same time, and he thought arbitration should be solved first.

Once that question is settled, then the conference could follow, he revealed. He further disclosed that progress is being made in the arbitration question, with both sides agreed on major points. Lawyers are now drawing up the papers, he stated. The distribution-exhibition committee studying the problem is scheduled to meet next on Jan. 17.

Conspicuous by its absence on the arbitration committee is National Allied, none of whose members have been attending the current sessions. Members of the arbitration sub-committee include, for exhibition, S. H. Fabian, Mitchell Wolfson, Max Cohen, Leo Brecher and Herman M. Levy. Representing distribution are A. Montague, Charles Reagan, William Gehring, Robert Perkins, Austin C. Keough and Adolph Schimel.

When learning of the postponement of the round table conference, Ben Marcus, National Allied president, expressed disagreement with the reason for the change. The exhibitor leader argued that out of such a conference would come enlightenment on many points that must be cleared up before any successful arbitration plan could be drawn up.

On the other hand, E. D. Martin, Theatre Owners of America president, indicated he would prefer conclusion of arbitration prior to the round table conference.

It is generally understood that although Allied has refused to attend the present arbitration meetings, it would attend the general industry conference. Allied attended the original arbitration meetings that ended unsuccessfully. Bone of contention at that time was film rentals, which Allied feels must be included in any arbitration agreement, while the distributors think otherwise.

The postponement of the all-industry conference has come in for criticism by Leo F. Wolcott, board chairman of Iowa-Nebraska Allied, who objected to the pushing ahead of the arbitration problem. The exhibitor leader hit out against any arbitration conference that does not deal with "the real hub of the problem — pictures, sales policies, prices, playdates."

Wolcott called all past arbitration meetings "a waste of time because we were never allowed to get at the real heart of the trouble." The midwestern exhibitor declared that he "liked the proposed Lichtman meeting. . . ."

Letters Reveal Continuing Support For Single Exhibitor Organization

Continuing response to THE INDEPENDENT's exhibitor poll to determine opinion on the establishment of a single exhibitor organization shows responses wholeheartedly in favor of the plan. Only one dissenting opinion has been received among the many statements of enthusiastic support for the idea.

The proposal of one central exhibitor organization was made by S. H. Fabian, Stanley Warner president, in a speech before the Theatre Owners of Oklahoma. At that time, Fabian stated that "one big organization, could in six months, move the motion picture industry ahead five years in its thinking."

One exhibitor, Don Weinberg, president of Bedford Theatres of Bedford, Va., noted that he would pay double dues to one organization representing all exhibitors.

Harry Lamont, chairman of Albany TOA, presented a reply to an Allied hesitation that the problems of Allied members often differ from those of TOA members. Lamont stated that "although TOA has members who are considered to be large theatre operators, TOA has always bent over backwards to take care of the small exhibitors so Allied need have no fears on that score."

He declared that "a classic example showing the need of one organization is the distributors' refusal to make separate arbitration agreements with different organizations." Lamont declared that "the outstanding single problem to combine all theatre organizations is the retention of some of the various heads or leaders."

"Two heads are always better than one and three better than two, therefore, by all means keep the counsels of both, or even more, in the new organization," the exhibitor wrote. He suggested a convention of all organizations in a central location such as Chicago "in order that we can face each other and talk out our problems."

From Max A. Cohen, president of Cinema Circuit and vice-president of ITOA, came the statement that "one national theatre organization would break down every barrier between distribution and exhibition." He added that "every problem and evil now confronting exhibition would vanish into thin air very rapidly."

Louis K. Ansell, president of Ansell Bros. Theatres of St. Louis, Mo., also declared that "we are definitely in favor of one national exhibitor organization." He stated the belief that "a movement of this kind can be gotten underway by Mr. Fabian calling a meeting at some central point, of the top exhibitors now members of both of the national exhibitor organizations."

Ansell reasoned that "if there is any possibility of combing the two organizations into one national organization, a meeting of this kind would soon develop whether or not this can be done."

A note of skepticism was sounded by Leo F. Wolcott, board chairman of Iowa-Nebraska Allied, who answered "not unless and until that one organization clearly has the full interests and real problems of the small exhibitors close at heart, and instead of lip service, will actively work and use its full influence for fair and profitable deals for small exhibitors." He added that this "means pictures, sales policies, prices and playdates."

Lack Of Star Talent Can Hamper Industry Progress: Harold Hecht

The only obstacle that could possibly stand in the way of motion picture progress at the present time is the lack of star talent, stated producer Harold Hecht, president of Hecht-Lancaster Productions, at a meeting with the trade press this week before the executive sailed for Europe. Hecht suggested that the major studios pool their star talent and develop new stars via co-operative methods.



HAROLD HECHT

Hecht thus agreed with the opinion stated in the last issue of THE INDEPENDENT by Sol C. Siegel, now head of an independent unit at Paramount, that the scarcity of top stars is the only drawback to the motion picture business at the present time. Siegel had expressed the hope that television would develop new stars.

"Cruz" Breaking Records

Hecht-Lancaster now has in release "Apache" and "Vera Cruz," both released through United Artists, which is distributing all H-L product. The last picture is headed to become the biggest grosser in UA history, according to first indications from theatres across the country, it was announced by William J. Heineman, distribution vice-president of UA.

Heineman revealed that the Burt Lancaster-Gary Cooper starrer has broken house records in engagements at the Chicago Theatre, Chicago; Palm State Theatre, Detroit, and Gopher Theatre, Minneapolis. The Superscope production has also shattered UA records in many theatres in different parts of the country, he noted.

Hecht disclosed a schedule of forthcoming releases and production plans of his unit through 1955. The company has completed for 1955 release "The Kentuckian," in CinemaScope and Technicolor and starring Burt Lancaster, and "Marty," adapted from a television prize-winning play.

To Produce Four

Hecht-Lancaster will produce four pictures in 1955. These include "Trapeze," to star Lancaster and budgeted at $1,500,000; "Operation Heartbreak," to be made in England and for whom Hecht is negotiating with Alec Guinness to star; "Until They Sail," based on a James Michener story, and "The Way West," based on a Pulitzer prize-winning novel.

In connection with the announced H-L policy of financing other independent units, Hecht announced that the company will present a feature cartoon now being made by UPA of James Thurber's "The White Deer." H-L will provide the financing and arrange for distribution, which will probably be through UA, according to the producer.

The H-L unit is also interested in other phases of the entertainment business, Hecht disclosed, with plans to enter into play production. Also, it has entered the music publishing business, and its first song will be "Hey, Marty," the theme song from "Marty."

FJP Lists Winners Of Annual Awards

Mark of Achievement awards of the amusement division of the Federation of Jewish Philanthropies for 1954 will go to Elmer Davis of radio, Jackie Gleason of video, Grace Kelly of films, Mary Martin of the stage, Mitchell Miller of records and Arthur Schwartz of music, according to Oscar Hammerstein II, awards chairman. A special award will be made to Patti McCormack for her performance in the Broadway play, "The Bad Seed."

These awards will be presented at a Federation luncheon at the Hotel Sheraton Astor on Jan. 20. Adolph Sehimel is serving as chairman of the amusement division's campaign in the Federation's drive, with Harry Brandt, ITOA president, serving as luncheon chairman.

Successful Theatre Forced To Close

The Trans-Lux 60th St. Theatre, N.Y.C., a successful first-run art theatre in operation for the past 18 years, will be torn down to make way for an office building, according to a Trans-Lux report. The theatre was originally opened as a newsreel house in 1937, but was one of the first east-side theatres to change over to a first-run house.

To commemorate its closing, the management is presenting a "Farewell Festival" of all the films that were introduced at this theatre. Pictures include "Tight Little Island," "Laughter in Paradise," "Limelight," "Kind Hearts and Coronets," "The Actress," "The Holly and the Ivy," "Little Kidnappers," "Justice is Done" and "Pickwick Papers."

Quality Pictures On Rise: Dunne

Belief that a greater proportion of quality pictures can arise from a minimized production line-up at a major studio was voiced this week by Philip Dunne, screen writer, in town to help promote his first directorial attempt, "Prince of Players," for 20th Century-Fox.



PHILIP DUNNE

Dunne, who also produced his latest film, noted that restricted studio output is, however, tough on film employees. He said that many have gone into television as a result. He expressed the opinion, moreover, that major studios can turn out product for a absolute minimum budget of $7-800,000, when necessary.

His own picture, "Players," cost $1,500,000, he added. It was shot in 31 days, mostly in the studio, and utilizes a number of unique stereophonic sound developments to enhance the drama, Dunne disclosed.

"Pompei's Head" Set

Following "Players" on Dunne's schedule are "The View from Pompei's Head" and "Katherine," both popular novels. "Pompei" will begin production probably in the Spring. Dunne is writing the script and will produce. He may also direct. He said that Gregory Peck is one of the desirable actors sought for the leading role.

Richard Burton, who stars in "Players," may also star in "Katherine," which Dunne will produce and direct following "Pompei," from an Alfred Hayes script.

Both "Pompei" and "Katherine" are leading best-seller lists around the country, Dunne pointed out. The first novel deals with a contemporary theme.

CinemaScope Drive Lauded By Publishers' Ad Bureau



Representatives of the American Newspaper Publishers Association commend 20th Century-Fox by presenting a brochure to Spyros P. Skouras for the advertising his company has done in American newspapers on behalf of CinemaScope. (L. to R.): Charles Einfeld, vice-president; William Solch, ANPA; Skouras, president; Norman Creer and Robert McLauchlen, both ANPA.

The advertising campaign conceived and put into effect by 20th Century-Fox for the introduction of CinemaScope to the public has been made the subject of a brochure published by the Bureau of Advertising of the American Newspaper Publishers Association. Paying tribute to the campaign, the booklet noted that the film company used newspapers as the "backbone" of the drive.

A dependable old Hollywood formula"—heavy promotion and exploitation—sold CinemaScope to the public and helped to "revive the movie industry's confidence," the brochure stated. It quotes Charles Einfeld, 20th-Fox advertising vice-president, as pointing to the importance of newspaper advertising in selling a picture. The executive is quoted as saying the same promotional pattern will be used for succeeding CinemaScope pictures.

Important Announcement about...

VISTAVISION

MOTION PICTURE HIGH FIDELITY

A NEW WORLD OF MOTION PICTURES

VISTAVISION

MOTION PICTURE | HIGH FIDELITY

Paramount's Gift to the Industry



A Statement By Barney Balaban

It is important at this time, I believe, to review what Paramount's development of the Horizontal VistaVision Camera means—and will continue to mean—to exhibitors in terms of increased theatre admissions and to the future of our industry.

Paramount's first VistaVision picture, WHITE CHRISTMAS, has now played widely to solid top grosses, in many cases to all-time record-breaking results.

More important — WHITE CHRISTMAS proves the wisdom of Paramount's policy as regards the Wide Screen.

From the start our Company was unwilling to rush into adopting any Wide Screen system technically not yet perfected and which would place an undue economic burden on our customer, the exhibitor.

With faith in our Studio's fine scientific department, Y. Frank Freeman and I authorized expenditures of several millions of dollars in the efforts to develop to perfection a system of photography and projection which would furnish to exhibitors everywhere the best photographed pictures in the ideal 2-to-1 proportion on the largest possible screen at the least possible expense to the theatres.

The results, beyond our fondest dreams, are:

The Horizontal VistaVision Camera—and the complete conversion of our Studio to this system.

Ten VistaVision pictures already completed.

A few weeks ago, the top executives of our worldwide sales and advertising departments came to Hollywood and viewed these ten productions. They were extremely enthusiastic over what they saw. So eager were they to spread the proof of the outstanding values in these pictures and of the amazing merits of the Horizontal VistaVision Camera, that they urged the Studio to prepare a Special Film containing the highlights of the pictures.

Running 20 minutes, this Special Film is nearing completion and is titled:

Paramount Presents

VISTAVISION

MOTION PICTURE HIGH FIDELITY

A Product Featurette

We are arranging trade showings of this film for exhibitors and will subsequently furnish prints, *without charge*, to theatres for the entertainment of their audiences.

I sincerely believe that this is a most important film. I think that, seeing it, you will visualize for the first time *A New World In Motion Pictures* and its vast potentialities. I am confident that, having seen it, you will agree that the real technical and financial future of our industry rests upon the ultimate photographing and projecting of motion pictures standardized on the principles of the HORIZONTAL VISTAVISION CAMERA.



President, Paramount Pictures Corporation

Paramount Presents

VISTAVISION

MOTION PICTURE HIGH FIDELITY

Plan Now To Play It Without Charge!

A Product Featurette

The exciting scope and lifelike clarity of VistaVision, the ideal system of photography and projection, will be seen in this featurette, comprising 20 minutes of highlights from

Paramount's First 10 Attractions in VistaVision

—ALL IN COLOR BY TECHNICOLOR

Irving Berlin's
WHITE CHRISTMAS

STRATEGIC AIR COMMAND

RUN FOR COVER

Alfred Hitchcock's
TO CATCH A THIEF

THE FAR HORIZONS

Hal Wallis'
3 RING CIRCUS

WE'RE NO ANGELS

THE SEVEN LITTLE FOYS

Alfred Hitchcock's
THE TROUBLE WITH HARRY

LUCY GALLANT

Now Available! The First Paramount Short in VistaVision

VISTAVISION VISITS NORWAY

color by Technicolor

Other VistaVision Shorts In Preparation

PRINTED IN U.S.A.

Skouras Predicts Continuing Prosperity For New Year

Announcing that he never saw so much prosperity in the film industry as there is now, Spyros P. Skouras, 20th Century-Fox president, predicted that 1955 would prove even better than 1954. The executive spoke at a meeting with the trade press, following his return from a European trip undertaken to discuss CinemaScope with foreign producers, directors and writers.



SPYROS SKOURAS

The result of his trip went "far beyond his fondest expectations," the company head asserted, with from 50 to 75 CinemaScope productions planned for 1955 in Europe. He revealed that 12-15 pictures are now actually in production in the new medium abroad, while an additional 20 are in the preparation stage.

European installations, now estimated at more than 3,000, should exceed 7,500 by the end of July, he declared. The percentage of houses equipped with CinemaScope will be higher in England than in the U.S., where there are now more than 10,500 installations, according to the company head.

As for stereophonic sound, the percentage of houses equipped is higher in all of Europe than in the U.S., Skouras stated. He estimated that in the U.S. about 4,000 theatres are equipped with the new sound.

New Medium Helps

Business has improved abroad because of the new anamorphic medium, the executive stated. He noted that U.S. CinemaScope pictures do as well in foreign countries as those countries' domestic pictures do there. Skouras stated that everywhere he went, foreign exhibitors praised and thanked 20th-Fox for introducing CinemaScope.

Everyone of the 18 CinemaScope pictures that the company has released has been profitable, which marks the first such record of 18 profitable pictures in a row for the company, the executive disclosed. He explained this phenomenon by declaring that the public is in favor of progress and will support it. Also, better pictures are being made because of the medium, he stated.

Skouras backed up his prediction that 1955 would exceed 1954 by pointing to a greater momentum created by a greater number of top pictures. His second argument was that these better pictures are in themselves customer draws. Skouras agreed that the industry needs more good pictures.

His own company looks forward to releasing about 30 "A" pictures in 1955, all of which will be in CinemaScope. Of this total about 24 will come from Fox's own studio. The company has no plans for promoting any 2-D pictures during the year, Skouras noted.

20th-Fox's world wide gross will be up in 1954 over the preceding year, although estimates show that the domestic gross of more than $65,000,000 will lag behind 1953's $67,000,000. Reason for the over-all improvement is the improved European gross, which is expected to hit $41,400,000, well above 1953's figure. The decline in domestic gross was explained by the fact that the company released many fewer pictures in 1954 than in 1953.

Improvements are constantly being made in CinemaScope, the speaker revealed, with camera lenses currently being worked on. The company plans to have annual demonstrations of new lenses, Skouras stated. He added that the studio is now working on a CinemaScope training film for producers, directors, writers, etc.

Eidophor, the company's theatre television system, is currently in the stage of experimentation in European laboratories, according to the executive. He predicted that by 1956 the system will be installed in theatres. Skouras further revealed that Eidophor screens will be CinemaScope size. General Electric will manufacture the equipment, which will not be sold by 20th-Fox, he stated.

Opposes Toll TV

On the question of toll TV, Skouras stated his opposition to it until the theatres are in a firmer position. The speaker declared that 20th-Fox has always maintained and still believes that the company's success depends upon the welfare of the theatres, which should always be protected.

When queried as to whether 20th-Fox would consider selling its old films to video, Skouras answered that this would not be done as long as there are theatres in financial difficulty. When all the small theatres are prosperous, then the company would considering selling its old films to TV, he declared.

To the question of whether he would be willing to attend the industry round table conference proposed by Al Lichtman, company's distribution chief, Skouras replied that he would be delighted to attend this meeting or any meeting designed to bring progress to the industry.

Circuit Holders Ask Stock Value Changes

Stockholders of United Artists Theatre Circuit were asked this week to amend the company's certificate of incorporation to place a $1 par value on the 600,000 shares of common stock now outstanding and to permit the issuance of an additional 1,000,000 shares of such stock. The request came at a special meeting called for this week in Baltimore. George P. Skouras, president, reported in a stockholders letter that the company management is engaged in a plan to consolidate some or all of the affiliated companies under the UA Theatre Circuit heading. The company's preferred stock is not affected by the request.

By Laws Amended

Loew's, Inc., directors have changed the corporations by-laws to comply with the consent decree of 1952 which ended the Government's anti-trust suit. Major change prohibits any director or agent or any other distribution company to serve as a Loew's director or officer.

Metro Launches Theatre Festival

M-G-M's "Motion Picture Theatre Celebration" is now under way with the first event starting in Green Bay, Wis., where the city has been dressed up with special lighting effects for the openings of the company's "Bad Day at Black Rock" and "Green Fire." Local merchants, civic groups, business clubs, etc. are paying tribute through newspapers, radio, TV and other media to the film industry, the company reports.

Robert C. Zimmerman, Wisconsin's assistant secretary of state, has declared January as "Go-To-The-Movies Month." The declaration winds up with a request that every city and community in Wisconsin observe the period for celebration.

Workshop Plans

Meanwhile, plans have been speeding along for the company's Ticket-Selling Workshop in Denver on Jan. 12, with Ray Smith, vice-president of Jamestown Amusement Co., having been added to the exhibitor panel. Emery Austin, M-G-M exploitation head, will divulge details of the company's motion picture celebration to the attending exhibitors. He will show 33 aids the company has prepared to help exhibitors with the drive.

The Denver workshop will mark the beginning of 14 definite dates set, according to the company. More than 5,000 exhibitors and affiliated interests are expected to attend these meetings, according to Mike Simons, director of customer relations. The program continues until June 13, with three meetings set for January, two for February, three each in March and April, two for May and one in June.

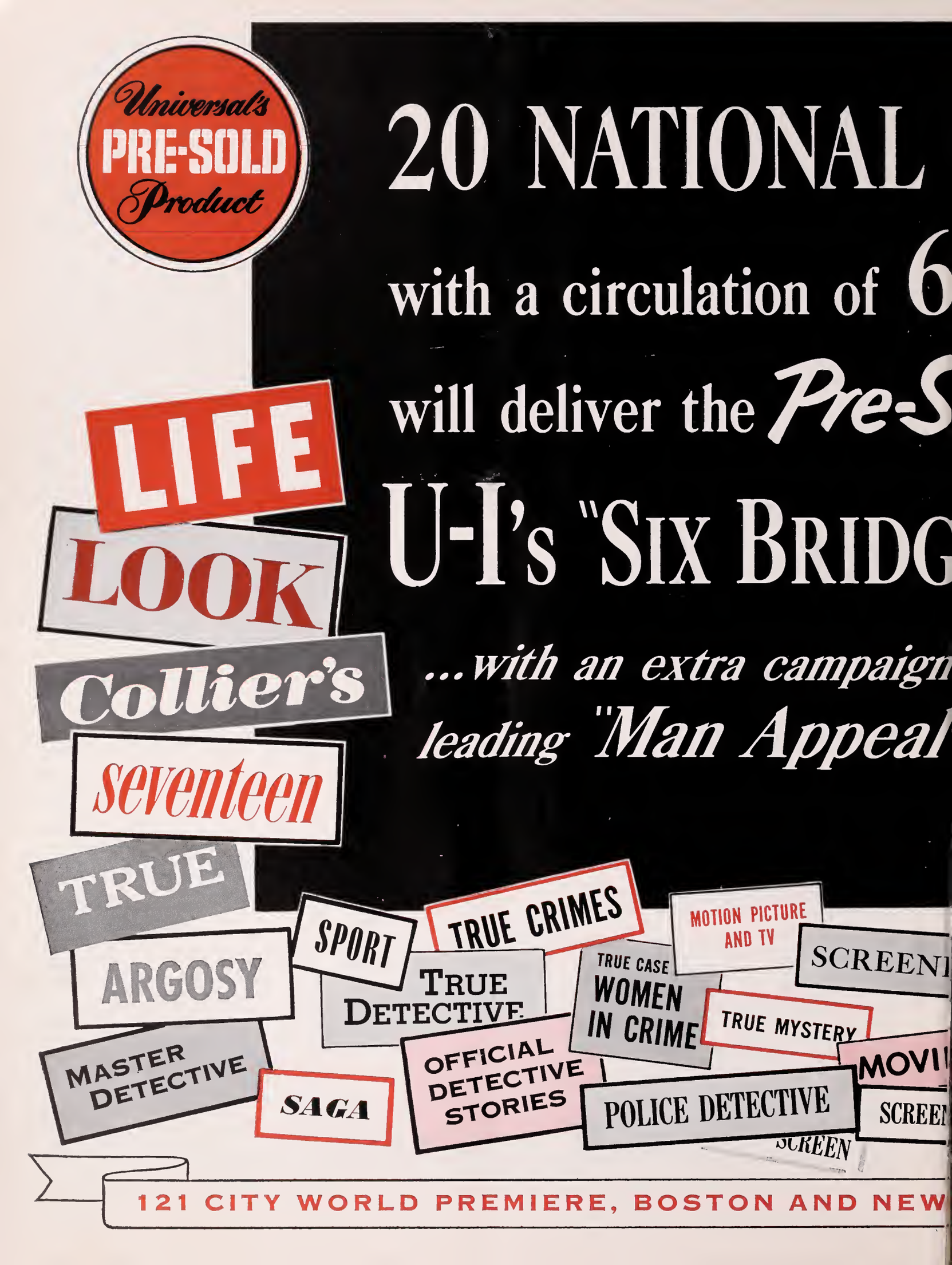
On Jan. 24, the workshop will meet in Jackson, Miss., and on Jan. 27 in Memphis; Feb. 8, Richmond, Va.; Feb. 22, Detroit; March 1, Columbus; March 3, Kansas City, Mo.; March 9, Dallas; Apr. 12, Atlanta; Apr. 18, Buffalo; Apr. 26, Jacksonville; May 10, Billings, Mont.; May 16, Charlotte; June 13, Santa Fe, New Mexico.

At least five M-G-M personalities from Hollywood will be active in helping exhibitors participate in the theatre celebration, according to plans now being developed by Howard Dietz, Howard Strickling, and their east and west coast publicity staffs. George Murphy, public relations head at the studio, and George Sidney, director, will appear Jan. 18 in Philadelphia as part of the company's salute to William Goldman.

Museum Dedication

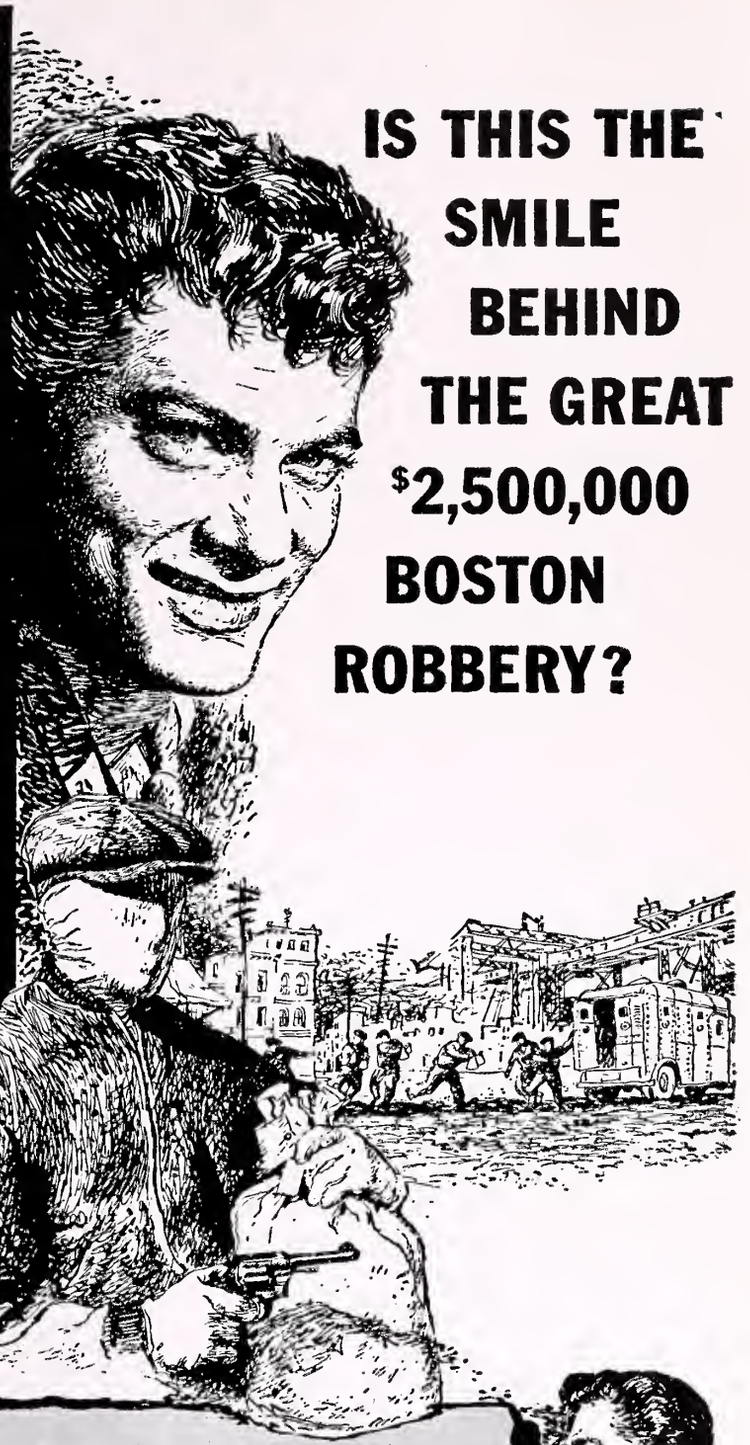
Goldman officially dedicates his "Nickelodeon" museum that day as a big civic event. Esther Williams, star of "Jupiter's Darling," also will appear at the Quaker City event. Robert Taylor, star of "Many Rivers to Cross," will make personal appearances in New York, New Haven, Boston and other New England cities. John Ericson, in "Bad Day at Black Rock" will appear in Denver, New York, Philadelphia and Kingston.

Grace Kelly is another star set to appear at the museum dedication, as are Marge and Gower Champion. Concerning "Bad Day," Anne Francis will tour at least seven theatres for appearances at key openings. Several of these stars will appear on Ed Sullivan's television shows in January, the company has reported.


Universal's
PRE-SOLD
Product
20 NATIONAL
with a circulation of 6
will deliver the Pre-S
U-I's "SIX BRIDG
...with an extra campaign
leading "Man Appeal
LIFE
LOOK
Collier's
seventeen
TRUE
ARGOSY
MASTER DETECTIVE
SPORT
TRUE CRIMES
TRUE DETECTIVE
SAGA
OFFICIAL DETECTIVE STORIES
TRUE CASE
WOMEN IN CRIME
MOTION PICTURE AND TV
SCREENI
TRUE MYSTERY
MOVI
POLICE DETECTIVE
SCREEN
121 CITY WORLD PREMIERE, BOSTON AND NEW

MAGAZINES
6,000,000
elling Punch for
ES TO CROSS"

concentrated in
publications!



IS THIS THE SMILE BEHIND THE GREAT $2,500,000 BOSTON ROBBERY?

Universal-International presents

6 BRIDGES TO CROSS

Starring

TONY CURTIS · JULIE ADAMS · GEORGE NADER

with JAY C. FLIPPEN • SAL MINEO

DIRECTED BY JOSEPH PEVNEY • SCREENPLAY BY SIDNEY BOEHM • PRODUCED BY AARON ROSENBERG



AND

AND

TORIES

ENGLAND AREA JANUARY 19

AA's Best Year Ahead: Burrows

Allied Artists expects to have its best year in 1955, according to George D. Burrows, company's executive vice-president and treasurer. He noted that the company will release about 40 pictures during 1955, with the schedule completed through June. Burrows, visiting New York City to settle loan negotiations, revealed that AA expects more bank credit this year than last year's $1,250,000.

The signing of top production personnel also inspired enthusiasm from the executive. With John Huston already signed and deals being made with Billy Wilder and William Wyler, the company expects more top pictures than ever, he reported. It will also continue to make co-production deals with other companies.

Allied Artists continues to possess a large backlog of films available for sale to television, Burows stated. He noted that the company sells only films older than three years old to video.

The company signed a one-year loan pact with the Security First National Bank of Los Angeles and Bankers Trust Co. for a resolving loan with a maximum of $1,750,000, according to Burrows and Steve Broidy, president. The loan permits AA guarantees up to $500,000 for producers releasing through the company. It was also revealed that the film company has taken a five year loan from De Luxe Laboratories for $350,000.

Better Rental Terms Sought From Disney

DES MOINES.—Iowa-Nebraska Allied board chairman Leo F. Wolcott has appealed to Walt Disney asking the producer "to create ways and means whereby these many small theatres will be offered your productions, as released, at rentals they can afford to pay." The exhibitor leader noted that the small theatres in his area have always supported Disney product, but since the set up of Buena Vista they can find no way of dealing with Disney distribution.

Wolcott pointed out that Buena Vista sales representatives are not located in Iowa-Nebraska exchange centers and "apparently come in only at intervals to deal with the first-runs and important circuits." He added in his letter that "when our people have made contact they have been met with percentage and impossibly high terms and a curt take-it-or-leave-it attitude."

The letter noted that although "it is true that these small theatres can no longer afford the luxury of percentage playing, but in the aggregate these many theatres at fair rentals also profitable to them, represent important revenue to any producer."

Fulbright At Conference

Senator William J. Fulbright of Arkansas will be the principal speaker at the Brotherhood Dinner, sponsored by the National Conference, according to John H. Harris, national director of the amusements division. The dinner will be held at the Waldorf-Astoria Hotel, N.Y.C., on Jan. 13. J. Robert Rubin, permanent general chairman of the conference amusement division, will be guest of honor and more than 1,000 industryites are set to attend.

New Appointments . . .

NICHOLAS JOHN MATSOUKAS was appointed national director of advertising, publicity and exploitation for the Rogers and Hammerstein production of "Oklahoma!" in Todd-AO, presented by the Magna Theatre Corp. Matsoukas, who is also advertising director for Skouras and United Artists Theatres, will headquarter in New York City. He is currently in Hollywood to discuss advertising plans for the feature, the first in the new process. The picture will have its world premiere in New York City in May, after which it will be shown in 50 American cities on a road show basis.



NICHOLAS MATSOUKAS

WAYNE BALL, formerly Columbia's Los Angeles branch manager, was advanced to division manager for Southern California and the Rocky Mountains, in a series of changes in six of the company's domestic branches. Succeeding Ball at the Los Angeles branch is HAROLD GREEN, who moved over from Salt Lake City. Green was succeeded by SAM MCFADDEN, formerly a salesman there, while the San Francisco office has a new branch manager in MEL KLEIN.

MON WHITCHER was upped by the company from salesman to manager of the Dallas exchange, while JEROME SAFRON was named to succeed the late Oscar Ruby as manager of the Cleveland exchange. JOHN WINBERRY, for many years a salesman in Columbia's New Orleans exchange, was appointed manager of the Houston branch which the company plans to establish there shortly.

DICK PITTS, former director of public relations of TOA, was named director of advertising of Filmack Trailer Co., replacing Lou Kravitz, who has been elected vice-president in charge of sales. Pitts, a veteran newspaper reporter of 16 years, will work from Filmack's Chicago home office. Prior to his TOA post, he was COMPO editorial director.

LEE SAVIN was appointed executive vice-president of Gross-Krasne, Inc., and general manager of all G-K enterprises. These include operation of California Studios, Inc., and production of various TV programs, such as "Big Town" and "Mayor of the Town." Savin was formerly executive vice-president of United Television Programs. Vernon Clark remains in charge of G-K commercial division and Sol Dolgin as manager of California Studios.

ALVARO REY was named manager of United Artists' Colombia office, and NAUM LEFCOVICH appointed UA representative in Uruguay. Rey worked in Colombia as sales manager for RKO Pictures. Lefcovich, who succeeds Adolfo Friedman, resigned, worked in Argentina for RKO and Eagle-Lion.

FRANK MILTON was appointed eastern talent head for Distributors Corp. of America, in which post he will be in charge of selecting new literary properties as well as actors. Milton will work in co-operation with Milton Pickman, head of DCA's Hollywood office, in the screening of new theatre properties, writers and directors.

FRANK BRYAN and LOUIS M. WEBER were elected vice-presidents of Skouras Theatres Corp. Bryan will continue as treasurer, while Weber continues as attorney, assistant treasurer and assistant secretary. IRVING PALACE was appointed corporation comptroller.

RICHARD LEDERER was promoted to copy chief of Warner Bros.' advertising department, under Gil Golden, advertising manager. Lederer came to Warners in 1950, after serving as copy writer for Columbia Pictures.

JOSEPH J. LAUB was appointed assistant general counsel of RKO Radio Pictures. A member of the company's legal staff for the past six years, Laub has been chief assistant to general counsel in distribution, financial and corporate matters and has also served as assistant secretary of the company. He will now serve as secretary of affiliated operating companies.

AMOS HIATT was named special assistant to the treasurer of the Motion Picture Export Association, in which post he will handle compensation arrangements and foreign exchange. Hiatt has served as treasurer of RKO-Pathe and vice-president and director of First Division Productions.

Two VV Pix Slated For Rank's Calendar

The J. Arthur Rank Organization has announced the first 14 top-budget pictures on its 1955 production schedule, including two films in VistaVision, "Value for Money" and "The Spanish Gardener." Nine of the 14 will be shot at the company's Pinewood studio, while the remaining five will be shot at Ealing studio, both in London.

Pinewood productions include the two VistaVision pictures plus "Doctor at Sea," "His Lordship," "Alligator Named Daisy," "Windom's Way," "A Town Like Alice," "All For Mary" and "The Life of George Wilson." Ealing productions include "Touch and Go," "The Lady-killers," "The Lamp is Heavy," "Who Done It?" and "Skeleton Coast."

In addition, the following Rank productions are finishing editing or already in release in Britain: "Passage Home," "Above Us the Waves," "Svengali," "The Beachcomber," "The Young Lovers," "The Purple Plain," "The Sea Shall Not Have Them," "Mad About Men," "One Good Turn," "To Paris With Love," "Simba," "As Long as They're Happy," "The Night My Number Came Up," "The Ship That Died of Shame," "Out of the Clouds," "The Divided Heart" and "Lease of Life."

Independent Trade Reviews

"The Bridges At Toko-Ri"

(Paramount) Technicolor 103 Min.

Cast: William Holden, Grace Kelly, Fredric March, Mickey Rooney, Robert Strauss, Charles McGraw, Keiko Awaji.

Credits: Produced by William Perlberg-George Seaton; Directed by Mark Robson; Screen play by Valentine Davies; Based on the novel by James A. Michener.

This Technicolor film version of James A. Michener's "Bridges of Toko-Ri" comes searing across the screen like one of the picture's jets, and like that modern plane, the picture demonstrates its power and superiority in all categories. Box office response should match the general excellence of all the names connected with the film, and that's saying a lot. Four top stars—William Holden, Grace Kelly, Fredric March and Mickey Rooney supply marquee strength. In addition, the Michener book was a best-seller and to round out the package for industryites, the names of Perlberg and Seaton always stand for quality entertainment. "Bridges" tells its story against the background of the aerial war in Korea, and as such should pack a terrific wallop in the man's market, but the film's basic theme is one that touches both sexes. Such scenes as the one between Miss Kelly, a war wife, and March, the wise old admiral, must surely touch the hearts of the nation's women.

Here is a picture that has been created along the sleek lines of modern design all the way through. The plot has been whittled till it consists only of the basic elements: some few must sacrifice themselves for the survival of the many. Holden, a lawyer who has been recalled to active duty as a jet pilot, questions why he had to be the one to make that sacrifice. Finally, he accepts the admiral's philosophy that he must fight simply because he has been called. Added to this is the more general problem of how those around him can accept his sacrifice. His wife, Miss Kelly, has flown with their children to Japan to meet Holden during a week of shore leave. While there, March explains to her that she must face the bridges of Toko-Ri along with her husband.



William Holden in "The Bridges at Toko-Ri," Technicolor, also starring Grace Kelly and Fredric March.

No mock heroism spoils the integrity of the picture, not even in the final battle scenes where it is ordinarily to be expected. Instead, the action follows its course in a casual, relentless manner until the final tragedy in which Holden and Rooney are killed. Here, as throughout the film, there is an atmosphere of underplaying and underwriting that hits home because it carries an impact of truth.

In accord with a beautiful production, performances are seldom less than superb. By now Holden's abilities are taken for granted, and this picture shows why. In her few scenes, Miss Kelly looks stunning and, more importantly, conveys the anguish of a wife who knows the dangerous mission her husband must face. In the important role of the admiral, March shows that he is still one of Hollywood's best actors, and Mickey Rooney is appealing in a humorous but sensitive role. While telling a suspenseful story of a battle action in Korea, "Bridges" tells an even more universal story, and it tells it well.

"Prince of Players"

(20th-Fox) CinemaScope-DeLuxe 102 Min.

Cast: Richard Burton, Maggie McNamara, John Derek, Raymond Massey, Charles Bickford, Elizabeth Sellars, Eva Le Gallienne, Christopher Cook, Dayton Lummis.

Credits: Produced and directed by Philip Dunne; Written for the screen by Moss Hart; Based on the book by Eleanor Ruggles.

Recreation of the life and times of Edwin Booth, famous American actor of the middle 19th Century and brother to the notorious John Wilkes Booth, who assassinated Abraham Lincoln, is unspooled in "Prince of Players." Here Edwin Booth's career as a leading Shakespearean actor is detailed with strong dramatic impact. Richard Burton, playing the role, imparts each scene with passion, understanding and the correct degree of authority. He is supported by a superb Moss Hart script plus a sumptuous and tasteful production. The result is a highly enjoyable motion picture; real family entertainment and the sort of fare that will bring class patrons and intellectuals into the theatre. Proper handling should cover runs of "Players" with a mantle of success.



Charles Bickford, Richard Burton and Maggie McNamara in "Prince of Players," CinemaScope-DeLuxe.

The script, based on a best-selling biography of Edwin Booth, smoothly molds three plot lines into one unified story. Main thread covers Booth's turbulent early career as actor and husband. He began barnstorming the mining towns of the far west as a relative novice, carrying only the family name of Booth as a drawing card. The picture depicts with gusto the wild sort of audience reaction he experienced on these tours. Booth's marriage to Mary Devlin, who played Juliet to his Romeo, is tenderly drawn with the help of Maggie McNamara in this role. The marriage is tinged with pathos, ending in the wife's early death.

In tracing Booth's career and marriage to Miss Devlin, the picture devotes much footage to excerpts from several popular Shakespearean plays: "Hamlet," "King Lear," "Richard III" and "Romeo and Juliet." Here Burton proves his mettle as an accomplished young thespian. He receives excellent "on-stage" support from Eva Le Gallienne, noted American actress who also served as special consultant on these scenes; also participating are Raymond Massey, Ian Keith and Miss McNamara. These sequences will spellbind the viewer with their color, majesty and breadth. Here the DeLuxe tinting, stereophonic sound and CinemaScope of "Players" combine to couch Shakespeare in unique visual patterns; probably in keeping with the manner in which the Bard was presented in America 100 years ago.

As a subordinate and third theme, "Players" presents the story of John Wilkes Booth, played by John Derek, from the time of his entrance into the American theatre through the date of his apprehension by the U. S. Army for murdering the President. Action, suspense and mammoth crowd scenes lend a note of historical pageantry to these proceedings. The climax, in which all plot lines intermix for valid emotional impact, comes through as an effective statement in behalf of the American people's faith in humanity. Edwin Booth, innocent in every way of his brother's crime, unflinchingly faces a lynch-bent audience for a performance of "Hamlet" to prove that not all actors are traitors. Recognizing his courage, the mob becomes an audience.

"Three Ring Circus"

(Paramount) Vista-Vision-Technicolor 104 Min.

Cast: Dean Martin, Jerry Lewis, Joanne Dru, Zsa Zsa Gabor, Wallace Ford, Elsa Lanchester, Sig Ruman, Gene Sheldon, Nick Cravat.

Credits: Produced by Hal B. Wallis; Directed by Joseph Pevney; Story and screen play by Don McGuire; Songs by Jay Livingston and Ray Evans.

"Three Ring Circus' gives Martin and Lewis fans the chance to see the comedy duo cavort in high fashion in a circus atmosphere, and with this team's proven popularity, this Vista-Vision-Technicolor comedy appears assured of healthy grosses. Children, especially, will provide the major market for the feature, for in addition to the clowning of the stars, some outstanding animal acts perform before the cameras. Glamour and romance are provided in turn by Eva Gabor and Joanne Dru, who clash because of their interest in Martin. "Circus" tells the story of Lewis' desire to be a clown and the troubles that befall him before he realizes this ambition. As such, this picture presents a somewhat tamer Jerry Lewis than usual, although the star gets ample opportunity to display his wildly comic talents.

The scripter gets Jerry involved with training wild lions, being shot from a cannon, doing a high wire stunt and various other circus antics. Dean and Jerry are especially funny when put in charge of a custard machine that breaks down, spewing custard all over the customers. And Lewis really gets going once he makes his name as a clown, at which point a nice touch of sentimentality and pathos enters the picture along with the hilarity. Martin sings two older songs alone and joins with Lewis for "Hey, Punchinello," the clown's song. The singer also comes out on top in the romance department, pairing off at the end with Miss Dru, while Jerry has his fame as star of the circus.

"The Americano"

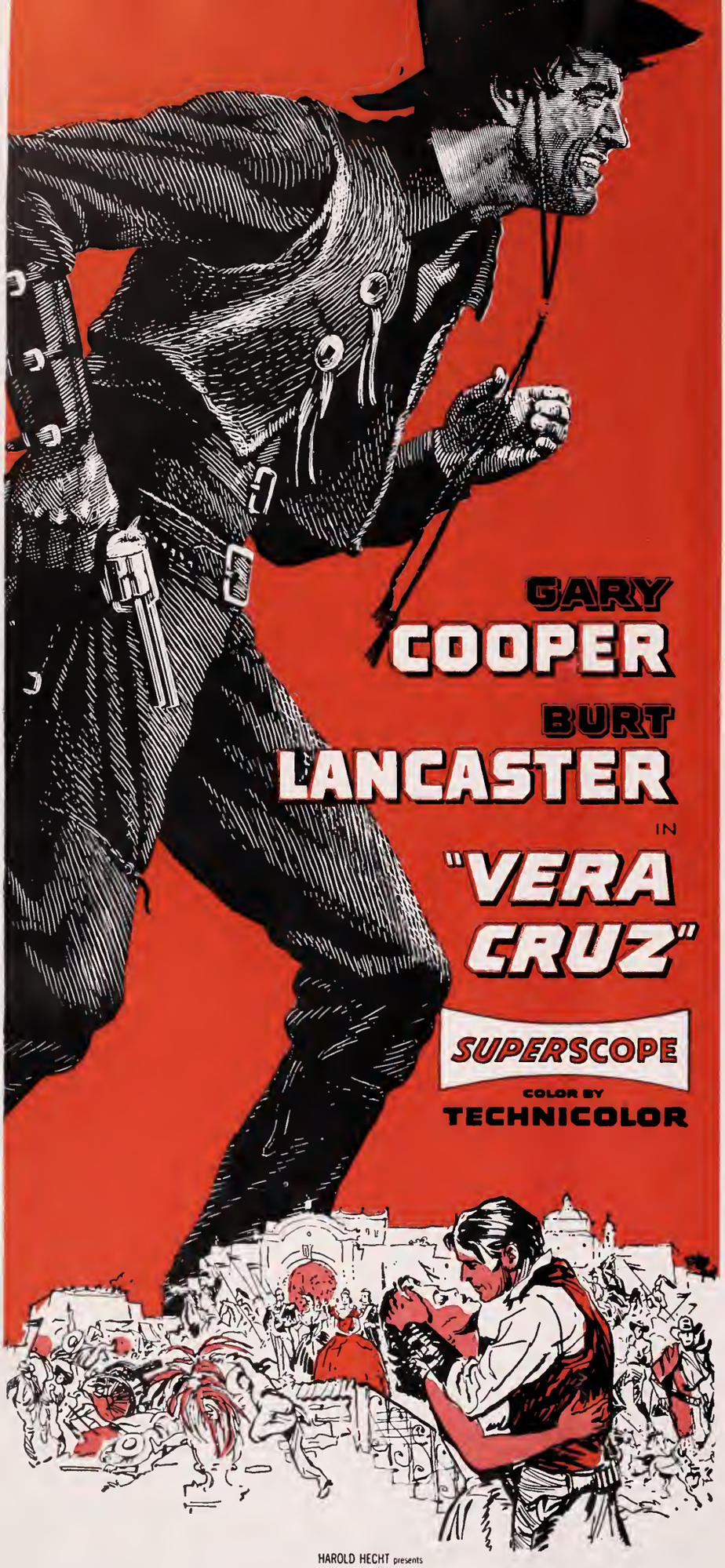
(RKO) Technicolor 85 Min.

Cast: Glenn Ford, Frank Lovejoy, Cesar Romero, Ursula Thiess, Abbe Lane, Rodolfo Hoyos Jr., Salvador Baguez, Tom Powers.

Credits: A Robert Stillman production; Executive producer, Sam Wiesenthal; Directed by William Castle; Screen play by Guy Trosper; Original story by Leslie T. White; Title song by Xavier Cugat.

The odyssey of a Texas cattle breeder in Brazil, and his exploits with a gang of bandits, make up the plot for this Technicolor action drama, filmed on location and co-starring Glenn Ford and Frank Lovejoy. Grosses in the oater market should be satisfactory since the film is

(*Continued on page* 25)



HAROLD HECHT presents

GARY COOPER · BURT LANCASTER

in "VERA CRUZ"

COLOR BY TECHNICOLOR

Co-Starring DENISE DARCEL and CESAR ROMERO with GEORGE MACREADY · ERNEST BORGNINE and introducing SARITA MONTIEL

Screenplay by ROLAND KIBBEE and JAMES R. WEBB · Story by BORDEN CHASE · Produced by JAMES HILL · Directed by ROBERT ALDRICH

A HECHT-LANCASTER PRODUCTION · Released thru UNITED ARTISTS

Kirk Douglas, UA Sign Six-Film Deal

Kirk Douglas has formed his own independent film company, Bryna Productions, which will produce six pictures for United Artists release, according to a joint announcement this week from Douglas and Arthur B. Krim, UA president. First two films from Byrna will be "Viking Raiders" and "Van Gogh," both to star Douglas.

"Raiders" is an original story to be directed by Richard Fleischer, who directed Douglas in Disney's "20,000 Leagues Under the Sea." The second Byrna production, "Van Gogh," based on the life of the famous Dutch artist, will be directed by Jean Negulesco, it was announced.

Douglas' association with United Artists stems back to one of his earliest films, "Champion," which brought stardom to the actor. Since that time, the star has played lead roles in such films as "The Glass Menagerie," "The Big Carnival," "Detective Story" and "Act of Love."

Continental Acquires Guinness Film Rights

Continental Distributing Inc. has acquired the western hemisphere rights to Alec Guinness' first Technicolor comedy "To Paris With Love," according to Frank Kassler, Continental president. The film, a J. Arthur Rank presentation, is to be distributed here this spring as part of co-production arrangements made between Continental and Rank last May, Kassler disclosed.

Continental is the distribution company that is inviting all exhibitors to participate financially in its operations. Kassler has already announced plans for distributing three or four quality pictures a year under a set-up whereby exhibitors would invest on a percentage basis.

Representative Named

Mrs. Sherlee Weingarten Lantz, former casting director for the Theatre Guild and for Louis de Rochemont's independent film productions, has been appointed general talent representative in the east for Hecht-Lancaster Productions.

Obituaries

NICE.—Arthur W. Kelly, 64, active both in the film industry and television, died here this week following surgery. A former executive vice-president of United Artists, Kelly was born in England and came to the U.S. at the age of 21. Kelly has held several posts with different film organizations then switched to television interests late in his career.

BALTIMORE.—Funeral services were held here this week for H. Ted Routson, managing director of the Playhouse, who died from double pneumonia at the age of 58. Routson started out as a dancer, then came to work for exhibition. For many years he was associated with I. M. Rappaport's Hippodrome.

HOUSTON.—Ruben Frels, 55, president of Frels Theatre Circuit and a past president of Texas Allied, died of a heart attack. Frels circuit consists of about 45 theatres in the Texas Gulf Coast region. The exhibitor was a director of the Texas Drive-In Theatre Association.

NEWS BRIEFS

"Underwater!" Dates Set

RKO Radio's "Underwater!" has been set for openings in 34 key cities during February and early March, according to Walter Branson, the film company's world-wide sales manager. The Superscope production has been dated for runs in New York, Chicago, Los Angeles, Oklahoma City, Charlotte, Omaha, San Francisco, Cincinnati, Denver, Des Moines, Minneapolis, St. Paul, St. Louis, Louisville, Atlanta, Cleveland, Buffalo, Memphis, and many other major American cities.

"Zanzibar" Contest Grows

Universal-International's national showmanship contest on "West of Zanzibar" has already attracted several hundred responses, according to a film company report. All exhibitors are competing on equal terms, regardless of the theatre's size. Grand prize is a trip for two to Africa. A June 1 deadline has been set on the contest.

Theatre Video Lauded

A prediction that 1955 will see closed circuit television making great headway has been issued by William P. Rosensohn, BOTV president. The executive stated that the medium came of age during 1954 and showed itself "a potent selling tool." He predicted that his company would cary at least 50 general industry conventions and meetings during 1955.

Italian Films Totaled

The Italian film industry produced 152 features during the first 11 months of 1954, of which 61 were in color and 43 lensed as co-productions with other nations. During this period, the Italians made their first three CinemaScope pictures, while six films were made for panoramic screens. Of the 43 co-productions, 36 were made in conjunction with French film interests.

Perspecta in Holland

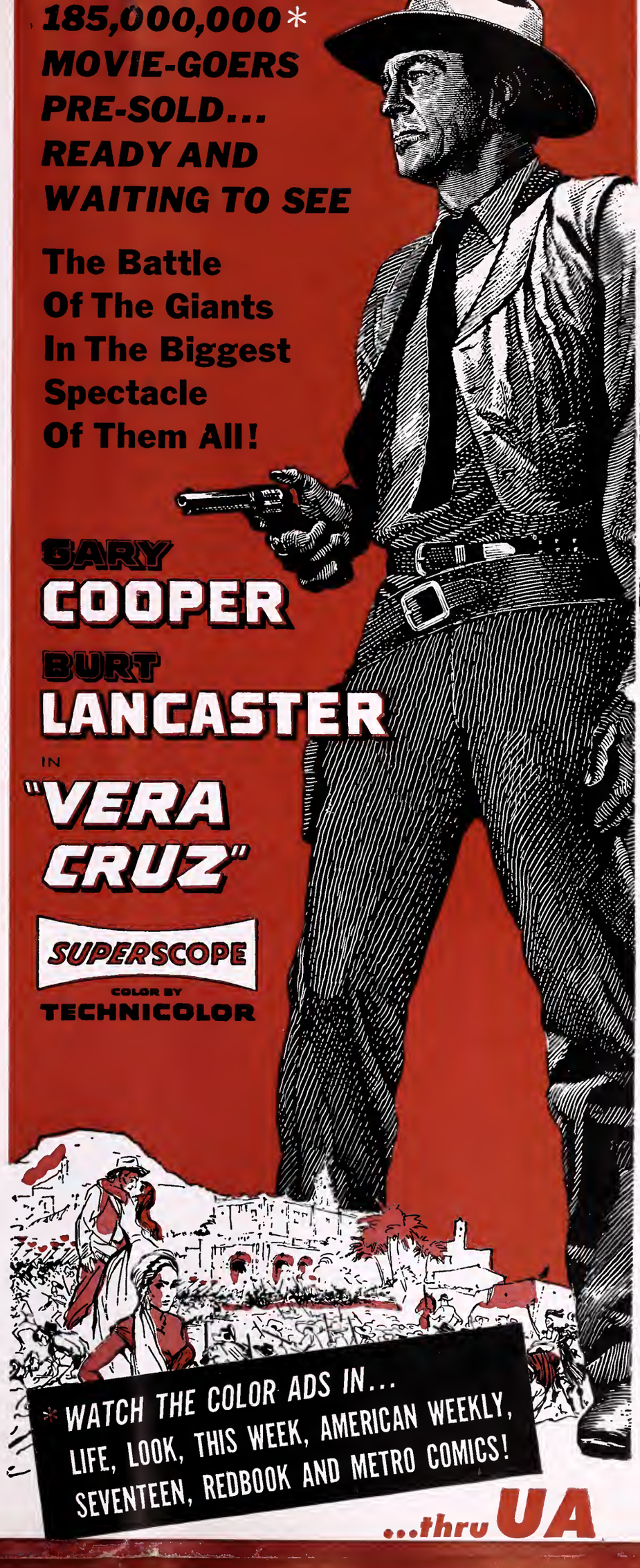
A licensing agreement for the manufacture of Perspecta Stereophonic Sound Integrator units has ben granted to N.V. Philips Radio of Holland, it was announced by Perspecta Sound, Inc. This brings the number of manufacturers of integrator units in all parts of the world to 16, according to a company figure.

"Waterfront' Triumphs

Columbia's "On the Waterfront" has come out on top in New York Film Critics voting, taking the honors as the best picture of the year, best actor for Marlon Brando, and best direction for Elia Kazan. Grace Kelly received the nod as best actress for Paramount's "Country Girl" and "Rear Window," while "Gate of Hell" was named best foreign picture.

ITOO Merits Scroll

COLUMBUS, O.—Independent Theatre Owners of Ohio will be presented a scroll from Lieut. Governor Brown on behalf of the Highway Safety Department for the theatre owners part in the state's safety campaign. Scroll will be presented at the banquet of the group's annual convention, to be held from Feb. 28-March 1. Exhibitors will pose with the state executive to use the photo for publicity purposes.



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Normandie 2-6494



Mr. and Mrs. Milton Weisman, Palm Beach, Fla., exhibitor, honeymooning on the west coast, visit with Fernando Lamas on the set of Paramount's "The Girl Rush" during a studio tour.

FilmBiographies In Focus Again

Hollywood once more has turned to the biographical story as a basis for motion picture material. All studio story editors have been increasingly alert for real-life stories that can be made into reel life stories. This current interest is due to the fact that biographical films made during the past year and the preceding year have been among the biggest grossers in the industry.

Paramount, which just completed "The Seven Little Foys," starring Bob Hope and based on the life of Eddie Foy Sr., in conjunction with Scribe Productions, will do the life story of Red Nichols, "Intermission."

Warner Bros. is currently shooting the life story of the jet ace, Joseph McConnell, titled "The McConnell Story." The film is being shot in WarnerColor and CinemaScope with Alan Ladd, June Allyson and James Whitmore starring, Henry Blanke producing and Gordon Douglas directing.

M-G-M is prepping "The Eddy Duchin Story," based on the life of the famous musician. Hall Bartlett has just finished "Unchained," which Warners will release, dealing with Warden Scudder of Chino.

Hollywood is looking for real life biographies that need little fiction padding. Studios are looking for life stories that have drama, laughter, and tears.

Set for production at M-G-M is one of the best examples of this: "I'll Cry Tomorrow," based on the life of Lillian Roth.

Jack L. Warner announced the signing of Jack Palance to star in "The Jagged Edge," an action drama, with an original story and screen play by W. R. Burnett. The picture has been placed on the production schedule of Willis Goldbeck. Preparations on the picture are starting immediately, with a view of going into production at the end of January. The picture will be filmed in CinemaScope and Warnercolor.

* * *

Keith Larsen was set for one of the top supporting roles in "Wichita," the Joel McCrea starrer, which will be shot in CinemaScope this week with Walter Mirish producing and Jacques Tourneur directing. . . . After his completion of editing on "Kiss of Fire" at U-I, Director Joe Newman will check in at Sabre Productions, in which he is partnered with Vic Orsatti, to prep, "The Hong Kong Story" and "Mister Tex." . . . Phil Carey has been inked for a co-starring role in Copa Productions' "The Calico Pony" for Columbia release.

* * *

Robert L. Lippert Jr. has returned to Hollywood from Mexico City and has begun casting "Charge of the Rurales," which he will produce on Mexico and Guatemala locations starting Feb. 1. Cast of the feature, formerly titled "The Violent Land," will combine U.S. and Latin players.

* * *

Director Arthur Lubin, who is now in London making "Rebound" with Stewart Granger and Jean Simmons for Columbia release, has signed Clemence Dane to write an original story entitled "The Ghost of Drury Lane." Lubin has also engaged W. McQueen Pope to collaborate with Miss Dane on the script, which will have an atmosphere similar to "The Phantom of the Opera." The picture will be filmed in England and Lubin will return to Hollywood early in February to arrange for distribution of "The Ghost of Drury Lane," after completing "Rebound."

* * *

Starting date for "Neon Rainbow," a William F. Broidy production for Allied Artists, was set for Jan. 17. The picture, with a Las Vegas background, will be filmed almost in its entirety in that Nevada resort. It was earlier given a Jan. 10 starting date. . . . William Travers, young British actor, was signed by M-G-M for the second male lead in "Bhowani Junction," which will be filmed in Pakistan with Ava Gardner and Stewart Granger starred. Travers will play Patrick Taylor, an Anglo-Indian who shares a troubled romance with Miss Gardner. He was selected for the role after being tested in London by George Cukor, who will direct. Pandro S. Berman is producing.

* * *

Director Don Siegel and scenarist Geoffrey Homes checked onto the Allied Artists lot to prepare "The Body Snatchers," which is to be produced by Walter Wanger. The film will go ahead of Wanger's previously scheduled "Mother-Sir" and "Yellowknife," and is based on the Collier's Magazine mystery serial authored by Jack Finney. Shooting is expected to be launched within a few weeks.

* * *

Dennis Morgan will play the title role in Sam Katzman's production for Columbia release, 'Blackjack Ketchum, Desperado," which will roll in June. Morgan recently completed "The Gun That Won the West" for Katzman. . . . David O. Selznick stated in response to published reports that he may release "War and Peace" and/or other independently produced films through M-G-M with the following comment: "It is quite true that I have been having negotiations with Mr. Nicholas M. Schenck, president of Loews Inc., looking toward a financing and releasing association. Any further comment at this time would be premature."

* * *

Matty Kemp, head of M-H Producted, inked a contract to shoot a series of two-reel Eastman Color shorts featuring Arthur Lake and his family in Vistarama. The first of the series "Meet The Family" rolls in Guatemala this week. . . . Hugo Haas has completed his feature, "Hold Back Tomorrow," which stars Cleo Moore and John Agar with Haas directing and producing. It is now being edited and scored. Haas shot the film at Kling Studios. Robert Erlik, associate producer on "Hold Back Tomorrow," as well as many other Haas films, also announced that he has formed a production company of his own, Erko Inc. First project will be "Hey, Taxi," which will deal with taxi drivers.

* * *

Danny Kaye has been chosen by Paramount to play Red Nichols in "Intermission," the life story of the famous trumpet player. Paul Jones will produce the film, which will be made in partnership with Paramount and Kaye's own company, Dena Productions. Robert Smith, long-time friend of Nichols, wrote the original story, and is now working on the screen play of the film, on which he will also serve as associate producer.

* * *

John Burrows will go to Washington, D.C., to meet with officials of the Alcoholic Tax Enforcement Division, Treasury Department, with whose co-operation he and Lindsley Parsons will film "Dark Venture," which has been given a Jan. 10 starting date. Harold Shuster has been set as direc-

(*Continued on page* 24)



Republic executives (l. to r.) Jack E. Baker, vice-pres. in charge of studio operations; William M. Saal, exec. asst. to the president, and Francis A. Bateman, western division manager, chat at the annual studio holiday party hosted by president Herbert J. Yates.

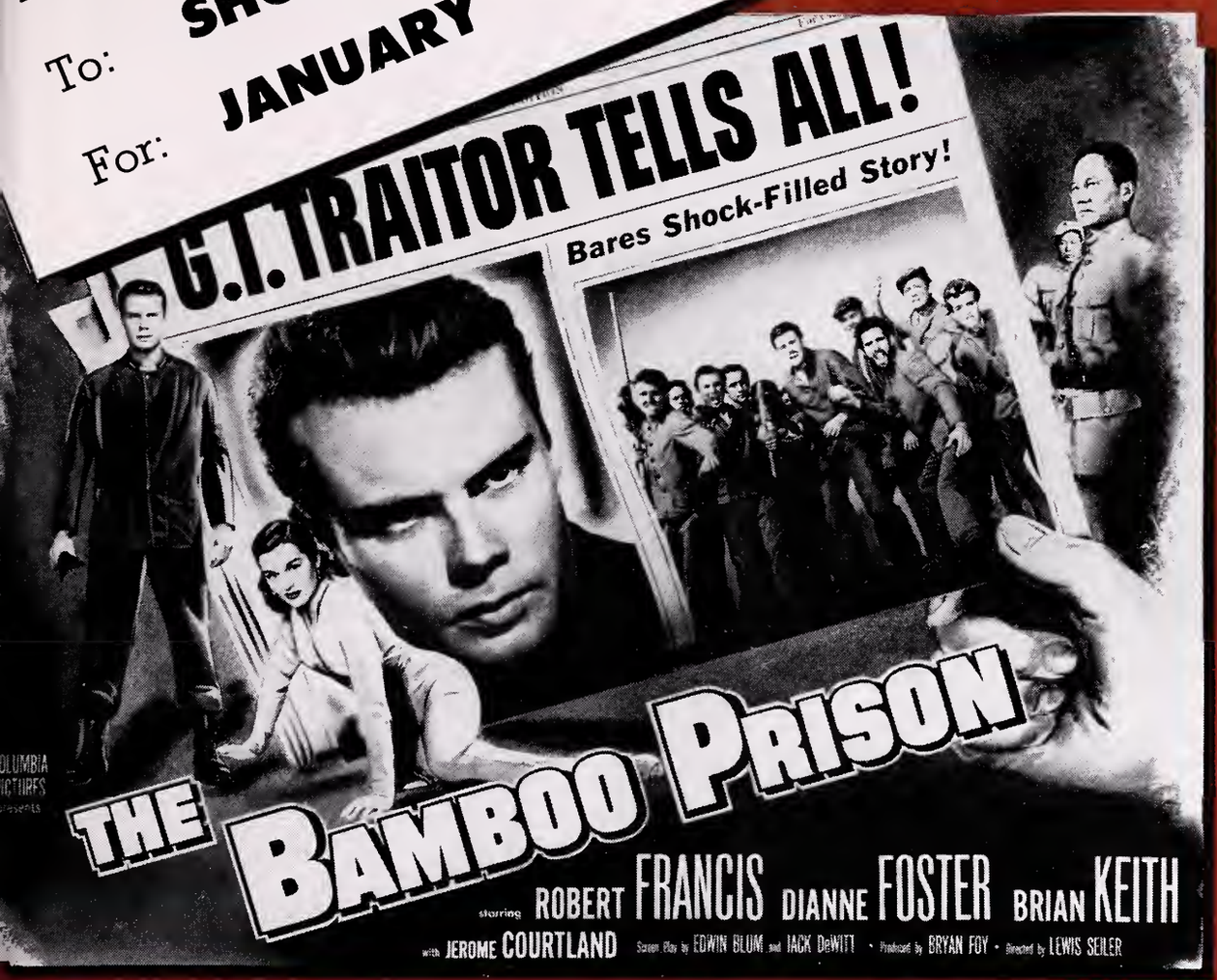
From: COLUMBIA

To: SHOWMEN

For: JANUARY

G.I. TRAITOR TELLS ALL!

Bares Shock-Filled Story!



THE BAMBOO PRISON

starring ROBERT FRANCIS DIANNE FOSTER BRIAN KEITH

with JEROME COURTLAND Screen Play by EDWIN BLUM and JACK DeWITT · Produced by BRYAN FOY · Directed by LEWIS SEILER

Sensational Timely!

Headline attraction!

NOBODY DRAWS FASTER THAN

MASTERSON OF KANSAS



starring GEORGE MONTGOMERY

COLOR BY TECHNICOLOR

with NANCY GATES · JAMES GRIFFITH

Story and Screen Play by DOUGLAS HEYES · Produced by SAM KATZMAN · Directed by WILLIAM CASTLE

A COLUMBIA PICTURE

The fastest box-office draw of them all!

—and of course

January is the

month for Columbia's

'The Violent Men!

CINEMASCOPE

GLENN FORD · BARBARA STANWYCK

EDWARD G. ROBINSON

THE VIOLENT MEN

Dianne FOSTER · Brian KEITH · May WYNN · Warner ANDERSON

. . . AND THEIR WOMEN!

Screen Play by HARRY KLEINER · Based upon a novel by [illegible] · Produced by LEWIS J. RACHMIL · Directed by RUDOLPH MATÉ A COLUMBIA PICTURE

COLOR BY TECHNICOLOR

French, American Filming Habits Compared By Vet Director Leisen

"A director has to inject his personality into a picture, according to Mitchell Leisen. "This is his trade mark."

Leisen recently returned from directing "Boulevard in Paris," starring Anne Baxter and Steve Forrest, for M-G-M. The film was shot at the Joinville Studies in Paris. He was replaced near the end of the filming due to illness.

"It's very difficult to shoot in France," Leisen stated. "There is a lack of equipment and what equipment you have is old. The studio workmen are marvelous and know their jobs well. There isn't a solid film industry in France, the way there is in England or Italy."

This was one of the first times that an American director shot a whole film in Paris. Usually, a director shoots his exteriors in Paris then goes to England for the interiors.

Bothered By Weather

Another problem about shooting in France was the weather. "It was atrocious," Leisen said. Out of the four months that he was over there, he pointed out that he had 12 days of good weather.

"Boulevard in Paris" is the story of a young man on his way to Innsbrouk who meets a French beauty, the ex-mistress of a gangster. She has murdered the gangster and the young man tries to save her.

Leisen explained that working hours in Paris and France in the motion picture studios are quite a bit different than in the U.S. Work is started at noon and finished at 7 p.m. The director also had some problems getting certain shots that he wanted. He had to wait 15 days to get permission to shoot in the gardens at Versailles. The film was made under the French quota as a French picture.

Leisen, who is one of Hollywood's top directors, was also an actor. He studied architecture at Washington University in St. Louis. Then he came to Hollywood, where he designed costumes for the Babylonian scene in "Male and Female." Leisen was with Cecil B. DeMille for 12 years. He was art director of "The Volga Boatman" and "The King of Kings."

In 1933 he assisted in the direction of "Tonight Is Ours" and "The Eagle and the Hawk." The same year, he directed "Cradle Song," and in 1934 he directed "Death Takes A Holiday," "Murder at the Vanities" and "Behold, My Wife."

Directed "Hours"

In 1935 he directed the highly successful "Four Hours To Kill" and "Hands Across The Table" and the following year, "13 Hours By Air," "The Big Broadcast of 1937," and, in following year, such hits as "Swing High, Swing Low," "Artists and Models Abroad," "Midnight" and "Hold Back The Dawn." He also directed "Golden Earrings" and "Dream Girl."

Previous to "Boulevard in Paris," Leisen directed Glenn Ford and Ruth Roman in "Young Man in A Hurry," for M-G-M.

"What makes a top director?" Mitchell Leisen said that it is independence and freedom of thought. He works on the script of the films he makes with the writers. He stressed that Hollywood will make more and more color films. He pointed out that he is a director who has been raised on black and white films, and that color should be judiciously used. Color should be underplayed.



MITCHELL LEISEN

"A good story told well holds interest on the screen," the director said. He believes simply that if it's a good story it can be made into a good picture. Once a story is given to a seasoned director, he knows how to shoot it and see that it has continuity. Leisen considers experience very important in a director. His background as an actor has helped him do a great many difficult scenes with actors and actresses.

Leisen is considered to be one of the most versatile directors in Hollywood. He has made every type of film that has come out of Hollywood. "A performer's director," Leisen works very carefully with the actors and actresses to see that the scenes which they are doing are completely understood by them and done right. He knows all phases of production and is an expert on sets. It is important for a director to know how to shoot on a particular set and get the dramatic value out of it. Leisen explained.

He also stated that he has had some offers to do a Broadway play and also some offers to enter independent production as a director. He thinks highly of independent production.—*R.B.*

Para, Wyler, Wilder Sign New Film Deals

HOLLYWOOD.—Paramount has signed producer-directors William Wyler and Billy Wilder to multiple picture contracts continuing over a period of years, the film company has revealed this week. Both contracts are non-exclusive, allowing both men to make their services available to other studios. No decision has as yet been made on their new productions, but the men will participate in the profits, according to the report.

Don Hartman, the studio's executive producer, noted that "Paramount is flattered and extremely pleased that Wyler has decided to stay with us and that Wilder, after a brief absence, has decided to return to the studio." Wyler is currently at work on "The Desperate Hours." Both men have won several Academy awards.

New Year Seen Bright: Hartman

HOLLYWOOD. — Don Hartman, Paramount executive director, has predicted that "without presuming to be an oracle," he thinks that "all economic factors in the free world point to promising conditions," and therefore he believes "business in 1955 will be as good as the pictures themselves." Hartman declared that "given good pictures, it remains only for the intelligent showmanship effort of exhibitors to make 1955 a record year."

Paramount is aiming "for a continuation of outstanding entertainments that will meet the higher standards of the domestic and world market." Hartman noted that "what benefits the exhibitor benefits us." He announced a policy of selecting "only the best possible ingredients for every production, and to make each picture honestly, on the well-founded premise that there is no revenue ceiling for quality."

The producer stated that "producers are now attuned to the new technologies." He predicted that "there will still be greater advancement in presentation, both in picture and sound," adding that "Paramount through VistaVision has established the high standard of presentation for all theatres."

Hartman noted that "this standard will be the goal toward which the industry will strive during the coming year." He concluded with "Paramount has a year's product in VistaVision ready for release which accomplishes this objective."

Ad Aids VistaVision

HOLLYWOOD. — Paramount's VistaVision camera has been made the focal point of a series of large-space newspaper advertisements inserted by the California Bank of Los Angeles in all of the city's newspapers. Featured in the ad is a large picture of the camera plus copy that calls it "one more advancement in the art that entertains millions the world over."

Title Changes

Allied Artists: **"God's Angry Men"** is the new title for "God's Angry Man." (Stars Raymond Massey, Debra Paget and Jeffrey Hunter; Charles Marquis Warren directed).

UA: **"The Kill"** is the new title of "Canada's Greatest Manhunt." (Stars Edward G. Robinson and George Raft; Dave Diamond and Sam Bischoff produced).

"Dial 116" is the final title of "Code 3." (Stars Bill Elliott; Vincent M. Fennelly produced).

"Dark Venture" is the new title for "The Hi-Jackers." (Lindley Parsons produces with John H. Burrows as associate).

Columbia: **"Rebound"** is the new title for "Deadlock." (Stars Stewart Granger and Jean Simmons; Arthur Lubin directs).

Hollywood Becoming More Aware Of Visual Plays: Director Mann



On the set of Hal Wallis' "The Rose Tattoo," for Paramount release, are (l. to r.): the producer; Anna Magnani, star, and Daniel Mann, director.

"It is a director's job to translate life into screen terms," explained Daniel Mann at Paramount, where he is currently directing "The Rose Tattoo," for Producer Hal Wallis.

Mann, along with other top Hollywood directors, has helped bring about the return of the "adult, realistie" motion picture. His direction of "Come Back, Little Sheba" for Hal Wallis won him a great deal of praise and many eitations.

In "The Rose Tattoo," Mann has one of the top international motion picture actresses, Anna Magnani, making her American sereen debut. "The part was originally written in the play with her in mind," Mann stated.

Mann is enthusiastie about Miss Magnani in the role. He explained that she speaks good English with an Italian accent, which blends in with the role. For Burt Lancaster, he also stated, it is still another different role, which will help even more to establish Lancaster as one of the most versatile Hollywood actors.

Directed Stage Version

Mann also directed the Broadway theatrical version of "The Rose Tattoo." "In the play," he said, "you direct the actors and on the screen, you direct the actors for audience attention." He also pointed out that motion pictures differ from the stage in that the technicians work as a team with you. "In making a motion picture, you are constantly involved in mechanies."

"The story material I have here is most unusual," Mann stressed. "Tennessee Williams did the screen play from his own play." Mann also direeted "About Mrs. Leslie" for Hal Wallis and Paramount release.

Mann pointed out that "life, action, violence and movement that only the eamera can bring to the screen" will be in the film version of the play.

Working with a camera is "more fluid," and Mann likes this. He stated that when he comes to Hollywood, he returns to New York after he has completed a film a better director for the stage. And when he returns to Hollywood from the stage after directing a play, he is a better director for motion pictures.

Mann eited the fact that there has never been a picture made on the theme of "The Rose Tattoo." It is the story of an Italian woman who has the obsession after her husband's death that he has been unfaithful to her. How she overcomes this and comes to her senses to lead a normal life again is the rest of the story.

The director pointed out that he has only worked for Hal Wallis, although he has had many other offers to direct feature films. "I've tried to do only things that interest me," he said.

A former actor, Mann understands thesping and is also a constant worker at learning more and more about the theatre and stagecraft and moviemaking. What is the most important job for a director? "You know what plays if you have directed the stage version and it is completely different to translate into screen terms. In this film, it is a very personal story and the camera helps make it intimate."

Mann has lined himself up both a cast from Hollywood and also people who appeared in the play for him. Besides Lancaster and Miss Magnani, Mann cast Marisa Pavan, Virginia Grey and Ben Cooper here in Hollywood, while Jo Van Fleet, Dorritt Kelton and Florence Sundstrom were cast from New York where they appeared in the play.

Mann stated that in his opinion Hollywood will be more aware of Broadway properties that lend themselves to films; also the adult aspect of plays that lend themselves to films.

In regard to his directorial techniques, Mann pointed out that he trys to get much movement in a picture. His movement is not just arbitrarily put in, but is inserted from the point of dramatie action. He likes his camera "to float." He is very happy to have James Wong Howe, one of Hollywood's top cameramen, working with him. The camera follows a person or people for the reason that you make a point dramatically, he stressed.

There are no rules for making a picture. A director has to embrace all intelligent approaches, Mann said. Every picture has its own logie.—*R.B.*

Lantz Launches Penguin

Veteran cartoonist-producer Walter Lantz will introduce a new character this year; a penguin named Chilly Willy, with a series of three cartoons. The character was inspired by the song, "Chilly Willy," by Mary Jo Rush, which will be used as the musie theme.

HOLLYWOOD...

(*Continued from page* 20)

tor of the feature. . . . Columbia Studios announced that Aldo Ray will co-star with Glenn Ford in "The Gentle Wolfhound," which Fred Kohlmar will produce. The film, which rolls Jan. 24, will be directed by Richard Murphy.

* * *

Hal Wallis has named Grady Johnson, well known publicist and national magazine writer and roving editor, as publicity director for his independent producing company releasing through Paramount. . . . Jesse Lasky Sr. has set Claude Binyon, well known director-writer, to do the screen play of "The Big Brass Band," which he will produce with Frank Sinatra starring. . . . Producer Philip A. Waxman has announced a Jan. 27 starting date for "Pistolero," which his Waxman Pictures will make for United Artists release. Jack Palance will star in the feature, which will be directed by David Miller.

* * *

Over at 20th Century-Fox, Robert Stack was set for the lead in "House of Bamboo," which will be shot in CinemaScope and color. Samuel Fuller will direct the film, which Buddy Adler will produce. Feature has a Jan. 10 starting date. At the same studio, Delmar Daves was set to direct "Lord Vanity," which Charles Brackett will produce in CinemaScope and color, with Clifton Web and Robert Wagner starring. . . . Howco Productions announced that "The Buckskin Lady," its next feature, will roll Feb. 15 with Lance Fuller starring and Carl K. Hittleman producing and directing.

* * *

Corona Films will start "Star of Rio" on Jan. 20 with Kurt Neumann producing and directing. . . . Ray Middleton was set by Republic to co-star with John Payne, Mona Freeman and Lee J. Cobb in "Man From Texas," to be filmed in Trucolor in St. George, Utah this week. Middleton just finished one of the starring roles with Sean McClory and Joanne Jordan in Republic's "I Cover The Underworld."

* * *

Paul F. Heard has signed Lou Forbes as musical director for "Springtime in Copenhagen," the feature film he will produce in the Danish capitol in June, with some interiors to be made in London. Heard and his production assistant, Herbert G. Luft, left Hollywood this week for Copenhagen.

* * *

M-G-M assigned Ernest Lehman, recently signed to a writer-director contract at the studio, to do the screen play for "Bannon," which will star Montgomery Clift and Spencer Tracy. John Houseman will produce the film, which will be directed by Robert Wise.

Films On India Set

Two films dealing with religious-political leaders of India are on the way with M-G-M preparing a life of Buddha, according to Dore Schary, studio head, and Columbia making a deal for Otto Preminger to produce and direct one on Mahatma Gandhi. Both studios elaim that their respective productions will be among the most important films ever done by the companies. The Gandhi film will be called "The Wheel." The Buddha picture will be shot in CinemaScope.

Independent Trade Reviews

(*Continued from page* 17)

well-mounted, fulfills the action requirement and packs an exploitable punch. Scenes showing the man-eating piranna fish attack an alligator, then threaten a man, are sure-fire ticket sellers. Also alluring is a torrid dance to the melodious title song as performed by Abbe Lane, who plays a bandit's girl. Her lover, portrayed by Cesar Romero, is responsible for the comic touches in "Americano."

Events grow intriguing once Ford, the Texan, arrives in Brazil with three prize breeding bulls slated to be sold to land baron Lovejoy. Trouble ensues when the bulls are stolen by Ursula Thiess's family, feuding neighbors of Lovejoy. The bulls are retrieved and delivery is made but Ford is hijacked for the payment and then framed for a murder charge. With the aid of Romero, Ford uncovers Lovejoy as the culprit. Latter is killed in a gun duel by Ford. Ending implies the coupling of Ford and Miss Thiess.

"Battle Taxi"

(United Artists) 82 Min.

Cast: Sterling Hayden, Arthur Franz, Marshall Thompson, Leo Needham, Jay Barney.

Credits: Produced by Ivan Tors and Art Arthur; Directed by Herbert L. Strock; Screen play by Malvin Wald; Based on a story by Wald and Arthur.

A strong action melodrama, localed in Korea and dealing with the exploits of the Air Rescue (helicopter) Service of the U.S. Air Force, is to be found in "Battle Taxi." Picture headlines an all-male cast with Sterling Hayden for acceptable action house marquee bait and delivers punch after punch in showing how helicopter pilots saved lives during the recent international flare-up. A well-written script keeps things going at a lively pace, generating much suspense along the way for convincing results. Title and situations are highly exploitable for action market response. Backing up the melodramatics are numerous newsreel and Air Force battle clips, edited into the picture for realistic atmosphere.

Hayden plays the determined commander of an Air Rescue Service unit based in Korea and Eduard Franz portrays a reluctant 'copter pilot who would rather fly a Jet. After Franz disobeys orders in an attempt to prevent an enemy tank from destroying a group of infantrymen, Hayden decides to take his subordinate in hand. Latter is frustrated at not being given a transfer for his actions. Eventually Franz proves his worth under Hayden's command and is severely wounded in the line of duty. He comes to the decision that flying 'copters is just as important as piloting Jets.

"Animal Farm"

(de Rochemont) Technicolor 75 Min.

Credits: A Louis de Rochemont presentation; Produced and directed by John Halas and Joy Batchelor; Based on the novel by George Orwell.

A brilliant and adult Technicolor cartoon version of George Orwell's political satire on totalitarianism, "Animal Farm," is being presented by the Louis de Rochemont organization, and the film should prove a good grosser at the class houses. Although the feature takes the form of a cartoon, it is actually a biting satire designed for the mature mind, and not for children. The younger set may find some of the animal scenes pretty, but there are also some terrifying scenes, such as when a heroic horse is sold to the glue factory. Other scenes of brutal killing and destruction are to be found in the film. The picture recounts the story of what happens when a group of animals rebel against a tyrannical farmer and decide to run the farm by themselves. It begins on an optimistic tone, with all the animals singing the praises of their revolution, but their joy is short lived.

Totalitarianism enters the picture when the pigs usurp control of the farm. The chief pig, Napoleon, sets himself up as sort of a Hitler-Stalin type character, and he is constantly guarded by killer dogs. The idealistic slogan of "all animals are equal" is changed to include the line "but some are more equal than others." The lot of the other animals is worse now than under the control of humans. Finally, when they can stand it no more, they rebel once again, this time against the pigs. The picture ends on a scene of complete bloodshed and destruction. Technically, the feature is a top-notch job with clever animation and imaginative use of music. The production is narrated, with dialogue kept to a minimum.

"Target Earth"

(Allied Artists) 75 Min.

Cast: Richard Denning, Kathleen Crowley, Virginia Grey, Richard Reeves, Robert Roark, Mort Marshall, Arthur Space, Whit Bissell, Jim Drake, Steve Pendleton, House Peters Jr.

Credits: An Abtcon Pictures Inc. Production; Produced by Herman Cohen; Directed by Sherman A. Rose; Screen play by William Raynor; Based upon the story, "Deadly City," by Paul W. Fairman.

"Target Earth" is a good science-fiction exploitation picture that will do okay in the general market.

Producer Herman Cohen has given the story some fine production mantling and in making his directorial debut Sherman A. Rose has chalked up good credit, getting well-etched portrayals from the cast. Science-fiction fans will find the film interesting, especially its robots and the manner in which American scientists manuever to find a weak spot in the make-up of invaders from another planet. The production has some excellent photography and special effects—assets in gaining suspense. Picture also boasts a highly exploitable title and has a great many angles for gimmick exploitation.

A large city is evacuated as an army of robots, believed to be from the planet Venus, attack. Left behind are Kathleen Crowley, Richard Denning, Virginia Grey and Richard Reeves, who all take refuge in a hotel. Their sanctuary is invaded by a psychopathic killer, Robert Roark. The Army, the Air Force and scientists are, meanwhile, battling to find a weak point in the invaders. Roark plots to take Kathleen with him, using Denning, Reeves and Virginia as bait for the robots. Virginia calls his bluff and he kills her and wounds Reeves, before Reeves chokes him to death. As the three flee the hotel, a robot kills Reeves and is about to do away with Denning and Kathleen, when he is immobilized by an electronic counter-weapon that the scientists have come up with.

"The Belles Of St. Trinian's"

(Associated Artists) 90 Min.

Cast: Alastair Sim, Joyce Grenfell, George Cole, Hermione Baddeley, Betty Ann Davies, Renee Houston.

Credits: A Launder-Gilliat Production; Directed by Frank Launder; Screen play by Launder, Sidney Gilliat and Val Valentine; Based on the drawings by Ronald Searle.

A delightfully funny British comedy, based on the famous Ronald Searle cartoons in "Punch," has been turned out in this story of life in a school for precocious young ladies, and successful art house runs should ensue. Alastair Sim, familiar art house name over here, does a standout job in a dual role as headmistress of the school and her twin brother, a bookmaker. With a cast of top character actors for support, Sim's performance in the male and female roles should further increase his prestige in the U.S. The plot, never to be taken seriously, concerns the mischief caused by the young ladies, who are very unlady-like in their behaviour. The girls do such hilarously improbable things as manufacture gin in chemistry lab, hide a race horse in their dormitory, and in general make life miserable for the local townspeople.

There are just enough plot complications to keep the film going from one funny incident to the other as Sim (as the headmistress) contrives to find funds to keep the school going. The whole thing climaxes with parents' day, when the ladies elders are horrified to learn of the things that have been going on in this progressive school. However, a horse upon which the school has been betting wins enough money to keep the school going, and life goes on as usual at St. Trinian's.

"Companions Of The Night"

(Arlan Pictures) FRENCH 90 Min.

Cast: Francoise Arnoul, Nicole Maurey, Christian Fourcade, Suzy Prim, Pierre Cressoy, Raymond Pellegrin.

Credits: Directed by Ralph Habib; Screen play by Jacques Companeez.

A hard-hitting account of the problems of the girls in a house of prostitution is presented without sensationalism in this French import, which should rate a fair reception at the art houses. The familiar names in the cast include Nicole Maurey, who played Bing Crosby's wife in "Little Boy Lost," in a secondary role here, and Christian Fourcade, who played the title role in the Crosby starrer. The plot follows the machinations of a white slaver, showing how he ruthlessly uses his personal charms to lure girls into his power. The flash-back story, starting with the murder of the villian, details the career of one of the girls. The feature does not attempt to glamourize the workings of the vice ring, but rather tends to present the story in almost documentary fashion.

The leading female role is played by a newcomer, Francoise Arnoul, and she makes a charming and pathetic heroine. She agrees to become one of the "companions of the night" for the gang leader Raymond Pellegrin in return for assurance that the latter will pay medical and nursery expenses for her illegitimate son, little Fourcade. She attempts to leave the house when she meets and falls in love with Pierre Cressoy, but Pellegrin refuses to give up her child. The lovers finally get the child, but Pellegrin runs Cressoy over with an automobile. The desperate heroine shoots Pellegrin. The film ends on a note of hope with Cressoy promised recovery and the law promising not to be too harsh on Miss Arnoul. English titles are good.

"Fuss Over Feathers"

(Associated Artists) Eastman Color 84 Min.

Cast: John Gregson, Muriel Pavlow, Nial MacGinnis.

Credits: A Group 3 Production; Produced by Herbert Mason; Directed by John Eldridge; Screen play by John Pudney and Don Shaw; From a novel by Shaw.

The British Group 3 experimental production unit has again come forth with a pleasantly diverting comedy — this time about the reactions of some rural folk to the RAF's decision to use a bird sanctuary as a site for aerial rocket tests. Complication upon complication ensues as the local historians endeavor to invalidate the Air Force's right to bomb the sanctuary. The result is touching and amusing at the same time. In gorgeous Eastman Color, and utilizing beautiful locations in Norfolk, England, for background, the picture should prove its value as an art house attraction. The names are moderately familiar: John Gregson, Nial MacGinnis; and all the performances are top-notch.

A slight romantic interest intersperses the narrative portions of "Fuss Over Feathers." Gregson, with the RAF, is spiritually on the side of the townsfolk who oppose the bombing tests. His girl, Muriel Pavlow, is secretary to MacGinnis, local factotum. In the course of events, the RAF decides to ignore the entreaties of the townsfolk and go ahead with the bombing. What stops the planes is a mass demonstration in the face of rocket bombs. But the bombs are never dropped, culminating a sequence fraught with genuine suspense.

Fashion Tie-Ups Set

"So This Is Paris" Drive Joined To '55 March Of Dimes Campaign

Universal-International's Technicolor musical, "So This Is Paris," will be the springboard for the 1955 campaign of the March of Dimes via a nationwide contest designed to focus widespread attention on the organization's polio drive and on the upcoming release. The picture is also being plugged via a series of fashion tie-ups arranged through Bates Fabrics.

The March of Dimes is sponsoring a "So This Is Paris" contest, which will be officially opened in New York City at the time of the national release of the film, early in January. Top prize is an all-expense 10-day trip to Paris for two, via Pan American's Rainbow Service, with additional prizes being awarded locally for runners-up.

Efforts Pledged

Working with March of Dimes and film company representatives is Lyle Engel, music promotion consultant. As part of this phase of the campaign, 63 disc jockeys across the nation have pledged their efforts in behalf of the contest as their contributions to the polio drives with round-the-clock radio and TV appeals.

Local supermarkets throughout the country are co-operating with regional March of Dimes chapters by setting up special booths where entry blanks for the contest will be available.

Each contestant will be required only to fill in his name and address and deposit the slip in a receptacle at the March of Dimes booth. Local prize winners will be drawn from the receptacle during the latter part of January. These winning names will then be sent to New York City where, on Jan. 31, the grand prize winning name will be picked by this year's March of Dimes Poster Girl.

What is believed to be the first flying fashion show and champagne luncheon ever held high above the metropolitan area took place this month when U-I and Bates Fabrics staged a fashion show aboard a Pan American Stratocruiser to announce details of a national dress design contest in which two amateur designers will be awarded trips to Paris via Pan American.

Design Contests

Four Bates prints, inspired by the film, were displayed by a group of models while the plane soared more than 10,000 feet above ground. The dresses will be presented by one store in a number of major cities throughout the nation in January. Each store will conduct a design contest, requiring contestants to sketch an original dress suitable for any one of the Bates prints.

Each store will pick its local winners. These designs will be forwarded to Paris by the end of January, and Jacques Heim, couturier, will pick the best two designs.

Jerell and Tailored Juniors, who have each manufactured three different dresses from the four prints created by Bates, are supplying their outlets with special promotional material and are asking them to run special full page local newspaper advertisements publicizing the contest.

The promotion is being kicked off with two half-page full-color ads in the January issue of "Seventeen" magazine. In addition, the January issue of "Scholastic Roto" is featuring an editorial layout plugging the film.

Jerrell and Tailored Junior retail outlets have also been asked to run whatever type of contest they desire in conjunction with their local theatres. Requirement is that their dress designs be used as the focal point of the contest. A Pan American trip to Paris will be awarded in this contest also.

The visit of Mara Corday, U-I star, to Philadelphia for the advance promotion of "So This Is Paris," which opened at the Midtown Theatre, developed an unusual publicity channel. Realizing that she had some last minute Christmas shopping to do, Miss Corday visited the local Wanamaker store and was impressed by the courteous service provided by the sales clerks despite the Christmas rush.

Miss Corday then invited one of the sales clerks to be her "pal for the day" and the girl accompanied her on her promotional rounds—a visit to the Philadelphia hospitals; appearances at radio and television stations and the dedication of the new municipal indoor tennis court.



U-I's "So This Is Paris" won Navy Recruiting Headquarters approval in Chicago and an elaborate display was erected at the city's busiest corner to plug recruiting and the B&K Roosevelt Theatre playdate.

Recording Keys "Passion" Bally

The Decca record of "Passion Tango" served as the keystone for the exploitation campaign engineered for the opening of RKO's "Passion" at the Brandeis Theatre, Omaha. Tie-ups with a local dance studio, music store and radio station, plus an advance lobby display were all used to herald the opening of the drama.

The local radio station, KSWI, ran a mystery tune contest, in which the tune used was the "Passion Tango." The record was played a number of times daily for the five days preceding the film's opening. Free tickets to the theatre were awarded as prizes.

A co-operative arrangement was worked out with the local Arthur Murray dance studio whereby it plugged the production and the musical number on 50 percent of its radio spot commercials daily for five days in advance and during the film's run. The theatre, in turn, credited the dance studio in its lobby display.

Window displays in the Patton music store were built around the record, while additional displays were promoted throughout the city with the perfume bearing the same name as the film's title.

An advance lobby display headed "Ruffian's Rogue's Gallery" contained stills of the villains of the film with complete credits and additional photos of stars Cornel Wilde and Yvonne de Carlo. Material for this display was prepared by the RKO exploitation department.

M-G-M Theatre Accessories Promote Celebration Year

Metro-Goldwyn-Mayer has begun setting its "1955 Motion Picture Theatre Celebration" in motion in tune with the changing calendar. As the New Year begins, the company is preparing to visually promote its part of the festive year with a series of novel and impressive accessories designed for theatre use and exhibition in exchanges.

Included among the accessories are a giant lobby standee 40 x 60 which can be used in various vantage points in theatres; box office stickers which can be placed on the windows of cashier's cubicles, and a special badge made up for ushers, doormen, and other personnel in theatres.

Also, a silk valance 15 x 4 high which is being used in exchanges only; badges specially designed for exchange employees both in the front and back offices; special stamps gotten out for all out-going mail, for use in the home office as well as the exchanges. The stamp measures about 1 x 1 in inches.

Messages on the accessories called attention in fresh and humorous terms to the upcoming celebration. Slogans included: "M-G-M's 1955 Motion Picture Theatre Celebration" and "There's More Fun At The Movies."



M-G-M's giant lobby 40x60 is for use in theatres to promote the "1955 Motion Picture Theatre Celebration."

Lyric
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YUMA, ARIZONA

Thank you-
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Sept. 6, 1954

Mr. Bernie Wolf,
National Screen Service
2018 So. Vermont St.,
Los Angeles 7, Calif.

Dear Mr. Wolf:-

This may be a testimonial letter Mr. Blumberg will prize.

Some weeks ago, we discontinued trailer service for a couple of reasons. (a) We had the opportunity in our contract, (b) We wanted a test of their value, and (c) finances.

We have decided that we definitely made a mistake; that the very least we can say for trailers is that they pay for themselves, and no theatre should be without them. In addition to their sales ability, they are a subject comparable to a short subject; people like to see them and miss them when they are removed.

Will you kindly write us up a new contract at the usual terms, and get trailers headed our way as soon as possible.

Thanks and regards,

Sincerely,
LYRIC THEATRE
H.T. Gantt
H.T. GANTT

NATIONAL Screen SERVICE
PRIZE BABY OF THE INDUSTRY



Massive Ad Budget, Pretty Lass Contest Boost "Vera Cruz" Dates

With a starting ad-pub-exploi budget of $500,000, United Artists' "Vera Cruz" has been launched in key spots with the aid of a 10,000-mile series of tours by three of the film's stars, Gary Cooper, Denise Darcel and Sarita Montiel.

A $75,000 national contest for "Vera Cruz" in every exchange area of the country has been set with the Exquisite Form Bra company. The competition, which will be backed by an all-media campaign employing co-op ads, radio and TV plugs, full-scale newspaper publicity, store displays and street bally, will additionally award $4,000 in savings bonds to exhibitors and managers mounting the best "Vera Cruz" contest promotions.

The contest, which will be held in conjunction with both key engagements and subsequent runs, is pegged to a search for a super-shapely miss who will qualify for the title of "Miss Exquisite Form." Final selections will be made by Cooper and Lancaster.

Grand Prize Award

The grand prize winner will receive a $10,000 contract for one year of modeling and TV appearances, an expenses-paid trip to Hollywood and a studio audition. The 200 other well-curved finalists will share $65,000 worth of jewelry, home appliances, vacation trips and other valuable prizes.

Outstanding among the roster of awards are Ulysse-Nardin watches, Duane jewelry, Amana freezers, Miami vacations at the Saxony Hotel, Lentheric perfume, Arthur Murray dancing lessons, Bell portable sewing machines, Perfection air conditioners, Amplex Hi-Fidelity magnetic tape recorders, Springwall mattresses, Helene Curtis beauty products, Remington Rand Duchess electric shavers and guest accommodations at the Park Sheraton Hotel in New York.

To insure maximum support for the contest, Exquisite Form has prepared 22,000 special promotional kits for distribution to their dealers in department stores and women's shops from coast-to-coast.

Accessories include window streamers, counter cards, co-op ad mats and prepared publicity for newspaper, radio and TV. The company's 110-man field force will expedite liaison between dealers and theatremen.

Special exhibitor aids provided by UA include a "Vera Cruz" contest one-sheet and contest theatre trailer, both free, and an entry blank mat, which is available at National Screen.

The manufacturers contributing prizes for the banner promotion will provide newspaper co-op ads, lobby exhibits, and window and counter displays at thousands of drug stores, home appliance outlets, department stores, jewelry shops, home furnishings stores and travel agencies. The huge campaign will blanket both key cities and smaller communities.

UA's field force will hypo the "Miss Exquisite Form" campaign with contest exploitation manuals detailing a step-by-step campaign to assure every exhibitor of maximum benefit in his locality.

The blueprint outlines plans for running the "Vera Cruz" contest on the theatre stage, as a newspaper co-op promotion or as a television feature.

Promotions Begun

Supplementary video network support will come from a series of plugs on the Bert Parks "Stop the Music" show via ABC-TV and the radio presentation of the same show over 179 CBS stations.

A multiple series of tie-ups has been arranged to blanket the entire country, according to Francis M. Winikus, UA national director of advertising, publicity and exploitation. Firms enlisted in the campaign include Winchester Firearms, Van Heusen Shirts, Berkray Corp., Duane Jewelry, Hollywood Bread, Honeybug Slippers, Cavalier Ties, Reilable Machine Works, Dreamstep Shoes, Tavi Products, Purofied Down Products and Chester Roth Hosiery.

Magazines in which these companies are inserting advertisements publicizing the Hecht-Lancaster production include "Life," "Esquire," "Look," "Vogue," "Good Housekeeping," "Living" as well as fan magazines, sport publications and trade papers. Many of these firms are also using mailing pieces, counter and window displays to back up the campaign.

A music promotion slanted to the nation's disc jockeys has also been prepared for the Superscope-Technicolor film. A giant post card was sent to the dj's following special screenings which had been set up for the music men in every exchange area. "Vera Cruz" music has been recorded by Victor, Decca, Mercury, Capitol, and M-G-M records.

Blueprints Followed

The "Vera Cruz" song push is following a blueprint jointly mapped by UA and the record companies.

Street bally, which covered all five boroughs as well as key suburban shopping centers in Westchester, New Jersey and Long Island, sent 15 "Vera Cruz" Santa Clauses on a six-day swing to distribute special heralds, as well as packages of candy supplied by the Barton stores. Three stage coaches toured the midtown area for the opening.

Ballyhoo aspects staged by theatres running "Vera Cruz" took on novelty across the land. At the Capitol Theatre, a large lobby board announcement and table for distributing applications for the modeling contest sponsored by Exquisite Form for the picture were set up.



A wagon-riding burro drew crowds in a street bally cruise for the UA Theatre opening of UA's "Vera Cruz."

Merchandise Tie-Ups, Sub-Surface Ballyhoo Herald "Underwater!"

Manufacturers of aquatic equipment plus makers of such waterproof products as flashlights, wrist watches and the like are rushing to tie in their products with the underwater preview of RKO's "Underwater!" according to the film company. The Jane Russell starrer will be previewed for press on Jan. 10 beneath the waters of Silver Springs, Fla. Record attendance is indicated.

Four special TWA Super-Constellations, two from Hollywood and two from New York, will fly stars, editors, columnists, reviewers and photographers to Florida for the affair. The luxury liners will leave their respective cities Sunday morning, flying nonstop to the site of the event. Jane Russell, Gilbert Roland, Richard Egan and Lori Nelson, all expect to be on hand.

Manufacturers of fountain pens, cameras, raincoats, "wetproof" cigarettes and a fish cannery, are joining in the campaign, RKO notes. To herald the unusual preview, underwater billboards will be placed on the ocean floor off the Atlantic coast advertising the production. The company is also attempting to buy advertising space on the bottom of all U.S. swimming pools.

Tie-Ups Set

The student bodies of all colleges and universities in Florida have agreed to send contestants for the title "Miss Underwater" to Silver Springs. The winner and her court will be selected by the more than 200 press representatives from New York and Hollywood who will attend the film's showing.

One of the press representatives who will submerge wearing an aqua-lung to view the Superscope-Technicolor production will find a "Treasure Chest Camera Kit" of the Bolsey Corp. of America hidden under his seat 20 feet below the surface. The kit, wrapped in a water-tight package, contains a Bolsey 35mm. camera, flash gun and ever-ready case.

Life-size photographs of Miss Russell and her co-stars Gilbert Roland, Lori Nelson and Richard Egan will be displayed during the underwater debut. The large photographs will be coated with a special plastic solution which will keep them glossy in spite of long periods of submersion.

National magazine which will carry ads on the film include "Life," "Look," "Saturday Evening Post" and "Collier's."

Marine Life Exhibits Headline "Hunters"

Highlighting the educational aspect of the DCA release, "Hunters of the Deep," a special screening of the underwater documentary has been held for teachers and students of zoology in colleges in metropolitan New York City during the film's run at the Trans-Lux 60th St. Theatre.

In addition to the screening, a series of traveling exhibits was arranged which displays the underwater cameras, the aqualung, the diving equipment and other special paraphernalia which figured in the undersea photography. The exhibit visited Columbia, New York University, City, Fordham, Brooklyn, Queens, Adelphi and Hunter colleges.



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DISTRIBUTORS CORPORATION OF AMERICA!

REGIONEWS

ALBANY

Paul V. Wallen reopened the Grand, Albany, after a sympathetic strike of projectionists in support of stagehands had closed it for three weeks. He announced that concessions had been made on both sides. . . . It was a happy New Year for Herb Schwartz, Columbia salesman, with the addition of a second son to his family. . . . The Stanley-Warner zone office in the Strand Theatre building went dark with transfer of Charles A. Smakwitz to Newark, N. J. as zone mgr. Joe Liss, Mass. dist. mgr., is now supervising the seven S-W houses in Albany, Troy and Utica. Other parts of the Albany zone operation are being handled, as they have been since 1952, from New Haven, Conn. . . . Harry Lamont of Lamont Theatres will leave Jan. 15 for a vacation in Key West, Fla.

ATLANTA

Florida State Theas. announced the following changes: Payton Bailey, mgr. of the Arcade, Ft. Myers, transferred to the Marion, Ocala, replacing Ted Chapin who moved over to the Daytona, Daytona Beach, where he succeeds French Harvey. Harvey moved to the home office in Jacksonville. Carlton Bowden transferred from the Ritz, Bartow, to replace Bailey at the Arcade. Cliff Bailey, a former asst. at the Capitol, Clearwater, took on Bowden's post at the Ritz, Bartow. . . . C. L. Patrick of the Martin Theas., Columbus, Ga., reports that he has been successful in getting admission taxes eliminated or reduced in many towns in Ala. after making personal calls on councilmen. . . . All Rook's booking office in Jacksonville, Fla. was slated to open around the 1st of Jan.

The Carver, first Negro Drive-In and Walk-In theatre in Bessmer, Ala., was opened by owner Dr. B. H. Johnson, with James Benz as mgr. The combination house has space for 400 cars and 200 seats, also a 90′ CinemaScope screen. . . . Grove Hill Theatre at Grove Hill, Ala., managed by Mrs. J. K. Kellen, has undergone extensive renovation, with seating capacity increased from 222 to 400 and CinemaScope equipment added. . . . In addition to a CinemaScope installation, the Gilbert Theatre, Okeechobee, Fla., ordered 400 new seats. W. W. Watkins is mgr. . . . Moonlite Drive-In, Springfield, Tenn., closing for the winter. . . . Doris Moore, Howco booker, resigned to move to Miami, Fla. . . . Tobe Kahrr of Dixie Amuse. Co., Swainsboro, Ga., expects to leave for the Army soon.

Colonial Plaza Drive-In is under construction on Hyway 50 in Orlando, Fla. All six drive-ins in this area are partners in the venture, with Horace Deming as pres.; Carl Floyd, v.p.; Jim Partlow, treas.; and Sam Manning, Fred Adams and Jim Hassey as board members. . . . Floyd Theas. are new owners of Winter Garden, Winter Annex (Col.) and Starlite Drive-In, all in Winter Garden, Fla. . . . Herbert Bowen installed equipment for the new processes in the Franklin Theatre, Franklin, Tenn. . . .M. C. Moore is new owner of the suburban Lake Shore Theatre, Jacksonville, Fla. . . . Ray Dunn installed CinemaScope in the Daytona Beach drive-in. . . . Milton Franckman reports complete remodeling of the Strand, Ft. Lauderdale, including air-conditioning throughout, a new marquee, CinemaScope and seating increased to 925. . . . The Rose Theatre at Forsyth, Ga. closed.

Norris Stephens is buying and booking for the Palm Drive-In, Savannah, Ga., owned by J. W. Hill. . . . C. H. and Ernest Fountain opened their new 200-car ozoner at Lakeland, Ga. . . . New sales and service man at Dixie Theatre Supply is Charles Sims. . . . Florida Theatre at Daytona Beach has been leased for nse as a legitimate house. . . . Herman Abrams installed gas heating system, new wide screen, high are lamps, lenses and rectifiers in the Lumpkin Theatre, Lumpkin, Ga. . . . Hubert Countryman and Neal Richardson installed CinemaScope in their Villa Theatre, Villa Rica, Ga. CS also installed in Ernest Ingram's Lineville and Ashland, Ala. theatres, and in C. W. Reed's Pug Drive-In at Monticello, Fla. . . . Elizabeth Starr, daughter of former TOA prexy Alfred Starr of Nashville, Tenn., was married to George Manley Joseph of Boise, Idaho. . . . Charles E. Kessnich, southeastern div. mgr. for M-G-M, and W. H. (Rudy) Rudisill, Kay Film Co. branch mgr., passed away.

BOSTON

Jack Meyers of Hub Film Co. has taken on the foreign product of Times Film Corp. for distribution in New Eng. . . . Samuel Richmond, for two years mgr. of the Beacon Hill Theatre, resigned. After a trip to Fla., Richmond will announce his new affiliation. . . . The 900-seat Westminster Playhouse, formerly the Victory Theatre, Providence, R.I., was taken over on a long-term lease by Fred Rogers, Howard Levin and Joseph G. Cohen. It will reopen Jan. 12 on a first-run art policy, managed by Rogers and Levin, with Cohen handling buying and booking from his Boston office. . . . Samuel Pinanski, Amer. Theas. Corp. pres., was appointed regional exhibitor chairman for Brotherhood Week, Feb. 20-27, by national chairman John Harris. Paul Levi, also of ATC, was named publicity chairman.



Gary Cooper, currently starring in UA's "Vera Cruz," chats with Rodney Toupo (left), mgr. of Loew's State in New Orleans, and Henry Plitt, v.p. and gen. mgr. of Paramount-Gulf Theatres, during junket on behalf of the film.

A fire before Christmas at the Kenmore Theatre caused damage estimated at more than $15,000. The theatre will reopen in mid-Jan. with IFE's "Aida," which had been booked for the holidays. . . . Al Swerdlove was appointed New Eng. representative for Distributors Corp. of Am., adding to his current line from Screen Guild, Lippert and Filmakers. "Long John Silver," first DCA release, will have a mass territorial booking in Feb., backed by a strong TV and radio campaign. . . . James M. Connolly, 20th-Fox northeastern div. mgr., was elected chairman of the examining board of the Boston Public Library System for 1955. . . . Following settlement of labor disputes in the booth at the Strand, Pawtucket, R.I., the theatre was reopened by New Eng. Theas.

Allston Theatre, Allston, closed for the past three years, was sold to R. W. Mann, who owns the adjoining store property, for conversion to a parking lot. Theatre was operated by ATC. . . . Eddie Klein, head of Bay State Films, is in Mass. Memorial Hospital for a serious operation. . . . Ernest Comi, gen. mgr. of Capital Theatre Supply, and his wife celebrated their 25th wedding anniversary at a surprise party arranged by son Ernest, Jr. and daughter Joyce. . . . Bessie Cohen of the 20th-Fox booking dept. announced her engagement to Samuel Szathmary of Brookline. In the same office, Richard Young of Washington, D.C. was added to the booking staff as an apprentice.

CHARLOTTE

Dave Williams, sales mgr. for IFE, secured a location at 146 Brevard Court for opening of a Charlotte office. . . . The Carver Theatre at Kinston, N.C., closed, also the Pendleton at Pendleton, S.C. . . . S. E. White closed his drive-ins at Nashville and Wendell, N.C. for the winter. . . . Willie Dickens of the Nash, Nashville, N.C., is on the sick list and Mrs. Dickens is looking after the theatre. . . . New owner of the Gloria Theatre, Ninety-six, S.C., is M. Burnette.

Ivan Anderson of the Liberty Theatre, N. Wikesboro, N.C., set up a free hot coffee service in his lobby because of the very cold weather during the town's Christmas parade. He also had a beautiful lollipop tree for the kiddies during the holidays. . . . Richard McKinney was appointed mgr. of the Midway Drive-In, Fayetteville, N.C. . . . Sympathy to Ruth H. Cockrill on the death of her husband, Paul, who was with Harris Theatre Supply. Ruth recently returned from the Will Rogers Hospital after being a patient for 19 months.

(*Continued on page* 32)

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hit tunes from the most successful Broadway shows, past and present, and notable Hollywood musical films.

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CHICAGO

Sam Block, atty for Paramount and B&K, opened the Monroe Theatre anti-trust case before Judge Julius Hoffman with statement his clients were in no conspiracy against Monroe Theatre in their bid for first-run loop films. . . . City amusement tax for Nov. was $35,000 over same period last year, and $125,000 more for first 11 months this year. . . . R. P. Stevens joined Paramount exchange as booker. His father, J. H. Stevens, is mgr. . . . Les Brown, film editor of Variety's Chicago office, resigned to join DownBeat magazine. . . . George High of Chicago Operators Union passed away after short illness, also Robert Briggs of Alger Circuit's managerial staff, LaSalle, Ill.; Laura Bumpus, 14 years with World Playhouse; and August Bosco, veteran theatre operator.

Lou Harris, Alliance Circuit maintenance director, reports that screens in the company's ozoners are being extended for showing of CinemaScope films next season. To spark its business drive, Alliance booked "White Christmas," "Three Ring Circus," "No Business Like Show Business" for Jan. showings. Incidentally, Herb Sullivan, booking supervisor, is celebrating his 20th year with the chain. . . . Mark M. Metzner joined the managerial staff of Chicago Theatre. . . . Jack Kirsch, Allied Theatres prexy, reports sellout for 24th annual dinner meeting at Chez Paree, which was emceed by George Jessel. . . . Richard Cloonan of Capital Films announced birth of a daughter; Sheldon Coellen, theatre atorney, has a new son.

"Star Is Born" will go into subsequent runs in this territory on Feb. 11, with running time cut to 154 minutes from 182. . . . Joe Berenson, theatre trade stimulator, is in charge of campaign to bolster finances of Chicago Variety Club for 1955. . . . Seymour Simon, Chicago theatre attorney, will run for Alderman, 40th Ward, at next city election. . . . After 30 years with U-I, Max Brodsky is retiring as country salesman. . . . Ervin Long, formerly with IFE, joined the Buena Vista exchange here. . . . Office of Richard Orlikoff, theatre attorney, now located at 100 W. Monroe. . . . Dick Salkin, mgr. of Jackson Park Theatre, back on job after checkup at Wesley Memorial Hospital. Arnold Monnette, 20th-Fox sales mgr., getting checkup at Resurrection Hospital.

Harry Nepo added the Ridge in Roseland, Ill. to his circuit. He is equipping the Lex and Kimbark here for CinemaScope showings. . . . Sale of the Crawford Theatre building by Crawford Trust Co. to Central National Bank for undisclosed buyers will not affect Essaness management. . . . Dave Wallerstein, B&K gen. mgr., elected a director of Chicago Better Business Bureau. . . . H&E Balaban, who recently completed a CinemaScope installation at the Robin Drive-In, Rockford, will do the same at the Hilltop Outdoor Theatre in Joliet. . . . Abbott Theatre Supply installed complete CinemaScope equipment at Pals Theatre, Lowell, Ind., and the Town, Highland, also the Grant Theatre, Cicero, Ill.

"Aida," IFE release, registered the biggest weekend gross in the entire history of the World Playhouse and also racked up the biggest single day's business in the theatre's history on Sunday. The Saturday and Sunday gross reached $3,912 and on Sunday alone hit the outstanding figure of $2,134. . . . Russell Hurt, gen. mgr. of Alger Circuit, reports its 12 theatres sell more than two tons of popcorn annually. . . . Business agent Sam Lamansky, IATSE film row unions B and F, received word from N. Y. headquarters that new contract gives members $5.50 weekly increase, 37½ hour work week and two year contract.

CINCINNATI

Walter Watson, Allied Artists booker who left the company to join S&S Amuse. Co., has been replaced by Philip Kelb, who was transferred from AA's Chicago office. . . . J. E. Watson, local M-G-M exploitation mgr., became a grandfather for the second time with arrival of a son to the Wm. Eschelmans of Columbus. . . . H. Pearl DeLong, owner of the State, Ironton, O., got away from his duties for the first time in three years when his twin sons, law students at Ohio State, took over operation of the house during school vacation. . . . Lester Rosenfeld, W.Va., exhibitor who recently returned from a vacation in Japan, suffered a slight stroke. He hopes soon to be able to travel to Florida for convalescence.

Princess Theatre, Boomer, W.Va. reopened by Mr. Ward, who operates the theatre in Smithers, W.Va. Frank Weitzel will buy and book. . . . Lee Hofheimer of Columbus, gen. mgr. for Miles Circuit is moving back to his former residence in Norfolk, Va. Reports are he will operate an ozoner in that area. . . . Mrs. Joanice Dickey, operator of the Bacon Theatre, Versailles, Ky., is in a local hospital for an allergy condition. . . . John Goodno opened his Palace Theatre, Huntington, W.Va., with CinemaScope and stereophonic sound Xmas Day. Installation was made by Mid-West Theatre Supply.

New pres. of the local Colosseum of Film Salesmen is Al Kolkmeyer of U-I. Others elected are Sam Weiss, Fox, v.p.; Manny Naegel, Allied Artists, treas.; Art Adams, M-G-M, secy. . . . Dave Stenger, Columbia salesman in the Columbus territory, receiving congrats on arrival of a baby girl. . . . The Viv at Corbin, Ky., operated by Harold Ball and James Booze, closed temporarily because of fire damage. The Tabor at Olive Hill, Ky., owned by S. C. Tabor, was destroyed by fire. . . . J. Real Neth's Eastern Theatre, Columbus, now has CinemaScope and stereophonic sound, installed by National Theatre Supply. . . . Jan. 29 has been set for the installation dinner-dance of the Variety Club and the Ladies' Auxiliary.



Universal branch managers and salesmen from Boston, Buffalo, Albany, New Haven and Washington meet in Boston to plan for the Company's "Charles J. Feldman Annual Drive." L. to R.: (seated) Isidore Ehrilichman and Harold Saltz, Washington; Philip Gerard, eastern publicity mgr.; P. T. Dana, eastern div. mgr.; Joseph Gins, dist. mgr.; Norman Weitman, Robert Friedman and Eugene Lowe, Albany; Bert Freedman, Buffalo; (standing) Stanley Taylor, Washington; Ray Squor, and Alex Schimel, New Haven; Frend Shohet, Joseph Kelly and Francis Charles, Boston; Jerry Spandau, Buffalo; Thomas Donaldson, Boston; Barney Frank, Washington; E. Myer Feltman, Boston; Vincent Dougherty, Washington.

Watch These Dates!

Jan. 13: New York National Conference of Christians and Jews, Brotherhood Dinner —Waldorf-Astoria Hotel.

Jan. 18: Philadelphia—Motion Picture Associates dinner—Bellevue-Stratford Hotel.

Jan. 20: New York—Federation of Jewish Philanthropies, amusement and allied industries luncheon—Hotel Sheraton Astor.

Feb. 8-9: St. Louis—National Allied Drive-In Theatres convention—Chase Hotel.

Feb. 13-15: Washington, D.C. — Theatre Owners of America board and executive committee mid-winter meeting — Mayflower Hotel.

Feb. 22-23: Detroit — Allied Theatres of Michigan convention—Statler Hotel.

Feb. 28-March 1: Oklahoma City — Allied Theatre Owners of Oklahoma convention —Skirvin Tower Hotel.

March 1-2: Columbus — Independent Theatre Owners of Ohio convention—Deshler-Hilton Hotel.

March 2-3: Kansas City—Kansas-Missouri Theatre Assn. drive-in session and convention.

DENVER

Three major events are scheduled for Denver on Jan. 12 and 13. First will be the Metro workshop, set for the Silver Glade at the Cosmopolitan Hotel, at which home office execs will be on hand to give advice and confer with exhibitors. Metro will also host a luncheon in the Century Room on that day. On Thursday, COMPO will entertain state legislators and other public officials at a luncheon at the same hotel, with Pat McGee, pres. of Rocky Mountain COMPO, presiding. On the night of Jan. 13, Variety Tent 37 will hold a dinner-dance, at $5, at the hotel.

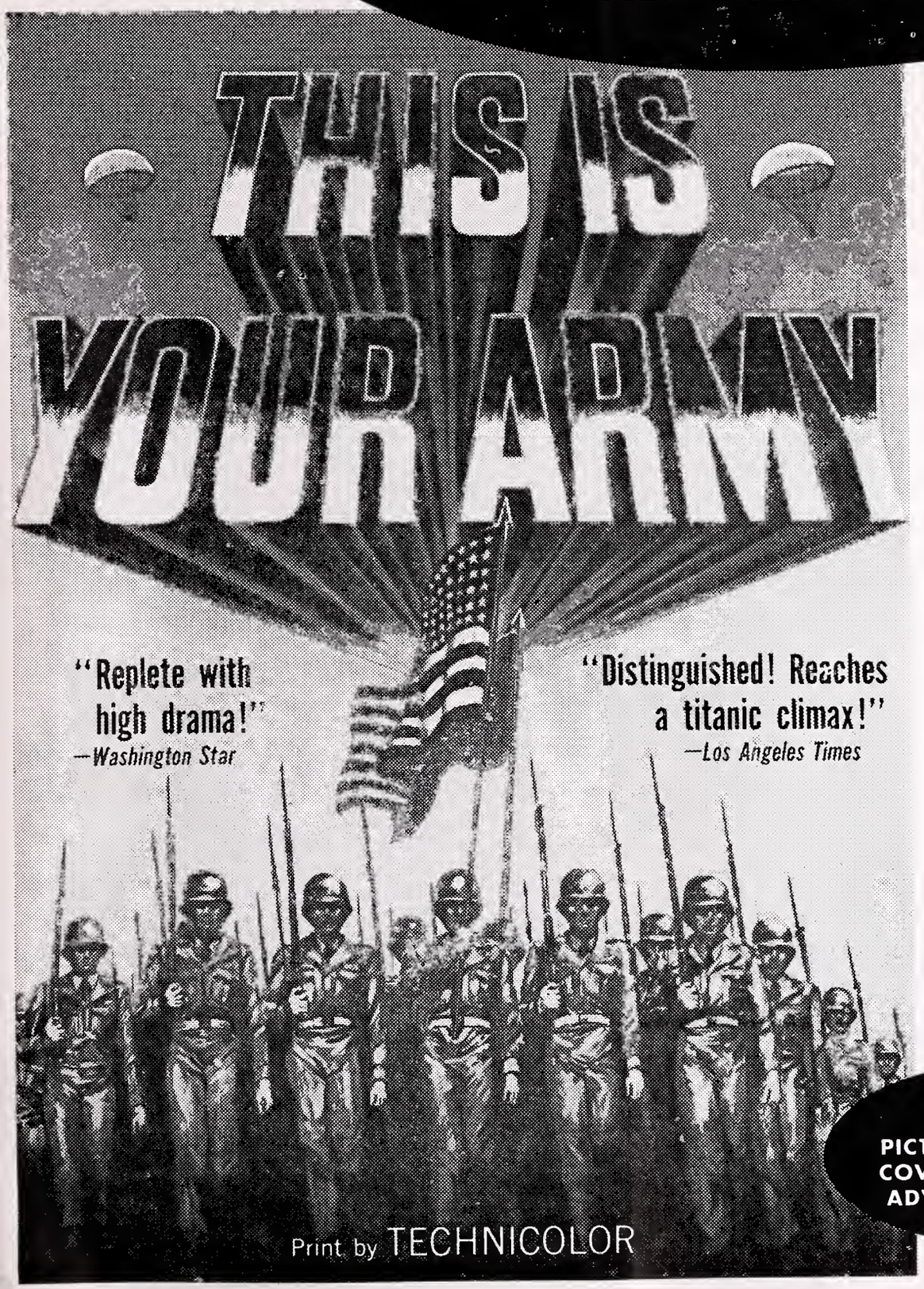
Robt. Selig, asst. to the pres. of Fox Inter-Mountain, headed for Los Angeles on business and pleasure. . . . Universal branch mgr. Mayer Monsky and salesmen Frank Green, Les Laramie and Gene Klein were briefed on the Chas. Feldman drive, set for Jan. 3 to April 30, during the recent sales meeting in Kansas City, headed by Foster Blake, div. mgr.; Lester Zooker, dist. mgr., and Jeff Livingston, home office exploitation mgr. . . . IATSE Local F-29 elected Floyd Brethour pres. and George Mayo business agent for 1955. Local B-29 chose Wm. Fenske pres. and Jack Pattison business agent.

Howard Campbell, Warner salesman, resigned to become booker for the Westland theatres in Colorado, Lincoln, Neb. and Oklahoma City. . . . Chas. J. Bell, brother of Warner branch mgr. Earl Bell, died at

(*Continued on page* 34)

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Los Angeles
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DENVER (cont'd.)

his home in Los Angeles. Several years ago he was also in the film business. . . . Carl Schaffer, owner of the Pastime in Broadus, Mont., opened the Tug, with 300 seats, in Ashland, Mont., giving the town films for the first time. . . . Fox Intermountain sold the 650-seat Bison, McCook, Neb., and the 850-seat Paramount, Cheyenne, Wyo., to Carlin Smith. . . . Councilman Ed Mapel, owner of the Gem, has been using a cane recently because of a leg fracture received in 1946 while grappling with a burglar who had broken into his apartment.

DETROIT

The Cub Theatre at Bear Lake, which has been operated by Stanley Dilley and booked by Clive R. Waxman of Independent Exhibitors, closed Jan. 2 for an indefinite period. . . . Lou Marks, the new manager at M-G-M, is honeymooning in N. Y. . . . Thomas F. Duane, Paramount branch mgr., is back from a two-day sales conference in Philadelphia. . . . Floyd Chrysler, head of Chrysler Associated Theas., plans to move into his fine new waterfront home in St. Clair Shores this month. . . . Harold Brown, UDT pres., was judge for the special Showmanship Award presented by the J. L. Hudson Co. for the Christmas parade.

Mgr. C. Williamson of National Theatre Supply announces that eight Simplex Perspecta Sound Systems are now being installed in outstate theatres for the showing of "White Christmas" in VistaVision. . . . Lloyd Turel, Jr. was appointed asst. to Sy Schechter, mgr. of the Cinema, Detroit's first-run art house. . . . Frank Upton, mgr. of the Music Hall, will shortly announce the opening date of "Cinerama Holiday," to follow "This is Cinerama," which has reached a record unequalled in Michigan entertainment history. . . . Korman Theatres took over management of the Senate and Crystal on Mich. Ave. and retained all the personnel. . . . Projectionist Phiilp Majeske was elected worshipful master of Daylight Lodge 525 F. & A. M.

KANSAS CITY

David Dallas, city mgr. for Midcentral in Manhattan, Kans., is publicity chairman for Manhattan's 1955 Centennial Celebration. . . . Dickinson's Aztec Theatre at Shawnee, Kans., managed by D. D. McClure, reopened Christmas Day with new seats, heating and cooling systems, wide screen and redecorated interior. . . . Barlow Theatre at Bird City, Kans. was sold to Paul Wheeler by L. D. Barlow. . . . Woodrow Rife, owner of the Victory at Knoboster, Mo., gave a Christmas show with candy and nuts for small fry.

New equipment has been added to the Blue Moon Theatre at Blue Mound, Kans.; Dickinson's Belasco at Quincy, Ill.; Crest and Boulevard ozoners, Shawnee, Kans. Drive-In; the Strand at Emporia and the Civic at Brookfield, which reopened for the New Year. . . . John Scott returned to his former post as booker at Republic, replacing George Gabbert, resigned.

Woody Sherrill resigned as MGM city salesman and was replaced by Bob Johns. Roger Leaton has Johns' former so. Kans. territory and Harvey Cole has Leaton's area in no. Kans. and southern Mo. John Watcher is now head booker and office mgr. Howard McKenzie, upped from shipping to booker, succeeds John Tonge, who took over booking duties of Leonard Abrams, who filled vacancy left by Watcher's promotion.

Universal offices have new wall paneling and carpeting. . . . Bob Spencer is new mgr. for the State, a Durwood house in Jefferson City, Mo. . . . The Dallas Theatre at Urbana, Mo., owned by Mr. and Mrs. Bob Smith, is contributing its Thursday intake until $1,500 has been raised by the local Lions Club to finance a cornea replacement for a 10-year-old Urbana boy, blind since birth. . . . Les Durwood and Earl Dyson reopened the Plaza in St. Joe., Mo. after 4-day closing for installing wide screen.

Frank Norris and Ralph Adams of Fox Midwest and Woody Longan of Durwood Theatres represented the movie industry in a new TV sports quiz in K. C. . . . The new teaching hospital at the University of Mo. will be given a nylon American flag for outdoor use, with taffeta and nylon state and national flags for the lobby by Nat Hetchman of Capitol Flag & Banner Co. . . . Fox Midwest personnel adopted a Christmas family. . . . KMTA convention dates have been changed to March 2-3 to avoid conflicting meeting dates. . . . Larribab Productions, Inc. received a certificate of incorporation to operate theatres in Mo. with H., M., L. J. and R. F. Eiskenkramer as members.

MILWAUKEE

Nick Johnson and Harry E. Tope, operators of the Strand in Manitowoc, and the Wisconsin and Majestic in Sheboygen, were named defendants in four percentage suits filed separately by Loew's, 20th-Fox, United Artists and RKO. . . . Robert Gross, dist. mgr. for Smith Mgmt. Co. announced that Donald Bair, former mgr. of the Century Theatre here, will be mgr. of the Ridgeroad Drive-In outside of Gary, Ind. when Don receives his discharge in April. . . . Chuck Schmidt is the new booker at 20th-Fox. He was formerly at the Warner exchange next door.

Greendale Theatre here, operated by Frank Schreihert, closed. . . .The bankrupt Century Theatre, formerly owned by John Frueler, has been purchased by L. F. Gran for $92,500. CinemaScope will be installed. . . . John Mednikow and his wife left for Florida Jan. 7, on invitation of Herman Robbins, pres. of National Screen Service. Aboard Robbins' yacht Ambler, he and some of his dist mgrs. will combine business discussions with pleasure.

Oliver Trampe, chief barker of Wis. Variety Club, announced that two Braves' nights at the Milwaukee County Stadium are planned for this year instead of the usual one. A Hollywood premiere is another activity planned by Tent #14, as well as a large public dance to help the Heart Clinic. . . . Articles of incorporation have been filed for Starlight Outdoor Theatre, Inc., listing Ben Marcus as its agent and Harvey C. Hartwig as attorney. Hartwig said the project involved construction of an outdoor theatre here but that his client, who was not identified, could not announce his plans at this time.

MINNEAPOLIS

The local office of Buena Vista is preparing a releasing schedule for North and South Dakota situations on "The Living Desert," "The Vanishing Prairie" and "20,000 Leagues Under the Sea." . . .Sally Allen, Paramount secy, and George Engelking, booker, left the exchange and moved to California. . . . CinemaCope equipment is being installed in the Vogue Theatre at Arcadia, Wis. . . . Stephen Barutio is the new managing director of "This Is Cinerama" at the Century, replacing Albert H. Rosen, resigned. Barutio came here from Atlanta. . . . Ernie Lund, Paramount city salesman, and Forrie Myers, sales mgr., received gold watches and pins for being with the company 25 years.

M-G-M officials C. M. Reagan, Jay Eisenberg and Burtus Bishop, Jr. were in town to testify at the Volk trial. . . . Charles McCarthy, 61, mgr. of MACO's Dakota at Grand Forks, N. D., passed away. . . . The row was also saddened by the death of Jack Hayward, operator of the Gem Theatre at New Richmond, Wis. . . . W. H. Workman, retired M-G-M branch mgr., is now living in Florida. . . . Joan Clemente, steno at Warner's, is engaged to Don Swartz. . . . Dorothy Wilk, former office mgr. of North Star Picts., and her husband, Reno, operator of ozoners in the territory, are on a tour of southern states and the west coast.

NEW HAVEN

Lockwood & Gordon, in association with Sam Rosen of New Haven, acquired the drive-in site on River St., Bridgeport, from Seymour Levine for a 750-car project, to be ready for early summer opening. Charles Abramowitz of New Haven is drawing up the plans. This will be the 12th ozoner under the L&G banner. . . . Harry F. Shaw, Loew's Poli div. mgr., and Lou Brown, adpub director, have a large-scale promotion



Columbia presented "On The Waterfront" for the first time in Paris at a gala performance at the Paris Opera for benefit of a memorial to war victims. Shown here (l. to r.): Morris Goodman, Columbia European sales mgr.; Mrs. Goodman; Paul Lazarus, Columbia v.p.; Mrs. Lazarus; Nick Perry, Columbia International v.p.; Marc Spiegel, MPEA European mgr.; Roger Schwartz, French Columbia president.



M-G-M's "Lili" leaves the 52nd St. N. Y. Translux Theatre after a record run of 95 weeks to play the Loew Circuit, with the reels of film under supervision of Lili Lisande of Saks Fifth Avenue, picked as Manhattan's most attractive Lili. L. to R.: Hans Barnstyn, theatre mgr.; Miss Lisande; Ray Smith, asst. mgr.; Richard Brandt of Brandt Theatres; Sid Ginsberg of Translux Theatres.

NEW HAVEN (cont'd.)

campaign under way for the Jan. 26 world premiere of M-G-M's "Many Rivers to Cross" at the downtown Loew's Poli, New Haven. Robert Taylor is expected to be among the attending personalities. . . . Manchester Drive-In, Bolton Notch, operated by Bernie Menschell and John Calvocoressci, is increasing from 750 to 1,000-car capacity.

Interstate's Palace, Rockville, has installed a unit connected with the theatre phone which answers calls automatically, telling patrons what pictures are playing and when next performance starts. . . . The First National Bank of New Haven purchased Loew's Poli 1700-seat Bijou Theatre, closed for the past two years, for a reported $200,000. Property adjoins the bank building. . . . Jason Theatrical Ents., headed by David and Irving Jacobson, acquired the Gem, Williamantic, from Stanley-Warner for an undisclosed sum. S-W sold the theatre under government divestiture ruling. . . . Jack Simons was transferred from S-W's Palace, Norwich, to the Palace, S. Norwalk. Phil Allaire, former asst. at the Strand, Hartford, took over the Norwich post.

Jack Leitao's application for a drive-in at Glastonbury will be taken up at the Zoning Board of Appeals' late Jan. meeting. . . . Strand Amuse. Co. closed the Mayfair, Bridgeport. . . . "This Is Cinerama" and the independent Colonial, Southington, are getting promotional boosts through efforts of Colonial mgr. Arthur Alperin, who is assisting an area committee of Cinerama enthusiasts in arranging a show train trip to the RKO Boston Theatre in Feb. Patrons making the trip will be guests of Alperin at a subsequent Colonial Theatre performance. . . . Nick Kounaris, 61, partner with Paul Tolis in the Newington Theatre, Newington, and the Meriden, Meriden, died suddenly at his home in New Britain, Conn.

NEW YORK

"This Is Cinerama" will end an unprecedented engagement on Broadway on Feb. 6 and will not be shown in any local or neighborhood theatre. Stanley-Warner announces that the film, which opened Sept. 30, 1952, will have played to some 2,500,000 patrons in N. Y. . . . Rogers & Cowan, public relations firm, moved to larger quarters at 17 E. 48th St. from 624 Madison Ave. . . . Nathaniel L. Goldstein, who has just completed his third term as Attorney General of the State of New York, joined the firm of Judd & Gurfein, with offices at 655 Madison Ave., which will heretofore be known as Goldstein, Judd & Gurfein. The firm has been serving as counsel to the MMPTA. . . . Arthur W. Kelly, 70, one-time v.p. and gen. mgr. of Pathe, passed away; also Elmer Pearson, 64, in Paris, former v.p. of United Artists and head of the foreign dept.

PHILADELPHIA

An important feature of the new IATSE contract for distribution employees is a reduction of the work week to 37½ hours. . . . Eddie Gabriel, Capital Films, reports that his firm is now handling selected shorts of the British, Australian and Canadian governments. Capital is also distributing "Crossroads U.S.A.," a single no charge reel. . . . Arcadia reopened for the holidays after undergoing renovations. . . . Dave Cooper, Warner sales mgr., recuperating after an eye operation. . . . Max Bronow, M-G-M booker, back at work after undergoing surgery.

Jack Kosharek, house mgr. for the Olden Theatre in Trenton, N. J., made arrangements with the Junior Chamber of Commerce to program a Christmas party for 1,000 poor children. . . . Ben Harris of American Films enthused over a new featurette he is handling, called "Miracle in Music." It will be shown at the Stanton Theatre on the same program with "Silver Chalice." . . . Bill Israel resigned as mgr. of Varbalow's Savar Theatre in Camden, N. J. . . . Back into the Tri-State booking and buying combine are Guy Brigido's Famini in Scranton, Liberty in Exeter, Riverside Drive-In, Scranton, and Mel Heinbach's Starlight Drive-In in Brandonville and Pocono Drive-In, Stroudsburg, Pa.

PITTSBURGH

Ralph Green opened the Guild Theatre over the holdays with "Romeo and Juliet." . . . Another holiday reopener was the theatre at the Greater Pittsburgh Airport. . . . William and John Lipsie are retiring from theatre operation after 30 years to devote their time to real estate business. Their Penn in Blairsville is being taken over by a corporation headed by Saul Perilman, Warner salesman, and the Tom Bellos, senior and junior. . . . Nellie C. Dunn, Paramount employe here since 1918, is retiring. She was head of the inspection dept. . . . This Is Cinerama is in its last few weeks here after establishing a longest run record. Tri-Staters are looking forward to "Cinerama Holiday."

PORTLAND

Portland exchange staff of U-I, headed by Archie Holt, attended a 3-day company conference in San Francisco and saw the Lucky 13 releases for '55. . . . During the run of "So This is Paris" at Parker's Broadway Theatre, mgr. Herb Royster gave free admissions to patrons who came supplied with French curreney and to those who proved that they were born in France. . . . Art Turner, Lebanon, Ore. theatre mgr., gave free admissions to patrons who kissed under the mistletoe at the entranees of both the city's playhouses.

ST. LOUIS

The Marion section of southern Ill. will soon have another new 500-car ozoner, according to announcement by Robert Holbrook, Marion Attorney, to cost about $100,000 and include equipment and screen for CinemaScope and VitsaVision showings. A 500-car project is under construction by Marion Castellano, contractor, on Hyway 37 near Crab Orchard. . . . Mr. & Mrs. Wendell Stead are managing the recently reopened Ford Theatre at Griggsville, Ill., formerly known as the Pike. . . . An amendment to complaint in a suit seeking an accounting from John Hoeffler was filed by his partner in operation of the Orpheum Theatre, Quincy, Ill., Donald McConnell, as executor of the estate of his mother, Mrs. Mayme McConnell. Amendment seeks dissolution of the partnership and a partition of the real estate.

Glenn Boney resigned from St. L. Theatre Supply to rejoin A. V. Cauger Service as rep. in charge of Central Ill. . . . City Theatre at Granite City, Ill. was reopened by St. L. Amuse. Co., after being dark for two years, with only one projectionist, under agreement with MPMO of E. St.L. Negotiations for a new contract on the circuit's 1199-seat Washington Theatre there, which uses two projectionists, is under way. . . . Two weeks after Hugh Graham gave up his lease, the LaCosa Theatre was reopened with Marvin Stiver as mgr. Under F&M operation, the LaCosa will employ a union projectionist. . . . Broadway Drive-In, within the city limits, is being utilized during the day as a parking area for motorists using the new Park-Ride Service. The theatre is now operating Fri.-Sat.-Sun. nights.

Richard Klages was elected pres. and Betty Wendt, business agent of Film Exchange Employees Local B-1. . . . 1955 pres. and business rep. for M.P. Operators Local are Tony Blust and Harvard O'Loughlin, respectively. . . . The Circuit Court at Quincy, Ill. appointed Donald S. Blinkert receiver for the closed Orpheum Theatre. . . . New projeetion equipment and wide panoramic sereen were installed in the 280-seat Roxy at Ramsey, Ill., operated by Woody Proffer. . . . The Capitol at Bridgeport, Ill. is giving free tickets to persons whose names appear in the "Happy Birthday" column of the town paper. . . . Eugene H. Abeln, asst. mgr. at the St. Louis Theatre, has a new son named Michael.

Harris Dudelson of Chieago is the new dist. mgr. in this area for Buena Vista. John Dugan, formerly with 20th-Fox, is on the sales staff. . . . Loew's Orpheum was closed for installation of stereophonic sound and CinemaScope, plus redecorating and recarpeting, in preparation for its new first-run policy. . . . Sol Hankin, industry veteran, was transferred from Jewish Hospital to a convalescent home in the country. . . . Komm Circuit's Bel-Air Drive-In at Granite ity, Ill., managed by R. L. Wessemann, reeently put into serviee 200 new Radiant type in-ear heaters.

SHORTS—Calendar of Releases

(As far ahead as it is possible to obtain them)

COLUMBIA

Series	Prod. No.	Title	Reels	Release Date	Time (Min.)
All Star	6415	Tooting Tooters	2	May 13	17
"	6416	Two April Fools	2	June 17	16
Stooges	6406	Pardon My Backfire (2-D)	2	Apr. 15	16
"	6407	Musty Musketeers	2	May 13	16
"	6408	Pals & Gals	2	June 3	17
Color Favorites (Tech.) (Re-Issues)	6609	The Way of All Pests	1	May 13	7½
"	6610	Amoozin' But Confoozin'	1	May 27	8
"	6611	A Cat, A Mouse and A Bell	1	June 17	7
"	6612	The Disillusioned Bluebird			
"	6613	Calypso Joe	1	June 24	7
		Mr. Moocher	1	July 8	7
"	6614	The Herring Murder Mystery	1	July 22	7
Assorted 2-Reel Favorites	6426	She Snoops To Conquer	2	Apr. 29	17½
World of Sports	6807	Racquet Wizards	1	Apr. 22	9
"	6808	World Soccer Champions	1	May 20	10
"	6809	Diving Cavalcade	1	June 24	9
"	6810	Target Tricksters	1	Aug. 12	9
Screen Snapshots	6858	Hula From Hollywood	1	May 6	10½
"	6859	Hollywood's Invisible Man	1	June 10	9
"	6860	Hollywood Grows Up	1	July 15	10½
Thrills of Music	6955	Charlie Barnet & Orch.	1	Apr. 1	10½
"	6956	Skitch Henderson & Orch.	1	June 3	10
Candid Microphone	6555	No. 5	1	June 24	10
Comedy Favorites Re-Issue)	6436	Fiddling Around	2	July 8	17½
Mr. Magoo	6701	Magoo Slept Here	1	Nov. 19	7
"	6702	Magoo Goes Skiing	1	Mar. 11	7
"	6703	Kangaroo Courting	1	July 1	7
U.P.A. Assorted (Tech.)	6503	The Man On The Flying Trapeze	1	Apr. 8	7
"	6504	Fudget's Budget	1	June 17	7
Topnotchers	6901	Canine Crimebusters	1	Apr. 15	10
"	6902	Push Back the Edge	1	May 27	10
Serials 15 chapters	6160	Gunfighters of the Northwest	--	April 15	--
" "	6180	Batman	--	July	--

1954-55

All Star	7411	The Fire Chaser	2	Sept. 30	16
"	7412	Kids Will be Kids	2	Dec. 9	16
Three Stooges	7401	Knutsy Knight	2	Sept. 2	17½
"	7402	Shot in Frontier	2	Oct. 7	16
"	7403	Scotched in Scotland	2	Nov. 4	15½
Color Favorites	7601	Imagination	1	Sept. 2	8
(Tech. Re-issue)	7602	Red Riding Hood Rides Again	1	Oct. 7	7
"	7603	A Hunting We Won't Go	1	Nov. 4	7
"	7604	Gifts from the Air	1	Nov. 25	7½
"	7605	Mysto Fox	1	Dec. 9	7
Assorted Favorites	7421	His Hotel Sweet	2	Sept. 16	17½
"	7422	Billie Gets Her Man	2	Oct. 14	17
"	7423	Cupid Goes Nuts	2	Dec. 2	16
World of Sports	7801	Argentine Athletes	1	Sept. 16	10
"	7802	Hunting Thrills	1	Oct. 14	10
"	7803	Skiing the Andes	1	Nov. 11	10
Screen Snapshots	7851	Hollywood Marches On	1	Sept. 23	10½
"	7852	Hollywood Stars on Parade	1	Oct. 21	9½
"	7853	Hollywood Cowboy Stars	1	Nov. 18	--
"	7854	Hollywood Life	1	Dec. 1	6
Thrills of Music	7951	Ted Weems & Orch.	1	Sept. 9	10½
(Re-issue)	7952	Gene Krupa & Orch.	1	Nov. 11	10
"	7953	The Lecuona Cuban Boys	1	Dec. 23	10½
Candid Microphone	7551	No. 1	1	Sept. 23	11
"	7552	No. 2	1	Dec. 2	10½
U.P.A. Assorted Tech.)	7501	How Now Boing Boing	1	Sept. 23	7½
One Reel Special	7999	Autumn in Rome	1	Sept. 2	9
Comedy Favorites (Re-issue)	7431	Wedding Belle	2	Oct. 21	17
"	7432	Rolling Down to Reno	2	Nov. 18	10½
"	7433	The Good Bad Egg	2	Dec. 16	17
Serials—15 Chapters	7120	Riding With Buffalo Bill	--	Nov. 11	--

METRO-GOLDWYN-MAYER

Cartoon (Tech.)	W-539	The Impossible Possum	1	Mar. 20	7
" "	*W-540	Hic-Cup Pup	1	April 17	6
" "	W-541	Billy Boy	1	May 8	6
" "	W-542	Little School Mouse	1	May 29	7
" "	W-543	Sleep Time Squirrel	1	June 19	7
" "	*W-544	Homesteader Droopy	1	July 10	8
" "	W-545	Bird Brain Bird Dog	1	July 31	7
" "	*W-546	Baby Butch	1	Aug. 14	8
Pete Smith Spec. (Technicolor)	*S-557	Fih Tales (Technicolor)	1	Mar. 13	8
"	*S-558	Do Someone A Favor	1	Apr. 10	9
"	S-559	Out For Fun	1	May 8	10
"	*S-560	Safe at Home	1	June 12	8
Gold Medal Reprint Cartoons (Tech.)	*W-567	Trap Happy	1	Mar. 6	7
"	*W-568	Solid Serenade	1	Apr. 3	7
CinemaScope Musical Gems (Technicolor)	K572	Poet & Peasant Overture	1	Mar. 19	9
"	K573	MGM Jubilee Overture	1	June 25	10

1954-55

Cartoons (Tech.)	W-632	Mice Follies	1	Sept. 4	7
"	W-634	Farm of Tomorrow	1	Sept. 18	7
"	*W-636	Neapolitan Mouse	1	Oct. 2	7
"	*W-638	The Flea Circus	1	Nov. 6	7
"	*W-639	Downhearted Duckling	1	Nov. 13	7
"	*W-640	Dixeland Droopy	1	Dec. 4	8
Gold Medal Reprint Cartoons (Tech.)	*W-661	Cat Fishin'	1	Oct. 30	8
Fitzpatrick Traveltalk Reprints	*T-611	Yosemite, The Magnificent	1	Sept. 11	9
"	*T-612	Grand Canyon, Pride of Creation	1	Oct. 16	9
"	*T-613	Picturesque Patzcuaro	1	Nov. 27	9
"	*T-614	Glacier Park & Waterton Lakes	1	Dec. 25	9
CinemaScope Musical Gems (Tech.)	K-674	The Thieving Magpie	1	Sept. 1	9
"	K-675	The Strauss Fantasy	1	Oct. 22	9
Pete Smith Specialties	S-651	The Camera Caught	1	Oct. 9	9
	S-652	Rough Riding (Tech.)	1	Dec. 11	9
Cinemascope Cartoons (Tech.)	C-631	Pet Peeve	1	Nov. 20	7
	C-633	Touche Pussy Cat	1	Dec. 18	7

* NOTE: Suitable for screens up to 1.71-to-1 ratio.

PARAMOUNT

Popeye (Tech.)	E13-4	Popeye's 20th Anniversary	1	Apr. 2	8
"	E13-5	Taxi-Turvey	1	June 4	8
"	E13-6	Bride and Gloom	1	July 2	6
"	E13-7	Greek Mirthology	1	Aug. 13	7
"	E13-8	Fright To A Finish	1	Aug. 27	6
Pacemaker	K13-3	The Room That Flies	1	Mar. 26	10
"	K13-4	What's Wrong Here	1	Apr. 30	10
"	K13-5	Million Dollar Playground	1	May 5	10
"	K13-6	Touchdown Highlight	1	Aug. 20	10
Sportlight	R13-7	Kids on a Springboard	1	Feb. 26	10
"	R13-8	Riding The 'Glades	1	Mar. 12	9
"	R13-9	Rough and Tumble Stick Games	1	Apr. 30	9
"	R13-10	The Men Who Can Take It	1	June 18	9
"	R13-11	Untitled	1	July 23	9
"	R13-12	One Hundred Usual Boys	1	Aug. 6	9
Topper	M13-3	Wings in the North	1	Feb. 19	10
"	M13-4	Bear Jam	1	Mar. 19	10
"	M13-5	Three Wishes	1	Apr. 9	10
"	M13-6	The Darkest Florida	1	July 9	10
Caspar (Tech.)	B13-3	Boo Moon (3-D)	1	Mar. 5	8
"	B13-4	Zero The Hour	1	Mar. 26	7
"	B13-5	Casper Genie	1	May 28	7
"	B13-6	Puss'n Boot	1	July 16	7
Noveltoon (Tech.)	P13-3	Crazy Town	1	Feb. 12	6
"	P13-4	Hair Today, Gone Tomorrow	1	Apr. 16	7
"	P13-5	Candy Cabaret	1	June 11	7
"	B13-6	The Oily Bird	1	July 30	7
Herman & Katnip (Tech.)	H13-3	Surf and Sound	1	Mar. 5	9
"	H13-3	Of Mice & Menance	1	June 25	7
"	H13-4	Ship-A-Hooey	1	Aug. 20	7

1954-55

Cartoon Chmapion	S14-1	We're in the Honey	1	Oct. 1	7
(Tech.)	S14-2	Butterscotch and Soda	1	Oct. 1	7
"	S14-3	Sudden Fried Chicken	1	Oct. 1	7
"	S14-4	The Friendly Ghost	1	Oct. 1	9
"	S14-5	The Bored Cuckoo	1	Oct. 1	8
"	S14-6	Santa's Surprise	1	Oct. 1	9
Headliner Champion	A14-1	Speaking of Animals and their Families	1	Oct. 1	9
"	A14-2	Speaking of Animals in a Musical Way	1	Oct. 1	8
"	A14-3	Stork Crazy	1	Oct. 1	9
"	A14-4	The Lonesome Stranger	1	Oct. 1	10
"	A14-5	Calling All Animals	1	Oct. 1	9
Sportlight	R14-1	Twin Riding Champs	1	Oct. 1	10
"	R14-2	Hot & Cold Glides, Slides & Rides	1	Oct. 22	10
"	R14-3	What Everybody Rides	1	Nov. 5	9
"	R14-4	Boyhood Thrills	1	Dec. 10	9
"	R14-5	Pike's Peak Arena	1	Dec. 24	9
"	R14-6	Untitled	1	Jan. 7	--
Pacemaker	K14-1	Drilling for Girls in Texas	1	Oct. 8	9
"	K14-2	How to Win at the Races	1	Dec. 17	17
"	K14-3	Untitled	1	Jan. 21	--
Casper (Tech.)	B14-1	Boos and Arrows	1	Oct. 15	6
"	B14-2	Boo Ribbon Winner	1	Dec. 3	6
"	B14-3	Hide and Shriek	1	Jan . 28	7
Noveltoon (Tech.)	P14-1	Fido Beta Kappa	1	Oct. 19	7
"	P14-2	No Ifs, Ands or Butts	1	Dec. 17	6
Popeye (Tech.)	E14-1	Private Eye Popeye	1	Nov. 12	7
"	E14-2	Gopher Spinach	1	Dec. 10	6
"	E14-3	Cookin' With Gags	1	Jan. 14	7
Topper	M14-1	The Nerve of Some People	1	Nov. 19	10
Herman & Catnip (Tech.)	H14-1	Rail-Rodents	1	Nov. 26	7
VistaVision Specials (Tech)	T14-1	Vistavision Visits Norway	2	Nov. 5	17

RKO-RADIO

RKO-Pathe Specials					
Walt Disney (Tech.)	44108	The Lone Chipmunks	1	Apr. 7	7
"	44109	Pigs Is Pigs	1	May 21	7
"	44110	Casey Bats Again	1	June 18	7
"	44111	Dragon Around	1	July 16	7
"	44112	Grin and Bear It	1	Aug. 13	7
Sportscopes	44309	International Road Race	1	Apr. 16	8
"	44310	Leather & Lather	1	May 14	8
"	44311	Desert Anglers	1	June 11	8
"	44312	Hot Rod Galahads	1	July 9	8
"	44313	Water Ski Marathon	1	Aug. 6	8
Screenliners	44208	Mission Ship	1	Apr. 11	11
"	44209	Black Painer	1	Apr. 30	9
"	44210	Untroubled Border	1	May 28	9
"	44211	Long Time No See	1	June 25	8
"	44212	Riding The Wind	1	July 23	8
"	44213	The Big Part	1	Aug 20	8
Sports Specials	43801	Basketball Headliners	2	Apr. 16	16
Aaventures in Music	44601	Melody (3D)	1	June 12	10
	44701	Melody (2-D)	1	June 12	10
Marquee Musicals	44001	Two for the Record	1	Apr. 23	8
"	44002	Johnny Fedora and Alice Blue Bonnet	1	May 21	8
"	44003	The Martins and the Coys	1	June 18	8
"	44004	Casey at the Bat	1	July 16	9
RKO Pathe Specials	53101	The Iron Fence	2	Oct. 8	20
" "	53102	Circus Trainer	2	Nov. 12	16
" "	53103	Fast Freight	2	Dec. 17	15
My Pal (Re-releases	53201	I Found a Dog	2	Oct. 8	21
"	53202	Pal's Return	2	Nov. 5	20
Ray Whitley (Re-releases)	53401	Sagebrush Serenade	2	Oct. 22	19
"	53402	Redskins and Redheads	2	Nov. 19	18

SHORT SUBJECT RELEASES (CONTINUED)

Series	Prod. No.	Title	Reels	Release Date	Time (Min.)
"	44005	Little Toot	1	Aug. 13	9
"	44006	Once Upon a Wintertime	1	Sept. 17	9
		1954-55			
Edgar Kennedy (Re-releases	53501	Host to a Ghost	2	Oct. 8	17
"	53502	Noisy Neighbors	2	Oct. 22	17
"	53503	The Big Beef	2	Nov. 5	17
"	53504	Mind Over Mouse	2	Nov. 19	17
"	53505	Brother Knows Best	2	Dec. 3	17
"	53506	Home Canning	2	Dec. 17	16
Leo Errol (Re-release	53701	Oh Professor Behave	2	Oct. 1	18
"	53702	When Wifie's Away	2	Oct. 15	20
"	53703	Cutie on Duty	2	Oct. 29	17
"	53704	Twin Husbands	2	Nov. 12	18
"	53705	I'll Take Milk	2	Nov. 26	18
"	53706	Follow That Blonde	2	Dec. 10	18
Specials	53901	Football Highlights	2	Dec. 10	15½
"		Basketball Highlights	2		
Sportscopes	54301	Alaskan Trout	1	Sept 3	8
"	54302	British Empire Games	1	Oct. 1	10
"	54303	Willie Mays	1	Oct. 29	8
"	54304	Canadian Stampede	1	Nov. 26	8
"	54305	Sports Island	1	Dec. 24	10
"	54306	Ski Saga	1	Jan. 21	.....
Screenliners	54201	House of Knowledge	1	Sept. 17	8
"	54202	Alpine Fortress	1	Oct. 15	8
"	54203	Just Pets	1	Nov. 12	8
"	54204	Cinemia Capers	1	Dec. 10	8
"	54205	Water, Water, Everywhere	1	Jan. 7	8½
Disney Cartoons (16th Series) (Tech.)	54101	Social Lion	1	Oct. 15	7
"	54102	Flying Squirrel	1	Nov. 12	7
"	54103	No Hunting (CinemaScope)	1	Jan. 14	6
"	54104	The Pelican and The Snipe (Re-release)	1	Jan. 28	.....

REPUBLIC

Serial	5384	Manhunt in African Jungle	15 Ep.	April 7	—
"	5481	Man With the Steel Whip	12 Ep.	July 19	—
"	5482	Ghost Riders of the West (formerly The Phantom Rider)	12 Ep.	Oct. 11	—
"	5483	Panther Girl of the Kongo	12 Ep.	Jan. 3	.....
Short Subjects	9225	Hong Kong	1	Jan. 15	9
" "	9226	Formosa	1	May 10	9
" "	5385	Ireland	1	Aug. 1	9
" "	5386	Thailand	1	Nov. 15	9
" "	5387	Bali	1	Dec. 15	9
Commando Cody Adventures	5279	Captives of the Zero Hour	3	Aug. 7	30

TWENTIETH CENTURY-FOX

1954

Terrytoon (Tech.)	5409	The Frog and the Princess (Re-release)	1	March	7
" "	5410	Little Roquefort in Prescription For Percy	1	April	7
" "	5411	Heckle and Jeckle the Talking Magpies in Satisfied Customers	1	April	7
" "	5412	Mighty Mouse in the Wreck of the Hesperus (Re-release)	1	April	7
" "	5413	Phoney Baloney in the Tale Teller	1	May	7
" "	5414	Willie the Walrus in Arctic Rivals	1	May	7
" "	5415	Gandy Goose in the Ghost Town (Re-release)	1	May	7
" "	5416	Terry Bears in a Howling Success	1	June	7
" "	5417	A Day in June	1	June	7
" "	5418	Percival Sleuthhound in Paris	1	July	7
" "	5419	Gandy Goose in Fishermans Luck	1	July	7
" "	5420	Little Roquefort in the Cat's Revenge	1	Aug.	7
" "	5421	Ants in Your Pantry (Re-release)	1	Aug.	7
" "	5422	The Reformed Wolf	1	Sept.	7
" "	5423	A Wacky Romance (Re-release)	1	Oct.	7
" "	5424	Heckle and Jeckle in Blue Plate Symphony	1	Nov.	7
" "	5425	Torrid Toreador (Re-release)	1	Dec.	7
Sport	3401	Touchdown Trophies	1	April	8
"	3402	Dizzy Diving	1	July	8
"	3403	Sporty Simians	1	Sept.	7
"	3404	Untitled	1	Oct.	
"	3405	Untitled	1	Nov.	
"	3406	Untitled	1	Dec.	
See It Happen (Movietone)	6401	Accent on Courage	1	April	9
"	6402	Tumult	1	April	9
"	6403	Isles of Destiny	1	Aug.	9
"	6404	Untitled	1	Oct.	9
"	6405	Untitled	1	Nov.	9
"	6406	Untitled	1	Dec.	9
CinemaScope (Tech.)	7415	Roger Wagner Chorale	1	Apr. —	8
"	7416	New Horizons	1	April —	10
"	7417	Land of Legend	1	May —	9
"	7410	First Piano Quartet	1	May —	10
"	7411	Motion Picture Stunt Pilot	2	May —	17
"	7419	Calypso Cruise	1	June —	9
"	7418	Piano Encores	1	July —	10
"	7409	Jet Carrier	2	Aug. —	19
"	7414	Miracle of Stereophonic Sound	1	Aug. —	11
"	7420	Pride of the Nation	1	Sept. —	12
"	7421	Fabulous Las Vegas	2	Oct. —	19
"	7422	The CinemaScope Parade	2	Oct. —	22
"	7423	El Toro (DeLuxe Color)	1	Oct. —	9
"	7425	Empire Games (Color	1	Oct. —	13
"	7426	Fly To Fish (DeLuxe Color)	1	Nov. —	10
"	7427	Far East Bastions	1	Nov. —	10
"	7424	Queens Guard (De Luxe Color)	2	Dec. —	16

UNIVERSAL

1953-54

Musical Featurette	9305	Rhythm and Rhyme	2	Apr. 23	15
" "	9306	The Four Aces Sing	2	May 28	15
" "	9307	"Tennessee Ernie" Ford and Molly In Corral Cuties	2	June 21	15
" "	9308	Birth of a Band	2	July 16	15
" "	9309	College Capers	2	Aug. 16	15
" "	9310	Going Strong	2	Oct. 11	15
" "	9311	Leave It to Harry	2	Oct. 25	15
Variety View	9341	Byways To Broadway	1	July 26	15
"	9342	Bow River Valley	1	Aug. 16	15
"	9343	Brooklyn Goes To Chicago	1	Oct. 11	15
"	9344	Moving Thru Space	1	Apr. 12	8
"	9345	Stallions on Parade	1	July 26	8
"	9346	Brooklyn Goes to Philadelphia	1	Aug. 30	8
"	9347	Dear Myrtle	1	Sept. 27	8
"	9348	Port of Merchants	1	Oct. 25	8
Woody Woodpecker Cartune (Tech.)	9324	Alley to Bali	1	Mar. 15	7
"	9325	Under the Counter Spy	1	May 10	7
"	9326	Dig That Dog	1	Apr. 12	7
"	9327	Hay Rube	1	June 7	7
"	9328	Hot Rod Huckster	1	July 5	7
"	9329	Broadway Bow Wows	1	Aug. 2	7
"	9331	Real Gone Woody	1	Aug. 30	7
"	9332	Five Feathered Frenzy	1	Sept. 20	7
"	9330	Pig in a Pickle	1	Oct. 25	7
"	9333	Convict Concerto	1	Nov. 20	7
Color Parade	9382	Royal Mid-Ocean Visit	1	Mar. 1	9
" "	9383	Rolling in Style	1	Apr. 12	9
" "	9384	Fair Today	1	May 10	9
" "	9385	Talent Scout	1	June 14	9
" "	9386	Star Studded Ride	1	July 19	9
" "	9387	Bonus Land	1	Sept. 20	9
" "	9388	Holiday Ahead	1	Oct. 25	9
		1954-55			
Musical Featurette	1301	Champ Butler Sings	2	Nov. 29	15
" "	1302	Road Show	2	Dec. 30	15
Variety View	1321	I'm Cold	1	Dec. 20	6
"	1322	Helter Shelter	1	Jan. 17	6

VITAPHONE

Technicolor Specials	1008	Continental Holiday	2	Apr. 10	20
"	1009	Declaration of Independence	2	May 15	20
"	1010	Silver Lightning	2	July 17	15
"	1011	Frontier Days	2	June 12	20
"	1012	Who's Who in the Zoo	2	Aug. 21	17
Featurettes	1104	This Wonderful World	2	Apr. 3	20
"	1105	California Jr. Symphony	2	May 29	20
"	1106	This Was Yesterday	2	July 31	20
Blue Ribbon Cartoons (Tech)	1309	Gay Anties	1	Apr. 24	7
"	1310	The Cat Came Back	1	June 5	7
"	1311	One Meat Brawl	1	July 10	7
"	1312	Along Came Daffy	1	July 24	7
"	1313	Mouse Menace	1	Aug. 14	7
Joe McDoakes Comedy	1405	So You Want To Go To A Night Club	1	May 1	10
"	1406	So You Want To Be A Banker	1	July 3	10
Sports Parade (Tech.)	1507	Carvinal in Rio	1	Apr. 24	10
"	1508	Off To The Races	1	June 26	10
"	1509	G. I. Holiday	1	Aug. 7	10
"	1510	Hunting Dogs At Work	1	May 22	10
Vitaphone Novelties	1604	I Remember When	1	Apr. 3	10
"	1605	Thrills From The Past	1	May 8	10
"	1606	When Sports Were King	1	June 19	10
"	1607	Wild Boar Hunt	1	Aug. 28	10
(Tech.)	1715	Bell-Hoppy	1	Apr. 17	7
"	1716	Dr. Jerkyl's Hide	1	May 8	7
"	1717	Claws For Alarm	1	May 22	7
"	1718	Little Boy Boo	1	June 5	7
"	1719	Muzzle Tough	1	June 26	7
"	1720	The Oily American	1	July 10	7
"	1721	Satan's Waitin'	1	Aug. 7	7
"	1722	Stop, Look & Hasten	1	Aug. 14	7
Bugs Bunny Specials (Tech.)	1727	No Parking Hare	1	May 1	7
"	1728	Bewitched Bunny	1	July 24	7
"	1729	Devil May Hare	1	June 19	7
"	1730	Yankee Doodle Bugs	1	Aug. 28	7
Melody Master	1805	Jammin' The Blues	1	Apr. 17	9
"	1806	Cavalcade Of Dance	1	July 3	9
		1954-55			
Technicolor Specials	2001	Gay Parisian	2	Sept. 11	20
"	2002	In Fourteen Hundred Ninety-Two	2	Oct. 9	20
"	2003	Mariners Ahoy	2	Nov. 6	20
Featurettes	2101	Wells Fargo Days	2	Sept. 25	—
"	2102	Camera Hunting	2	Nov. 20	.....
Blue Ribbon Cartoons (Tech.)	2301	Rhapsody in Rivets	1	Sept. 11	7
"	2302	Inki At The Circus	1	Oct. 16	7
"	2303	Foxy Duckling	1	Nov. 6	7
"	2304	The Shell-Shocked Egg	1	Nov. 27	7
Joe McDoakes Comedy	2401	So You're Taking a Roomer	1	Oct. 30	10
Sports Parade (Tech.)	2501	Circus On Ice	1	Sept. 18	10
	2502	Hatteras Honkers	1	Oct. 23	10
Vitaphone Novelties	2601	This Mechanical Age	1	Oct. 2	10
"	2602	Skiflight	1	Nov. 13	10
M. M. Cartoons (Tech.)	2701	Gone Batty	1	Sept. 4	7
	2702	Goo Goo Goliath	1	Sept. 18	7
"	2703	By Word of Mouse	1	Oct. 2	7
"	2704	From A To Z-Z-Z	1	Oct. 16	7
"	2705	Quack Shot	1	Oct. 30	7
"	2706	My Little Duckaroo	1	Nov. 27	7
Bugs Bunny Specials (Tech.)	2723	Lumber Jack-Rabbit	1	Nov. 13	7
Melody Master	2801	Melody of Youth	1	Sept. 4	9
"	2802	Skinnay Ennis & Orch.	1	Oct. 23	9

Hollywood Production

ALLIED ARTISTS

Shooting

WICHITA
(CinemaScope) (Technicolor)
Cast: Joel McCrea, Vera Miles, Keith Larsen.
Producer ..... Walter Mirisch
Director ..... Jacques Tourneur

Cutting

DYNAMITE ANCHORAGE
Cast: Dane Clark, Carole Mathews, Wayne Morris, Tom Hubbard, Otto Waldis.
Exec. Producer ..... William Broidy
Producer ..... Robert Nunes
Director ..... Harold Shuster

THE BIG COMBO
(Security Pictures-Theodora Productions)
Cast: Cornel Wilde, Richard Conte, Jean Wallace, Brian Donlevy, Helen Walker.
Producer ..... Sidney Harmon
Director ..... Joseph H. Lewis

THE WARRIOR
(CinemaScope)
Cast: Errol Flynn, Joanne Dru, Peter Finch.
Producer ..... Walter Mirisch
Director ..... Henry Levin

TWILIGHT ALLEY
Cast: Richard Conte, Constance Smith, Bruce Bennett, Cathy Downs, James Millican.
Producer ..... William F. Broidy
Director ..... Frank McDonald

COLUMBIA

Shooting

MY SISTER EILEEN
(CinemaScope) (Technicolor)
Cast: Janet Leigh, Betty Garrett, Jack Lemmon, Aldo Ray, Kurt Kasznar, Bob Fosse, Tommy Rall.
Producer ..... Fred Kohlmar
Director ..... Richard Quine

"REBOUND"
(Shooting in London)
Cast: Stewart Granger, Jean Simmons, Finlay Currie, William Hartnell, Belinda Lee, Bill Travers.
Exec. Producer ..... Mike Frankovich
Producer ..... Maxwell Setton
Director ..... Arthur Lubin

THE PRISONER
(Shooting in London)
Cast: Alec Guinness, Jack Hawkins, Wilfred Lawson, Ronald Lewis, Jeanette Starke.
Producers ..... Sidney Box and Vivian Cox
Director ..... Peter Glenville

Cutting

MASSACRE AT MOCCASIN PASS
Cast: Phil Carey, Audrey Totter, Charlita.
Producer ..... Wallace MacDonald
Director ..... Fred S. Sears

A PRIZE OF GOLD
(Warwick Productions; Technicolor)
(For Columbia Release; Shooting in Berlin)
Cast: Richard Widmark, Mai Zetterling, Nigel Patrick, George Cole, Donald Wolfit.
Producers ..... Irving Allan and A. R. Broccoli
Director ..... Mark Robson

THE END OF THE AFFAIR
(David Rose Productions)
(Shooting in London; For Columbbia release)
Cast: Deborah Kerr, Van Johnson, John Mills.
Producers ..... David Rose and David Lewis
Director ..... Edward Dmytryk

THE MAN FROM LARAMIE
(CinemaScope) (Technicolor)
Cast: James Stewart, Arthur Kennedy, Cathy O'Donnell, Aline MacMahon, Donald Crisp, Alex Nicol, Wallace Ford, James Millican, Gregg Barton, Jack Elam, John War Eagle.
Producer ..... William Goetz
Director ..... Anthony Mann

FIVE AGAINST THE HOUSE
Cast: Guy Madison, Kim Novak, Brian Keith, Kerwin Mathews, Alvy Moore.
Producer ..... Stirling Silliphant
Director ..... Phil Karlson

INDEPENDENT

Shooting

GENTLEMEN MARRY BRUNETTES
(Russfield-Voyager Productions)
(Technicolor) (Shooting in Paris)
Cast: Jane Russell, Jeanne Crain, Scott Brady, Alan Young, Rudy Vallee.
Executive Producer..... Robert Bassler
Producers ..... Richard Sale and Robert Waterfield
Director ..... Richard Sale

THE BEAST OF HOLLOW MOUNTAIN
(Nassour Studios)
Cast: Guy Madison, Sarita Montiel.
Producers. William and Edward Nassour
Director ..... Edward Nassour

THE LONESOME TRAIL
(Lyon and Bartlett Prods.)
Producer ..... Earl Lyon
Director ..... Richard Bartlett

Cutting

THE LITTLE RED MONKEY
Anglo-Guild-Tony Owen Production
(Shooting in London)
Cast: Richard Conte, Russell Napier, Rona Anderson, Sylva Langova.
Producer ..... Alec Snowden
Director ..... Ken Hughes

RETURN OF COLUMBUS
Paal-Real Film Productions
(Shooting in Germany)
Cast: Paola Loew, Eva Kerbler, Sydney Chaplin, Cbarles Chaplin, Jr., Ursula Herking.
Producer ..... Alexander Paal
Director ..... Alexander Paal

OKLAHOMA
(CinemaScope) (Todd-AO)
Cast: Gordon MacRae, Shirley Jones, Gene Nelson, Gloria Grahame, Charlotte Greenwood, Eddie Albert, James Whitmore. Rod Stieger, Barbara Lawrence, J. C. Flippen, Roy Barcroft.
Producer ..... Arthur Hornblow
Director ..... Fred Zinnemann

NO PLACE TO HIDE
(Josef Shaftel Prod.)
Cast: David Brian, Marsha Hunt, Hugh Corcoran.
Producer-Director ..... Josef Shaftel

FIVE GUNS WEST
(Palo Alto Productions)
(Eastman Color)
Cast: John Lund, Dorothy Malone, Touch Connors, Bob Campbell, Paul Birch, Jonothon Haze, Jim Stone.
Director-Producer ..... Roger Corman

GIRL MURDERED
(Burt Kaiser Productions)
Cast: Lawrence Tierney, Kathleen Crowley, John Carradine, Burt Kaiser, Jayne Mansfield.
Producer ..... Burt Kaiser
Director ..... Bruno De Sota

Lippert PICTURES, Inc.
EXHIBITOR PRODUCED PICTURES — PRACTICAL PROFITABLE PROGRESSIVE

Cutting

THEY WERE SO YOUNG
(For Lippert Release)
Cast: Scott Brady, Raymond Burr, Johanna Matz, Ingrid Stenn, Margot Hielscher.
Producer-Director ..... Kurt Neumann

THE BLACK PIRATES
(Lippert Release)
(Shooting in El Salvador)
Cast: Anthony Dexter, Karen Wilde, Lon Chaney, Robert Clarke.
Producer ..... Robert L. Lippert, Jr.
Director ..... Allen Miner

THE GLASS TOMB
(Executive Films for Lippert release)
Cast: John Ireland.
Producer ..... Anthony Hinds
Director ..... Montgomery Tully

SHOCK
Cast: Brian Donlevy, Margia Dean, Jack Warner.
Producers ..... Michael Carreras and Anthony Hinds
Director ..... Val Guest

METRO-GOLDWYN-MAYER

Shooting

IT'S ALWAYS FAIR WEATHER
(CinemaScope) (Color)
Cast: Gene Kelly, Dan Dailey, Cyd Charisse, Michael Kidd, Dolores Gray.
Producer ..... Arthur Freed
Directors Gene Kelly and Stanley Donen

LOVE ME OR LEAVE ME
Cast: Doris Day, James Cagney, Cameron Mitchell, Robert Keith, Harry Bellaver.
Producer ..... Joe Pasternak
Director ..... Charles Vidor

THE COBWEB
(CinemaScope) (Color)
Cast: Richard Widmark, Lauren Bacall, Gloria Grahame, Charles Boyer, Lillian Gish, John Kerr, Oscar Levant.
Producer ..... John Houseman
Director ..... Vincente Minnelli

THE KING'S THIEF
(CinemaScope) (Color)
Cast: Ann Blyth, Edmund Purdom, David Niven, George Sanders, Roger Moore, John Dehner, Isabel Elsom.
Producer ..... Edwin H. Knopf
Director ..... Hugo Fregonese

Cutting

THE GLASS SLIPPER
(Print by Technicolor)
(Eastman color; Wide Screen)
Cast: Leslie Caron, Michael Wilding, Roland Petit and the Ballets de Paris, Elsa Lanchester, Keenan Wynn, Estelle Winwood, Amanda Blake.
Producer ..... Edwin H. Knopf
Director ..... Charles Walters

BOULEVARD IN PARIS
(Shooting in Paris) (CinemaScope)
(Eastman Color; Print by Technicolor)
Cast: Anne Baxter, Steve Forrest.
Producer ..... Henry Berman
Director ..... Mitchell Leisen

HIT THE DECK
(CinemaScope) (Color)
Cast: Jane Powell, Debbie Reynolds, Ann Miller, Tony Martin, Vic Damone.
Producer ..... Joe Pasternak
Director ..... Roy Rowland

THE MARAUDERS
(Wide Screen) (Color
Cast: Dan Duryea, Jeff Richards, Jarma Lewis, Keenan Wynn.
Producer ..... Arthur Loew, Jr.
Director ..... Gerald Mayer

INTERRUPTED MELODY
(CinemaScope) (Tecbnicolor)
Cast: Eleanor Parker, Glenn Ford, Cecil Kellaway, Roger Moore, Ann Codee.
Producer ..... Jack Cummings
Director ..... Curtis Bernhardt

THE SCARLET COAT
(CinemaScope) (Eastman Color)
Cast: Cornel Wilde, Michael Wilding, Anne Francis, George Sanders, Bobby Discroll.
Producer ..... Nicholas Nayfack
Director ..... John Sturges

THE BLACKBOARD JUNGLE
Cast: Glenn Ford, Anne Francis, Louis Calhern, Margaret Hayes.
Producer ..... Pandro S. Berman
Director ..... Richard Brooks

Paramount Pictures

Shooting

THE TEN COMMANDMENTS
VistaVision) (Technicolor
Cast: Charlton Heston, Yul Brynner, Anne Baxter, Yvonne De Carlo, Debra Paget, Nina Foch, Edward G. Robinson, Sir Cedric Hardwicke, Vincent Price, John Carradine, John Derek, Olive Deering.
Producer-Drector .... Cecil B. DeMille

THE DESPERATE HOURS
(VistaVision)
Cast: Humphrey Bogart, Fredric March, Martha Scott, Arthur Kennedy.
Producer ..... William Wyler
Director ..... William Wyler

THE COURT JESTER
(VistaVision) (Technicolor)
Cast: Danny Kaye, Glynis Johns, Angela Lansbury, Basil Rathbone.
Producers-Directors .. Norman Panama and Melvin Frank

THE GIRL RUSH
(VistaVision) (Technicolor)
Cast: Rosalind Russell, Fernando Lamas, Eddie Albert, Gloria De Haven, Jimmy Gleason.
Producer ..... Frederick Brisson
Director ..... Robert Pirosh

THE VAGABOND KING
(VistaVision) (Technicolor)
Cast: Kathryn Grayson, Oreste Kirkop, Sir Cedric Hardwicke, Walter Hampden, Rita Moreno.
Producer ..... Pat Duggan
Director ..... Michael Curtiz

Hollywood Production

Cutting

TO CATCH A THIEF
(VistaVision) (Technicolor)
(Shooting in France)

Cast: Cary Grant, Grace Kelly, Jessie Royce Landis, John Williams, Charles Vanel, Brigitte Auber, Georgette Anys.
Producer-Director ....Alfred Hitchcock

WE'RE NO ANGELS
(VistaVision) (Technicolor)

Cast: Humphrey Bogart, Peter Ustinov, Aldo Ray, Joan Bennett, Leo G. Carroll, Basil Rathbone, Gloria Talbott, John Baer.
Producer .....Pat Duggan
Director .....Michael Curtiz

THE SEVEN LITTLE FOYS
(VistaVision) (Technicolor)

Cast: Bob Hope, Linda Bennett, Jimmy Baird, Tommy Duran, David Kasday, Lee Erickson.
Producer .....Jack Rose
Director .....Melville Shavelson

YOU'RE NEVER TOO YOUNG
(VistaVision) (Technicolor)

Cast: Dean Martin, Jerry Lewis, Diana Lynn, Raymond Burr, Nina Foch, Mitzi McCall.
Producer .....Paul Jones
Director .....Norman Taurog

THE ROSE TATTOO
(VistaVision)

Cast: Burt Lancaster, Anna Magnani, Marisa Pavan, Virginia Grey, Ben Cooper, Jo Van Fleet, Flossie Sundstrom, Dorritt Kelton.
Producer .....Hal Wallis
Director .....Daniel Mann

RKO RADIO PICTURES

Cutting

THE CONQUEROR
(Technicolor) (CinemaScope)

Cast: John Wayne, Susan Hayward, Pedro Armendariz, Agnes Moorhead, Thomas Gomez, John Hoyt, William Conrad, Jeanne Gerson, Leslie Bradley, Lee Van Cleef, Fred Graham, Pete Mamakos, Gregg Barton, Ken Terrill, Leo Gordon.
Producer-Director .....Dick Powell

SEVEN BAD MEN
(SuperScope) (Technicolor)

Cast: Randolph Scott, Forrest Tucker, Mala Powers, J. Carrol Naish, Edgar Buchanan, Ken Tobey.
Producer .....Nat Holt
Director .....Tim Whelan

Republic

Cutting

HELL'S OUTPOST

Cast: Rod Cameron, Joan Leslie, John Russell, Chill Wills, Jim Davis, Ben Cooper, Kristine Miller, Barton MacLane, Taylor Holmes.
Associate Producer-Director
Joseph Kane

SANTE FE PASSAGE
(Trucolor) (Shooting in Utah)

Cast: John Payne, Rod Cameron, Faith Domergue.
Assoc. Producer .....Sidney Picker
Director .....William Witney

THE ADMIRAL HOSKINS STORY

Cast: Sterling Hayden, Alexis Smith, Dean Jagger, Ben Cooper, Virginia Grey, Douglas Kennedy, Hayden Rorke.
Assoc. Producer-Director.John H. Auer

MAGIC FIRE
(Trucolor) (Shooting in Munich)

Cast: Yvonne De Carlo, Carlos Thompson, Rita Gam, Valentina Cortesa, Alan Badel.
Producer-Director ....William Dieterle

20th CENTURY FOX

Shooting

SOLDIER OF FORTUNE
(CinemaScope) (Color)

Cast: Clark Gable, Susan Hayward, Michael Rennie, Alex D'Arcy.
Producer .....Buddy Adler
Director .....Edward Dmytryk

VIOLENT SATURDAY
(CinemaScope) (Color)

Cast: Victor Mature, Sylvia Sidney, Tommy Noonan.
Producer .....Buddy Adler
Director .....Richard Fleischer

MAGNIFICENT MATADOR
(CinemaScope)
(National Pictures Corp. for 20th Century-Fox release)
(Shooting in Mexico City)

Cast: Maureen O'Hara, Anthony Quinn, Richard Denning, Lola Albright.
Exec. Producer....Edward L. Alperson
Producer .....Carroll Case
Director .....Budd Boetticher

Cutting

THAT LADY
(Atlanta Films for 20thCentury-Fox release)
(CinemaScope) (Shooting in London)

Cast: Olivia DeHaviland, Gilbert Roland, Francoise Rosay, Dennis Price.
Producer .....Sy Bartlett
Director .....Terrence Young

UNTAMED
(CinemaScope) (Color)

Cast: Tyrone Power, Susan Hayward, Victor Moreno, John Justin.
Producers .....Bert Friedlob and William Bacher
Director .....Henry King

THE RACERS
(CinemaScope) (Color)

Cast: Kirk Douglas, Gilbert Roland, Bella Darvi, Cesar Romero, Katy Jurado, Lee J. Cobb.
Producer .....Julian Blaustein
Director .....Henry Hathaway

A MAN CALLED PETER
(CinemaScope) (Color)

Cast: Richard Todd, Jean Peters.
Producer .....Samuel G. Engel
Director .....Henry Koster

DADDY LONG LEGS
(CinemaScope) (Color)

Cast: Fred Astaire, Leslie Caron, Terry Moore, Thelma Ritter.
Producer .....Sam D. Engel
Director .....Jean Negulesco

UNITED ARTISTS

Cutting

THE KENTUCKIAN
(Technicolor)
(Hecht-Lancaster Productions)

Cast: Burt Lancaster, Dianne Foster, Diana Lynn.
Producer .....Harold Hecht
Director .....Burt Lancaster

BIG HOUSE U.S.A.
(Bel Air Productions)

Cast: Broderick Crawford, Ralph Meeker, Red Hadley, William Talman.
Producer .....Aubrey Schenck
Director .....Howard W. Koch

MARTY
(Hecht-Lancaster Productions)

Cast: Ernest Bornine, Betsy Blair.
Producer .....Harold Hecht
Director .....Delbert Mann

NOT AS A STRANGER
(Stanley Kramer Productions)

Cast: Olivia DeHaviland, Robert Mitchum, Frank Sinatra, Gloria Grahame, Broderick Crawford, Charles Bickford.
Producer-Director .....Stanley Kramer

KISS ME DEADLY
(Parklane-Saville Productions)

Cast: Ralph Meeker, Paul Stewart, Maxine Cooper, Cloris Leachman, Gaby Rodgers, Marian Carr, Wesley Addy.
Producer-Director .....Robert Aldrich

Universal International

Shooting

FEMALE ON THE BEACH

Cast: Joan Crawford, Jeff Chandler.
Producer .....Albert Zugsmith
Director .....Joseph Pevney

Cutting

DESTRY
(Technicolor) (Wide Screen)

Cast: Audie Murphy, Mari Blanchard, Lyle Bettger, Lori Nelson, Thomas Mitchell, Edgar Buchanan, Alan Hale, Jr., Wallace Ford, Mary Wickes, Lee Aaker, Walter Baldwin, George Wallace.
Producer .....Stanley Rubin
Director .....George Marshall

FIVE BRIDGES TO CROSS

Cast: Tony Curtis, Julia Adams, George Nader, Bobby Curtis, Salvadore Mineo.
Producer .....Aaron Rosenberg
Director .....Joseph Pevney

SMOKE SIGNAL
(Shooting in Utah)
(Technicolor) (Wide Screen)

Cast: Dana Andrews, Piper Laurie, Rex Reason, William Talman, Douglas Spencer, Pat Hogan, Milburn Stone.
Producer .....Howard Christie
Director .....Jerry Hopper

ABBOTT AND COSTELLO AS THE STUNT MEN

Cast: Bud Abbott and Lou Costello, Fred Clark, Lynn Bari, Frank Wilcox, Maxie Rosenbloom.
Producer .....Howard Christie
Director .....Charles Lamont

LADY GODIVA OF COVENTRY
(Technicolor)

Cast: Maureen O'Hara, George Nader, Victor McLagen, Rex Reason.
Producer .....Robert Arthur
Director .....Arthur Lubin
(Technicolor) (CinemaScope)

THE PURPLE MASK
(CinemaScope) (Technicolor)

Cast: Tony Curtis, Colleen Miller, Gene Barry, Dan O'Herlihy, George Dolenz.
Producer .....Howard Christie
Director .....Bruce Humberstone

"AIN'T MISBEHAVIN' "
(Technicolor)

Cast: Rory Calhoun, Piper Laurie, Jack Carson, Mamie Van Doren, Reginald Gardiner.
Producer .....Sam Marx
Director .....Eddie Buzzell

KISS OF FIRE
(Technicolor)

Cast: Jack Palance, Rhonda Fleming, Martha Hyer, Alan Reed.
Producer .....Sam Marx
Director .....Joe Newman

TACEY
(Technicolor)

Cast: Anne Baxter, Rock Hudson, Julie Adams.
Producer .....Ross Hunter
Director .....Jerry Hopper

WARNER BROS.

Shooting

THE McCONNELL STORY
(CinemaScope) (WarnerColor)

Cast: Alan Ladd, June Allyson.
Producer .....Henry Blanke
Director .....Gordon Douglas

Cutting

HELEN OF TROY
(CinemaScope) (WarnerColor)

Cast: Rossana Podesta, Jacques Sernas, Sir Cedric Hardwicks, Torin Thatcher, Robert Douglas, Nora Swinburne.
Producer .....Robert Wise

JUMP INTO HELL

Cast: Jacques Sernas, Kurt Kasznar.
Producer .....David Weisbart
Director .....David Butler

STRANGE LADY IN TOWN
(WarnerColor) (CinemaScope)

Cast: Greer Garson, Dana Andrews, Cameron Mitchell, Lois Smith, Walter Hampden.
Producer-Director ....Mervyn LeRoy

MISTER ROBERTS
(CinemaScope) (WarnerColor)

Cast: Henry Fonda, James Cagney, William Powell, Jack Lemmon, Ward Bond, Robert Roark.
Producer .....Leland Hayward
Director .....John Ford

THE SEA CHASE
(CinemaScope) (WarnerColor)

Cast: John Wayne, Lana Turner, Tab Hunter.
Director .....John Farrow

"I predict...

Irving Berlin's

'THERE'S NO BUSINESS LIKE SHOW BUSINESS'

will prove the biggest boxoffice musical in the history of Hollywood!"

—DREW PEARSON



"It's a pleasure to do business with 20th!"

THE Independent FILM JOURNAL

DEVOTED to the BEST INTERESTS of the MOTION PICTURE INDUSTRY

In this issue

NEWS

[illegible]

EQUIPMENT

[illegible]

Vol. 25, No. 1 January 22, 1955

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A STAR IS MADE!

STARS are not born. All stars are made. They are made by an industry in which every segment makes an important contribution to the achievement of that stardom. First, the producer sees something to bring out in a new face with talent; the distributor works hard at selling the new name to the exhibitor, and the exhibitor in turn makes a tremendous investment in advertising that name to the public.

The theatre owner who puts star names up on his marquee has a vested interest in those names which begins while these performers are on the upgrade and continues after they have reached full-fledged stardom. Two such stars have been found wanting. They are Marilyn Monroe and Robert Mitchum.

(See Page 5)

20TH BRINGS YO
INDIAN ADVENTU

IN THE WONDER OF CINEMA



STARRING

ROBERT WAGNER • JOHN LUND • DEBRA PAGET •

with Eduard Franz • Noah Beery • Emile Meyer • Virginia Leith • Hugh O'Brian •

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RE EVER FILMED!

SCOPE

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y TECHNICOLOR



EFFREY HUNTER

Produced by **ROBERT L. JACKS**

Directed by ROBERT WEBB Screen Play by DELMER DAVES and LEO TOWNSEND

lburn Stone

From a Story by John Prebble • A Panoramic Production • Released by 20th Century-Fox

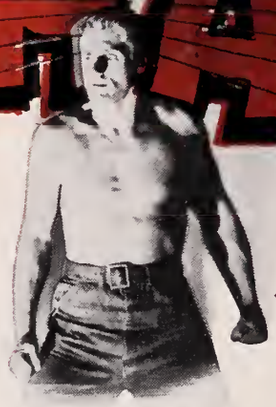


JARY!

"It's a pleasure to do business with 20th!"

WARNER BROS'. TRADE SHOWS JANUARY 26! SEE

"UNCHAINED"!



A HALL BARTLETT PRODUCTION

As daring and different

a drama of a man of violence

as has ever gripped a

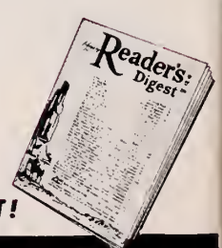
motion picture audience!

Among the year's big

entertainment surprises

surely this one will

be the hardest-hitting!



THE REAL-LIFE STORY THAT CAUSED A SENSATION IN ***READER'S DIGEST!***

STARRING

ELROY HIRSCH · BARBARA HALE · CHESTER MORRIS · TODD DUNCAN with JOHNNY JOHNSTON TIM CONSIDINE

Suggested by the Life and Work of Kenyon J. Scudder and by his book 'PRISONERS ARE PEOPLE' Music Composed and Conducted by Alex North WRITTEN AND DIRECTED BY HALL BARTLETT PRESENTED BY WARNER BROS.

TRADE SHOWS.

ALBANY 20th Century Room 1852 Penn - 2:30 P.M.	BOSTON Metro Screening Room 46 Church Street - 2:00 P.M.	CHICAGO Warner Screening Room 1307 So. Wabash Ave. - 1:30 P.M.	DALLAS 20th Century Fox St. Rm. 1803 Wood St. - 2:00 P.M.	DETROIT Film Exchange Building 2310 Cass Ave. - 2:00 P.M.	KANSAS CITY 20th Century Fox Screening Room 1720 Wyandotte St. - 1:30 P.M.	MILWAUKEE Warner Theatre Screening Room 312 W. Wisconsin Ave. - 2:00 P.M.	NEW ORLEANS 20th Century Fox Screening Room 700 Liberty St. - 8:00 P.M.	OMAHA 20th Century Fox Screening Room 1507 Davenport St. - 1:30 P.M.	PORTLAND Star St. Rm. 925 N.W. 19th Ave. - 2:00 P.M.	SEATTLE Modern Theatre 2400 Third Ave. - 10:30 A.M.
ATLANTA 20th Century Fox Screening Room 197 Walton St. N.W. - 2:00 P.M.	BUFFALO Paramount Screening Room 464 Franklin St. - 2:00 P.M.	CINCINNATI RKO Palace Th. Screening Room Palace Th. Bldg. E. 6th - 2:00 P.M.	DENVER Paramount Screening Room 2100 Stout St. - 2:00 P.M.	INDIANAPOLIS 20th Century Fox Screening Room 326 No. Illinois St. - 5:00 P.M.	LOS ANGELES Warner Screening Room 2025 S. Vermont Ave. - 2:00 P.M.	MINNEAPOLIS Warner Screening Room 1000 Currie Ave. - 2:00 P.M.	NEW YORK Home Office 321 W. 44th St. - 2:15 P.M.	SALT LAKE CITY Warner Screening Room 230 No. 13th St. - 2:00 P.M.	SAN FRANCISCO 20th Century Fox Screening Room 1116 East 11 South - 1:00 P.M.	ST. LOUIS Screen Screening Room 3143 Olive St. - 1:00 P.M.
CHARLOTTE 20th Century Fox Screening Room 308 S. Church St. - 2:00 P.M.	CLEVELAND 20th Century Fox Screening Room 2219 Payne Ave. - 2:00 P.M.	DES MOINES 20th Century Fox Screening Room 1300 High St. - 12:45 P.M.	JACKSONVILLE Florida Theatre Bldg. St. Rm. 128 E. Forsyth St. - 2:00 P.M.	MEMPHIS 20th Century Fox Screening Room 151 Vance Ave. - 12:15 P.M.	NEW HAVEN Warner Theatre Projection Room 70 College St. - 2:00 P.M.	OKLAHOMA 20th Century Fox Screening Room 10 North Lee St. - 1:30 P.M.	PITTSBURGH 20th Century Fox Screening Room 1715 Blvd. of Allies - 1:30 P.M.	SAN FRANCISCO Rep Alex Screening Room 221 Golden Gate Ave. - 1:30 P.M.	WASHINGTON Warner Theatre Building 3rd & E St. N.W. - 2:30 P.M.	

January 22, 1955
Vol. 35 No. 1

THE Independent FILM JOURNAL

Editor: MORTON SUNSHINE

DEVOTED TO THE BEST INTERESTS OF THE MOTION PICTURE INDUSTRY

The exhibitor is the buffer between the public and these Hollywood stars. He is out on the front line in his community and he has been completely let down. Too many theatre owners at too many public forums have had to explain away the transgressions of Robert Mitchum. Grass roots exhibitors have been confronted with embarrassing questions at local PTA and other civic meetings. "Why build up irresponsible stars who set a bad example for our children to emulate?" they are asked. The answers are quite difficult. Nor is it easy to answer for the instability of Marilyn Monroe, a young lady who was fortunate enough to be accorded one of the greatest build-ups in the history of the motion picture industry. Before coming to 20th-Fox, she had been unsuccessful at two other major studios.

Now, 20th-Fox has been compelled to suspend her for failure to report for work in "How to be Very, Very Popular," to which she had been assigned by the studio. Instead, she announced that she is a free agent and wants to try a more demanding role, the feminine lead in Dostoievsky's "Brothers Karamazov." This would be funny were it not so serious.

Under her own misguided auspices, her first press conference was a fiasco. Indicative of the general attitude was the comment of the New York Daily News, "There has been a change in her public relations and even the most charitable of her admirers can't think this change is for the better."

It would appear that Miss Monroe is more anxious to be the heroine of a tragedy rather than be "very, very popular."

In Mitchum's case, it is all the more unfortunate that director William A. Wellman, who gave him his first opportunity in "The Story of G.I. Joe," had to dismiss Mitchum from the cast of "Blood Alley" because of a series of troublesome incidents which interfered with the progress of the picture. Mitchum was replaced by John Wayne, the top boxoffice star of the nation, and Miss Monroe by Sheree North, who appears to have a very promising future.

It wasn't so long ago that a third star kicked over the pot of gold and became so temperamental that no one could work with him. Now, he is being engaged in the industry for another picture.

The shenanigans of these stars cost our business too much money. These stars should be eliminated. The industry must have the backbone to rid itself of the selfish, pampered, idiotic and baseless actions of those stars who have proven themselves irresponsible time and again. The exemplary work of Hollywood's ambassadors of good will like George Murphy, William Holden and countless other stars from each of the studios who live up to their responsibilities is torn down constantly by the reprehensible actions of these ingrates.

It doesn't require much more of the same type of behaviour on the part of these people to swing the pendulum in reverse and create alongside of their names an aura of boxoffice poison. If that happens, their names will not stay up on the marquees of theatres.

"Dive-In" Makes News

In a recent editorial, the INDEPENDENT urged the industry to hold more world premieres, junkets and other special programs that add so much excitement and glamor to the presentation of films.

Along comes RKO Pictures, pulling out all the stops, with the first junket in 1955 with its underwater world premiere of "Underwater!" at Silver Springs, Florida. It was a great showmanship stunt; the best thus far in this new year and one that's going to be hard to top. It paid off handsomely with publicity and excellent word-of-mouth and exhibitors will be the beneficiaries of this activity. (See story on page 15).

Other film companies will likewise find it to their advantage in the realm of publicity and exploitation to stage promotional events of a similar nature for forthcoming product. Until somebody takes it away, RKO Pictures gets our "Oscar" for junkets.

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Federal Minimum Wage Law May Apply To Theatre Employees

Washington.—Motion picture theatre employees might be brought under the minimum wage laws under changes to be suggested by the administration, according to Labor Secretary James P. Mitchell at a press conference. Mitchell was explaining a State of the Union statement by President Eisenhower to the effect that he would seek inclusion of millions of additional workers.

Mitchell said that the President has in mind inclusion of retail and service workers, who are currently exempt from the law. Motion picture theatres are classed in the "service" category.

Although film theatre employees still would not be affected in view of language restricting application of the law to workers "in" or "producing for" interstate commerce, a top Labor Department source indicated that the administration would seek a change in this language to include workers "affecting" interstate commerce. It is held that previous court decisions on "affecting interstate commerce" have been so broad that inclusion of film theatre employees would meet possible court tests.

Gotham Tax Committee Sends Questionnaires

The New York Tax Committee is urging Gotham exhibitors to complete and return the tax questionnaires prepared by Albert E. Sindlinger, statistical expert, who will use the figures to fight the levy. A letter accompanying the blanks explains that information received will be kept strictly confidential as was the material received during the fight against the U.S. Federal admission tax.

In no case will figures on individual theatres be disclosed to anyone, Sindlinger has stated. The report which he is preparing will deal only in totals, he explains. Instructions for filling in the questions in the questionaires have been included. Sindlinger is seeking operational data, amount of Federal and local taxes paid, total number and amount of admissions in each classification and exhibitors' comments.

In his message to the State Legislature Governor Harriman indicated that he does not favor the repeal of any statutes giving municipalities authority to levy taxes. This would, in effect, vitiate the importance of any report forthcoming from the Bird Commission, appointed by former Governor Dewey to study the New York City amusement tax in order to recommend whether or not the city's enabling act should be repealed. No such report has been made as yet.

Mayor Wagner has already declared that he sees no possibility of repealing any city tax laws now in existence. It is known that because the city is in financial difficulty, the city planners are contemplating a new general tax, of much greater span than the current amusement tax.

The city already has enabling legislation permitting it to levy a payroll tax. In the meantime, the New York Tax Committe has declared its determination to continue in its fight against the five percent tax on theatres.

TV Supplement Ready

The INDEPENDENT has now available to subscribers the 1954 supplement to its complete listing of films televised in the metropolitan New York area since 1948.

Arbitration Program To Be Ready Soon

A completed draft of an arbitration program is expected to be ready by the next meeting of the joint exhibitor-distributor committee in the middle of February, according to a report given at a committee meeting this week. At the session a progress report was given by Herman M. Levy, counsel for exhibition, and Adoph Schimel, distribution counsel, who are in charge of preparing the draft.

All major disputed issues have been settled, according to the report coming out of the meeting. The actual writing of the draft is said to be the only project facing the two legal experts.

EFFG Stock Okayed

WASHINGTON.—The Exhibitors Film Financial Group, formed last month to provide funds for increased film production, has been authorized to begin issuing $10,000,000 work of stock through a special order of the Securities and Exchange Commission. The TOA-sponsored venture would issue 100,000 shares of stock at $100 par value.

Columbia Stage Plays

Columbia Pictures' plan to finance the production of stage plays is going ahead with Max Gordon, noted Broadway producer, taking over supervisory duties for the program. Gordon will seek the work of playwrights and stars for possible Broadway production. The film company stresses that it will not confine its search to "name" authors, but will seek properties with a screen potential by ned and nnkown authors.

Grant Loew's Extension

A two-year postponement, until Feb. 6, 1957, has been granted for the deadline on the distribution of stock in Loew's Theatres by Federal Judge Henry W. Goddard. The consent decree separating the theatre company from Loew's, Inc., had set a deadline of 1955 for the stock distribution but the parent company claimed that it could not work out a division of the existing funded debt within the period set.

Bingo Fighters Mass In State; No Fast Action

ALBANY.—Informed experts here predict that Republican opposition will prove too strong for the Democratic bill introduced into the State Legislature taking away the criminal penalties from organized bingo charity games. Meanwhile, Protestant forces moved to oppose any measure legalizing the game as the New York State Council of Churches announced a vigorous anti-bingo drive.

The council has revealed plans for selecting "minutemen" composed both of clergy and laymen to speak to church and business groups. Rev. Kenneth A. Roedarmel, general secretary of the council, called "undemocratic and immoral the implication that a form of gambling which would continue to be prohibited to the general public as wrong and anti-social, is right and proper when conducted by our churches."

A similar argument has been presented by the Right Rev. Horace W. B. Donegan, Protestant Episcopal Bishop of the Diocese of New York. Rev. Donegan declared that "the church has no business seeking a special privilege to promote gambling, and the state has no business, under our doctrine of separation of church and state, offering to the church a special exemption from moral restrictions."

Republican Assemblyman Joseph L. Carlino, majority leader in the State Assembly, who is an advocate of legalizing bingo through an amendment to the state constitution, has declared that he does not think "organized religion is going to go out of business without bingo."

In order to legalize bingo completely in the state, an amendment to the state constitution would be necessary. Such an amendment requires passage by two successive sessions of the state legislature and a popular referendum. This would take until 1958 at least, before such an amendment could be finanlized. Mayor Wagner of New York City has announced that he will enforce the laws against bingo.

Four Figaro Pictures Set For UA Release

Four films will be produced by Figaro, Inc., for United Artists release, according to an agreement signed by Joseph L. Mankiewicz, Figaro president, and Arthur B. Krim, UA head. Mankiewicz will personally write and direct two of the pictures. The first film to go into active preparation will be "The Story of Goya," to be made on location in Spain. Mankiewicz will start this picture after he completes "Guys and Dolls," now being made. Figaro recently made "The Barefoot Contessa" for UA release. Robert Benjamin, UA board chairman, and Bert Allenberg, of the William Morris agency, were present at the signing.

From Benjamin has come the announcement that UA and its subsidiaries realized a world gross of $43,100,000 in 1954, representing a new high in the 35-year history of the company. In 1953 the gross was $38,600,000; in 1952, $29,300,000, and in 1951, the year the present management came to the company, $19,900,000.

See Entire Toll TV Issue Dumped Into Congress' Lap

Hearings on the entire question of subscription television are expected to be announced by the FCC within the next few weeks, according to confidential sources within the Commission. Meanwhile, it has been revealed that there is sentiment within the commission in favor of turning the subject of toll TV over to Congress and asking that body to decide what should be done about it.

The proposed FCC hearings, it is understood, will not center on any one petition, such as the Zenith or Skiatron request, but will examine the complex subject via a broad-scale investigation. It is predicted that this investigation will probably take a long time, in contrast with the request for speedy action put forth by Zenith.

Topics up for consideration will include whether pay-as-you-see video can be considered broadcasting or fall within the common carrier allocation, whether the Commission has the right to approve of it, the effect of toll TV on free video and whether one specific system should be chosen if any approval at all is granted.

Bill Introduced

Rep. Carl Hinshaw (R., Calif.) in the opening days of the 84th Congress introduced a bill which would make subscription TV a common carrier rather than a broadcast service. Proponents of pay video are unfavorable toward the common carrier designation, since that might mean regulation of rates charged.

In a brief submitted by the law firm of Cohn & Marks, the Joint Committee attempted to demolish the Zenith arguments on behalf of a quick green light for pay video. The brief told the FCC that the Joint Committee consists of exhibitor organizations representing approximately 75 percent of the 16,000 U.S. motion picture theatres.

Basis of the Zenith petition was that television is not really "free," since the public must buy the advertised products to keep programs on the air; that the FCC has the legal authority to recognize subscription video; that toll TV will encourage more effective use of TV frequencies, and that the public would best be served by immediate authorization of pay television.

The brief contends that present day TV is free, since the public is not required to buy the advertised products to watch the program. Another argument advanced is that approximately 34,000,000 families, mostly in the low income groups, have bought approximately $15,000,000,000 worth of TV receivers on the assurance that they would not have to pay for programs.

The Joint Committee warned that if these people are now forced to pay for their programs "a hue and cry will arise in this country which will make the complaints of the 160 UHF broadcasters to the Senate Interstate and Foreign Commerce Committee sound like a muffled whisper."

The brief also expressed the contention that there is considerable doubt that the FCC has legal right to authorize subscription TV, citing the Commission's own statements of doubt that pay-as-you-see TV is "broadcasting."

It ridiculed the Zenith assertion that subscription TV would aid the establishment of new UHF stations or would result in substantial growth of TV service in areas not now reached. Unapplied-for channels are in areas which will not support TV stations, it was argued, and the committee pointed out that Zenith, itself, intends "to establish

(*Continued on page* 14)

Exhib Toll TV Group Seeks $150,000; Calls For Exhib Contributions

At a meeting of the Joint Committee on Toll TV this week at the Sheraton Astor Hotel, N.Y.C., the group outlined a four point program designed to combat pay video. Included was a plan to stage a campaign to meet a tentative budget of $150,000 with which to work.

Stating the committee's position, co-chairmen Alfred Starr and Trueman Rembusch declared that "the inherent fallacies in arguments being made by the sponsors of toll TV must be exposed, and theatre owners must affirmatively and logically present their position. They must refuse to be put on the defensive in this matter.

"The public must be informed that toll TV is economically unsound, that it will deprive the public of free TV and that it will create a government-sponsored monopoly," the exhibitor leaders declared.

Contributions are being sought from among exhibitors, who are asked to contribute amounts equal to their COMPO dues. For four-wall theatres with up to 500 seats, the amount would be $7.50; up to 750 seats, $11.25; up to 1,000 seats, $17.75; up to 2,500 seats, $37.50; over that, $75.

For drive-ins accommodating up to 300 cars, $7.50; up to 500 cars, $11.25; up to 600 cars, $18.75; over that, $37.50. Trustees of the fund will be Philip Harling, treasurer, and Starr and Rembusch. Exhibitors are asked to send their contributions to Harling at 1585 Broadway, N.Y.C.

The four-point program includes the employment of public-relations counsel to combat the propaganda of toll TV sponsors; the employment of legal counsel to represent the committee at FCC hearings on the issue; the employment of expert engineering service and advice, and the establishment of a Washington office in the event the matter becomes a legislative issue.

EXHI-BITS

Mull Amusement Tax

HARRISBURG, PA.—A 10 percent amusement tax was included in a fund-raising program prepared by former Gov. Fine for the incoming Democratic administration, it has been learned here this week. The out-going financial committee, headed by Alfred G. Buehler, University of Pennsylvania professor, listed the amusement tax as a means of raising $9,000,000 in the state.

"Educational Picketing" OK

Permission for a union to engage in "educational" picketing employing a maximum of two pickets, while forbidding a general picketing has been granted by New York State Supreme Court Justice Percy D. Stoddart. Judge Stoddart forbade Local 306, operators union, from picketing the Fair Theatre in Queens because the theatre's employes are represented by an independent union. The public can be told, however, that the theatre pays lower wages and contributes less to funds than are customarily paid, the judge ruled.

Tax Ruled Out

NEW ORLEANS.—A sales tax law passed by the Mississippi Legislature levying a three percent tax on all theatres except chains of ten or more, which were taxed five percent, has been ruled unconstitutional by the Chancery Court of the First Judicial District of Hinds County, Miss. The suit was brought by Paramount Gulf Theatres, which was adversely affected by the ruling. The court ruled that the state lacked authority to assess, demand and collect these taxes.

Circuit Production Fight?

WASHINGTON.—Informed sources here report that divorced theatre companies which wish to engage in motion picture production will be hard put to it to convince the Department of Justice that they will not be engaged in monopolistic practices. Justice, it is reported, is not unsympathetic to the exhibitors' needs for product, but the department is said to be wary of any production-distribution-exhibition tie-ups.

Survey Studies Competition

INDIANAPOLIS.—Indiana Allied has begun a survey to determine competition to the theatres from tax-free or tax-supported auditoriums and institutions. The theatre owners complain of competition from major events performed at the University of Indiana and Purdue University. Theatremen are also concerned about a proposed civic auditorium in this city.

Wants Higher Rentals

MINNEAPOLIS.—Robert L. Lippert, president of Lippert Pictures, has warned exhibitors that if they want a supply of so-called program pictures for double bills, they must be prepared to pay higher rentals for them. The distributor explained that a current prices there is little incentive for anyone to bother distributing such product. He urged theatremen to be more "generous" with film rentals.

Loew's Net Rises To $6,577,311; Stanley Warner Earnings Double

Consolidated net profit of Loew's Inc. and all subsidiaries, including theatre subsidiaries, increased for the fiscal year ended Aug. 31, 1954, to $6,577,311 from the previous year's $4,380,603, according to the company's annual report. The 1954 net was equivalent to $1.28 per share of common stock, while the 1953 net equaled 85 cents per share.

Profit before taxes for 1954 fiscal year amounted to $12,643,840, almost double the $6,435,504 of the previous year. Operating revenues were $183,142,486 compared with $177,558,874 in the prior year.

An interim financial report shows that for 12 weeks ended Nov. 25, 1954, net profits, including theatre subsidiaries, amounted to $1,521,349 after taxes and charges compared with $1,133,893 of last year. The 1954 quarter is equivalent to 30 cents per share, an increase from the 22 cents per share of the corresponding quarter of the previous year.

Securities Increased

The Aug. 31, 1954 balance sheet showed an increase of $13,354,123 in cash and government securities compared with a year earlier. Inventories were $66,043,465 compared with $79,728,467. The company's funded debt was reduced by $2,710,000 and current bank loan of $4,500,000 was paid off.

The annual report notes that 13 pictures are completed or are in final stages of editing and lists other important productions currently before studio cameras or in planning. The report also gives details of the company's reorganization.

Foreign operations by Loew's International Corp. continued to improve and expand during the year, the report notes. It cites a recent survey that estimated 17,500,000 people see M-G-M pictures in 169 foreign countries.

The Stanley Warner Corp. more than doubled its profit in the first quarter of the current fiscal year, ended Nov. 27, 1954, over the same period of the previous year. S. H. Fabian, president, told stockho'ders at the company's annual meeting held in Wilmington, Del. Fabian announced a net profit for the quarter of $1,110,100 or 50 cents per share, compared with $523,100 or 21 cents per share for the corresponding quarter of last year.

Gross income for the first quarter was $23,320,400 as compared with $13,794,100 for the same quarter of one year ago. Figures for the current year include operation of International Latex Corp., which was acquired Apr. 30, 1954. Fabian revealed that Latex is so successful the company is planning to expand its manufacturing facilities.

Divestiture Completed

The executive further revealed that SW has completed its theatre divestiture program. Concerning Cinerama, he disclosed that "Cinerama Holiday" will open at the Warner Theatre, N. Y. C. on Feb. 8 to be followed immediately by openings in Detroit, Pittsburgh, Philadelphia and St. Louis. He pointed out the success of Cinerama in foreign engagements.

Stockholders approved an amendment to the certificate of incorporation providing for two classes of directors, each elected for two years. Fabian, Samuel Rosen and David Baird were re-elected directors. Price Waterhouse & Co. was selected as accountants for the company.

Fabian announced that he will recommend that a dividend of 25 cents per share be declared, payable on Feb. 25.

Johnston Seeks Distrib Tax Aids

Eric Johnston, MPAA president, has made two requests of the Treasury Department during the past two weeks, one asking that the film industry be included in legislation providing for a 14 percent tax credit on foreign earnings and the other asking that foreign film producers and distributors be exempted from the 30 percent withholding tax now imposed on their U.S. film rentals.

These recommendations were made in letters sent to Dan Throop Smith, assistant to Treasury Secretary George M. Humphrey and made public. Johnston's first letter was sent immediately after President Eisenhower had sent to Congress a special foreign economic policy message in which he asked for the 14 point tax credit on foreign earnings favored by the film industry.

In his first letter Johnston pointed out to Smith that the motion picture industry had been discriminated against by being excluded from Treasury recommendations last year. The MPAA head strongly endorsed President Eisenhower's recommendations, which were generally favorable toward the film industry.

Based on Misconception

The more recent letter declares that the 30 percent tax violates sound taxation policies and charges that it "is an open invitation to foreign governments to retaliate against American companies" by unfair taxation of film rentals abroad. Johnston argued that the tax "is based on a fantastic misconception" because "it assumes that 60 cents out of every dollar of film rental is net profit.

In another phase of international operation, Johnston voiced full support for the government's announced plan to negotiate a trade and tariff agreement with Japan. The MPEA head noted in a letter to Donn N. Bent, secretary of the U.S. Tariff Commission, that such an agreement with Japan "deserves the highest priority."

Johnston called a pact with the eastern nation of "greatest importance to this country and the free world." He declared that "one-sided trade can lead only to economic disaster," adding that "reciprocal trade brings mutual advantage."

Johnston conferred this week with President Eisenhower at the White House prior to his third trip to the Middle East to discuss the U.S.-backed Jordan River Valley development project with Israel and neighboring Arab States. Johnston has been acting as the President's personal representative with the rank of ambassador. He will start for Tel Aviv by plane this week-end.

"Costliest" Fox Program Outlined

What was described as "the costliest and most ambitious production program in the history of 20th Century-Fox" will see studio chief Darryl F. Zanuck placing 10 top-budgeted properties before the CinemaScope cameras during the next six months, Al Lichtman, director of distribution, disclosed at the opening session of a divisional sales meeting.

Speaking at a specially-called parley of domestic and Canadian sales and home office sales and advertising executives to chart merchandising plans for product to be released during the first quarter of 1955, the sales head pointed out that the 10-picture roster will emphasize diversification of story material and background locales.

Pictures in the line-up include "House of Bamboo," starring Robert Stack, Robert Ryan, Shirley Yamaguchi, produced by Buddy Adler and directed by Samuel Fuller; "Pink Tights," starring Dan Dailey and Sheree North, produced by Sam Engel and directed by Henry Levin; "Sir Walter Raleigh," starring Bette Davis and Richard Todd, produced by Charles Brackett and directed by Henry Koster.

Also, "The Left Hand of God," starring Humphrey Bogart and Gene Tierney, produced by Adler and directed by Edward Dmytryk; "The Tall Men," starring Clark Gable, produced by Howard Hawks and directed by William A. Bacher; "A many Splendored Thing," starring Jennifer Jones and William Holden, produced by Adler and directed by Henry King.

"Lord Vanity," starring Clifton Webb, Robert Wagner and Martine Carol, produced by Brackett and directed by Delmer Daves; "Seven Cities of Gold," produced by Brackett; "How to Be Very, Very Popular," starring Sheree North, produced and directed by Nunnally Johnson; and "The View from Pompey's Head," a Philip Dunne production.



At a division managers' meeting called by 20th Century-Fox in New York were (l. to r.): Glenn Norris, eastern sales mgr.; William Gehring, exec. asst. general sales mgr.; Al Lichtman, director of distribution; Rodney Bush, exploitation mgr.; Charles Einfeld, vice-pres.; Arthur Silverstone, asst. general sales mgr.; Abe Goodman, ad mgr., and Alex Harrison, western sales mgr.



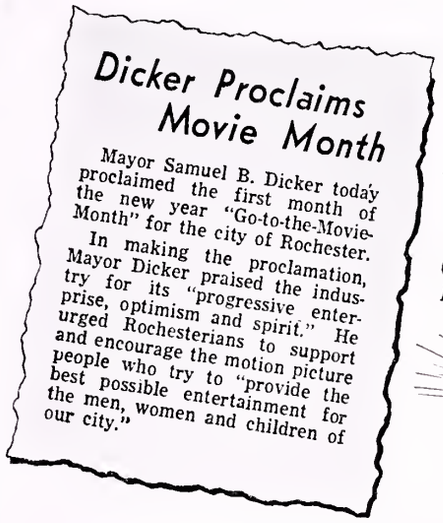
LET'S GO TO WORK TOGETHER!

This is a good time of the year to stimulate your box-office. It's as simple as this: We can both make money by taking advantage of the current upbeat with a dynamic showmanship effort. With M-G-M's 1955 MOTION PICTURE THEATRE CELEBRATION you will have great M-G-M attractions to tie-in with your local ballyhoo to convince the public that "THERE'S MORE FUN AT THE MOVIES." Here's how to do it!

★

How To Put On A Theatre Celebration In Your City!

With banners flying, colorful lobby displays, arresting Special Trailer, editorials and "salutes"—with double-barrelled showmanship, M-G-M's 1955 Motion Picture Theatre Celebration will spark the movie-goers of your town. A Celebration can be staged individually or in cooperation with other theatres.



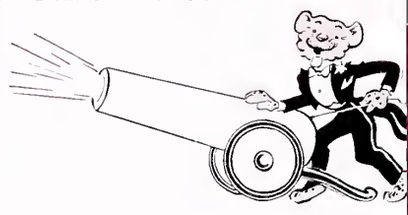
Dicker Proclaims Movie Month

Mayor Samuel B. Dicker today proclaimed the first month of the new year "Go-to-the-Movie-Month" for the city of Rochester.

In making the proclamation, Mayor Dicker praised the industry for its "progressive enterprise, optimism and spirit." He urged Rochesterians to support and encourage the motion picture people who try to "provide the best possible entertainment for the men, women and children of our city."

YOU CAN DO IT, TOO!

(Left) From Rochester Democrat and Chronicle



START WITH PROCLAMATION

In many localities it starts with a "GO TO THE MOVIE MONTH" proclamation by the Governor or by a Mayor. At press time it's happened already in Rochester, N. Y. *(see above)* Wisconsin, Illinois and more every day. Local newspapers are persuaded to extend editorial sponsorship to the official "Go to the Movies" ballyhoo. With this practical beginning, theatres will find it easy to inaugurate their own local Celebration. (See Proclamation in Press Book).

CITY-WIDE "SALUTE"

In some situations theatres are collaborating on a city-wide Celebration. A "Salute" to the theatres is organized by a committee and civic tributes are encouraged. Luncheons are arranged through Lions, Kiwanis, Rotary to pay tribute to the theatres for their service to the community. Don't say it can't be done in your city until you've given it a good try—just get it started and watch it snowball into a fine box-office promotion!

(continued)

"Let's beat the drum!"



FREE ACCESSORIES!

1. FREE KITS
   Containing 1-sheet, over-the-wire streamer, stickers, buttons, "How To Sell" booklet, press book and other items.
2. SPECIAL TRAILER
   M-G-M Stars pay tribute to your theatre. Scenes from many pictures.
3. COLORFUL 40 x 60 POSTER
   Eye-catcher for your lobby.
4. RADIO PLATTER
   15 minutes running time. Comprising highlight commentary on the "Celebration."
5. FREE 24-SHEETS
   Center display is a "Celebration" announcement. Nine titles are spread around it in simulated marquee effects.
6. PRESS BOOK
   Ads, publicity and exploitation suggestions.
7. "HOW TO SELL" BOOKLET
   Handy pocket-size compendium of promotions for "Celebration."
8. GIANT 40 x 80 LOBBY STANDEE
   For first run theatres in larger cities.

IT'S EASY TO GET A "SPONSOR"

You will find it easy to get your Chamber of Commerce, Rotary, Kiwanis, Lions or other civic organization to propose the "Salute" and assume leadership and sponsorship for this tribute to the local movie theatre.

NEWSPAPER, TV, RADIO COVERAGE

Having arranged for your "sponsor," provide news story for the press, TV, radio, etc. (Sample story in Press Book).

GET THE PRESS BOOK

Ask your M-G-M Branch for the Celebration Press Book and the handy pocket-size "How To Sell" Booklet. Read them carefully. Everything is covered in detail in them.

LUNCHEONS TO HONOR THEATRES

The regular luncheons of your civic clubs can be turned into "Salute" affairs honoring exhibitors. (Speech data in Press Book).

SEE "WARD MARSH STORY"

In the press book is a story of the history of the movies in Cleveland. This is a good example of how a local history of the movies, starting with the very first film theatre, can be made an interesting newspaper feature in your town. Nearly every place has a comparable local story to tell.

MAKE UP SPECIAL MATERIALS

While M-G-M is providing complete FREE accessories, many exhibitors will want some special locally produced items—special "Salute" trailer, window and pole cards, etc. (See Press Book for copy suggestions).

OPENING NIGHT CEREMONIES

Plan a gala occasion with lights, local band, special guests.

NEWSPAPER COOPERATION

Seek editorial comment based on community angle. Contact advertising manager to sponsor cooperative page with stores under a Celebration headline. This would include display of current and coming attractions.

SCHOOL TIE-UPS

Because of community importance, ask assist from high school publications; arrange forums on radio or TV for general movie discussion, levelling on Celebration attractions. Request cooperation of teachers, use of bulletin boards; tie-in with important local sports events where a banner or score-card or leaflets may be used.

LOBBY IDEAS

Make up lobby panel with star heads with caption: "Send Your Greetings To The Stars. Sign Here and Share in M-G-M's 1955 Motion Picture Theatre Celebration." List your pictures on extra side panel and indicate that signatures will be sent to studio.

DRESS UP FRONT

Give theatre festive air by "flying" strings of pennants up from marquee. Give your theatre a gay, inviting appearance for your Celebration.

MERCHANDISING OPPORTUNITIES

January White Sales, February Furniture Sales, Washington's Birthday, Lincoln's Birthday, St. Patrick's Day, Easter— all of these occur during the period of M-G-M's Celebration. Tie-in with them for store events, windows, co-op ads.



Never in M-G-M history so many spectacular pre-selling projects. M-G-M's Celebration pictures nationally promoted in magazines, newspapers, radio, TV.

WATCH FOR the sensational ballyhoos below. These promotions will visit as many places as possible. Their impact will benefit every box-office in the nation.

1. "Jupiter's Darling"—Big Washington's Birthday Attraction will have elephant ballyhoo. Terrific ad campaign. Full color page in Sunday Supplements (99 million readership); Pictorial Review, American Weekly, This Week, Parade, plus M-G-M's column in national magazines, fan magazine ads. Esther Williams in Person on Ed Sullivan's "Toast of the Town" and Ed Murrow's "Person To Person."
2. The giant "Glass Slipper" and the Cinderella contests.
3. Robert Taylor's Traveling Gun Collection for "Many Rivers To Cross." Taylor in Person on Ed Sullivan's "Toast of the Town."
4. The touring M-G-M make-up expert to promote "Interrupted Melody."
5. The gigantic wheel of fortune and girls from "The Prodigal."

HOLIDAY SHOWS

Sell merchants on special kid shows in conjunction with one of the holidays or a special Saturday morning or matinee. Stores pay for the tickets; souvenirs can be promoted.

RADIO AND TV SALUTE

With your community angle you can approach disc jockeys for plugs to promote the Celebration and your pictures. If it's a musical, and there are great musicals in M-G-M's Celebration releases, recordings are available. Other suggestions in Press Book.

RECORD DEALERS

Plentiful opportunity with M-G-M's Celebration musicals to tie-in with record stores, windows, etc., stressing, of course, playdate information.

OTHER IDEAS IN PRESS BOOK

We have just skimmed the surface. The Press Book and the "How To Sell" booklet contain many other suggestions, plus ads and publicity for launching your "Salute" campaign and keeping it alive.



The Saturday Evening POST

Advertising M-G-M's Gala Celebration to the millions, the full-page, full-color ad above will appear in The Saturday Evening Post, Feb. 19th with 20 million readership. Just part of M-G-M's constant "Celebration" advertising including M-G-M's Column in national magazines *(readership 93 million!)*. See box *(top left)* for more.

"Let's Celebrate Together!"



(continued)



A WEALTH OF PRODUCT FOR EVERY THEATRE!

Ask your M-G-M Branch! Start Your Celebration!

M-G-M's CELEBRATION RELEASES!

"BAD DAY AT BLACK ROCK" *(January)*
(*CinemaScope—Color*) • starring Spencer Tracy • Robert Ryan • co-starring Anne Francis • Dean Jagger • Walter Brennan • John Ericson • Ernest Borgnine • Lee Marvin Russell Collins

"GREEN FIRE" *(January)*
(*CinemaScope—Color*) • starring Stewart Granger • Grace Kelly • Paul Douglas • co-starring John Ericson • with Murvyn Vye

"MANY RIVERS TO CROSS" *(February)*
(*CinemaScope—Color*) • starring Robert Taylor • Eleanor Parker • with Victor McLaglen • Russ Tamblyn • Jeff Richards • James Arness

"JUPITER'S DARLING" *(February)*
(*CinemaScope—Color*) • starring Esther Williams • Howard Keel • Marge and Gower Champion • George Sanders with Richard Haydn • William Demarest

"HIT THE DECK" *(March)*
(*CinemaScope—Color*) • starring Jane Powell • Tony Martin • Debbie Reynolds • Walter Pidgeon • Vic Damone Gene Raymond • Ann Miller • Russ Tamblyn • with Kay Armen • J. Carrol Naish • Richard Anderson • Jane Darwell

"INTERRUPTED MELODY" *(March)*
(*CinemaScope—Color*) • starring Glenn Ford • Eleanor Parker • with Roger Moore • Cecil Kellaway

"THE GLASS SLIPPER" *(April)*
(*Color*) • starring Leslie Caron • Michael Wilding • with Keenan Wynn • Estelle Winwood • Elsa Lanchester Barry Jones

"BEDEVILLED" *(April)*
(*CinemaScope—Color*) • starring Anne Baxter • Steve Forrest • with Simone Renant • Maurice Teynac Robert Christopher • Joseph Tomelty and Victor Francen

"THE PRODIGAL" *(Date to be Announced)* • (*CinemaScope—Color*) • starring Lana Turner Edmund Purdom • Louis Calhern • with Audrey Dalton • James Mitchell • Neville Brand Walter Hampden • Taina Elg • Francis L. Sullivan • Joseph Wiseman • Sandra Descher

AND THESE CURRENT PRODUCTIONS!

"BETRAYED" (*Color*)
starring Clark Gable • Lana Turner • Victor Mature • co-starring Louis Calhern

"ROGUE COP"
starring Robert Taylor • Janet Leigh • George Raft • co-starring Steve Forrest • Anne Francis

"BRIGADOON" (*CinemaScope—Color*)
starring Gene Kelly • Van Johnson • Cyd Charisse • with Elaine Stewart • Barry Jones • Albert Sharpe

"THE LAST TIME I SAW PARIS" (*Technicolor*)
starring Elizabeth Taylor • Van Johnson • Walter Pidgeon Donna Reed • with Eva Gabor • Kurt Kasznar

"BEAU BRUMMELL" (*Color*)
starring Stewart Granger • Elizabeth Taylor • Peter Ustinov with Robert Morley

"ATHENA" (*Color*)
starring Jane Powell • Edmund Purdom • Debbie Reynolds • Vic Damone • Louis Calhern • with Linda Christian • Evelyn Varden Ray Collins

"CREST OF THE WAVE"
starring Gene Kelly • with John Justin • Bernard Lee • Jeff Richards

"DEEP IN MY HEART" (*Color*)
starring Jose Ferrer • Merle Oberon • Helen Traubel • and Guest Stars: Walter Pidgeon • Paul Henreid • Rosemary Clooney Gene & Fred Kelly • Jane Powell • Vic Damone • Ann Miller Cyd Charisse • Howard Keel • Tony Martin • with Doe Avedon Tamara Toumanova • Paul Stewart • Isobel Elsom • William Olvis • James Mitchell

AND THESE BIG FUTURE M-G-M ATTRACTIONS!

"MOONFLEET" (*CinemaScope—Color*)
starring Stewart Granger • George Sanders • Joan Greenwood Viveca Lindfors • with Jon Whiteley • Melville Cooper

"IT'S ALWAYS FAIR WEATHER" (*CinemaScope—Color*)
starring Gene Kelly • Dan Dailey • Cyd Charisse • Dolores Gray Michael Kidd

"BLACKBOARD JUNGLE" starring Glenn Ford • Anne Francis • Louis Calhern • Margaret Hayes

"THE KING'S THIEF" (*CinemaScope—Color*)
starring Ann Blyth • Edmund Purdom • David Niven • George Sanders • with Roger Moore

"THE SCARLET COAT" (*CinemaScope—Color*)
starring Cornel Wilde • Michael Wilding • George Sanders • Anne Francis • with Robert Douglas • John McIntire • and Bobby Driscoll

"THE MARAUDERS" (*Color*)
starring Dan Duryea • Jeff Richards • Keenan Wynn • Jarma Lewis

"LOVE ME OR LEAVE ME" (*CinemaScope—Color*)
starring Doris Day • James Cagney • Cameron Mitchell • with Robert Keith • Tom Tully • Harry Bellaver



"WE'RE CELEBRATING IT WITH PICTURES!"

PRINTED IN U.S.A.

Hanson Tells Senator He Prefers Government To Distrib Control

In answer to a letter from Senator Andrew F. Schoeppel (R., Kans.) attacking the truth of some of his statements, Albert Hanson, chairman of the trade relations committee of Southern California Theatre Owners Assoeiation, answered the Senator by denying the eharges and deelaring that the Senator "must realize that the exhibitors are faeing the praetieal problem of going out of business unless there is some regulation besides that of the film eompanies."

Hanson wrote that he sees "no difference between regulation by government setting film priees and film eompanies setting film priees, exeept that we, as exhibitors, would have an equal opportunity before an unbiased body (whether by government or by arbitration), to have those prices reasonably determined."

The exhibitor offieial stated further that his group does "not objeet to the government saying what pietures we should play, how long and when in preference to the film eompanies doing that very thing now simply and solely for thier own benefit without regard for the exhibitor or general publie."

Hanson told the Senator, who is chairman of the subeommittee on monopoly of the Senate Select Committee on Small Business, that "we do not want to use your eommittee as a cat's paw." He added that, "on the other hand, we eertainly dislike seeing your committee apparently used in that manner for the benefit of the defendants."

Republic Buys Rights To 'Fu Manchu' Name

Republic Pictures Corp. has eoneluded a $4,000,000 deal for exelusive rights to "Dr. Fu Manehu" material, whieh the eompany plans to use in motion pietures, television and radio, aeeording to a company report. Deal was signed by Herbert J. Yates, Republic president, and Douglas Storer, representing Sax Rohmer, creator of the fictional eharaeter.

The film company is planning three full-length motion pietures based on the Rohmer novels "The Insidious Dr. Fu Manehu," "The Return of Dr. Fu Manehu" and "The Hand of Dr. Fu Manehu." In addition, Hollywood Television Serviee, a Republie subsidiary, is planning a 78 program half-hour video series, while a half-hour radio series for domestic and foreign release is also being seheduled.

Nickelodeon Opened As Industry Shrine

PHILADELPHIA.—The Nickelodeon, a reproduction of the earliest motion picture theatre, was unveiled here at the Franklin Institute this week before a galaxy of Hollywood stars, civie offieials and press. The day's aetivities were concluded with the Motion Pieture Associates dinner honoring four film pioneers: Alexander R. Boyd of Stanley Warner, Benjamin Amsterdam of Atlantic Theatres, William C. Hunt of Hunt's Theatres and Abraham Sablowsky, an early SW partner.

The Niekelodeon, donated by William C. Goldman, loeal industryite who served as general chairman of the MPA dinner, was opened at the Franklin Institute before 500 guests. S. Wyman Rolph, Institute president, aceepted the gift, and in turn granted life membership in the Institute to Charles Laughton, who was present for the affair.

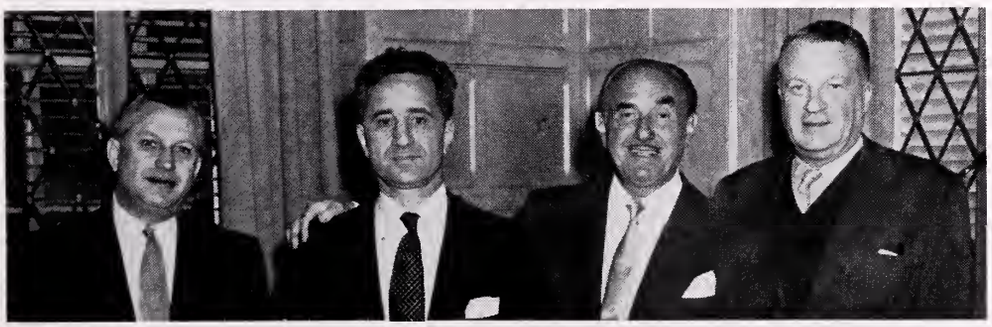
Other film stars present included Deborah Kerr, Esther Williams, George Murphy, Eva Le Gallienne, John Ericson, Donna Reed, Marge and Gower Champion, Rita Gam, Elsa Lanchester, producers Paul Gregory, George Seaton and William Perlberg and direetor George Sidney.

Principal speaker at the banquet was the Hon. Charles E. Thomas, secretary of the navy department. See. Thomas discussed the role of the films in armed forees training, entertainment and reporting. Mayor Joseph S. Clark, Jr., dedieated the day as Motion Picture Pioneers Day, noting that "Amerieau motion pictures have been a great influenee in spreading demoeraey throughout the world."

Asks USIA Budget Raise

WASHINGTON. — The overseas motion pieture program of the U.S. Information Ageney would get $4,484,000 for the fiseal year 1956, whieh starts on July 1, 1955, under terms of President Eisenhower's budget. The fiscal budget was submitted to Congress this week.

The amount requested for the film serviee represents a large inerease over the $3,-087,000 whieh Congress aetually appropriated for the 12-month period whieh ends on June 30, but is far below the $6,963,600 fiseal-1955 budget request which Congress slashed.



Elia Kazan (second from left) with Warner Bros. executives Ben Kalmenson, distribution chief; Jack L. Warner, exec. producer, and Mort Blumenstock, ad vice-pres., following the signing of a long-term contract by the director.

NEW POSTS



Edmund C. Grainger (l.), newly appointed Republic Pictures sales manager in charge of circuit operations, sits with Richard Altschuler, vice-president and director of world-wide sales.

EDMUND C. GRAINGER was appointed sales manager in charge of circuit operations for Republie Pictures. Grainger was reeently affiliated with RKO Theatres in charge of film buying and booking and prior to that he was president of Shea Enterprises and eastern division sales manager for 20th-Fox. He will work under Richard Altschuler, Republic viee-president and director of world wide sales.

WALTER C. AMENT, vice-president of Warner Pathe News, was named chairman of MPAA's newsreel eommittee for the year. Ament sueeeeds Thomas Mead, editor of Universal Newsreel, who headed the eommittee for the past two years. In addition to Warners and U-I the eommittee ineludes Fox, M-G-M and Paramount newsreels.

IRVING MAAS and ROBERT W. CORKERY were named viee-presidents of the Motion Pieture Export Assoeiation in newly created posts. Maas is head of the Assoeiation's Asian division, while Corkery has been in charge of the Latin American division. Both men have worked elosely with Eric Johnston, MPEA president.

JOHN B. SPIRES was named to sueceed Harry Novak, resigned, as Continental supervisor for Universal-International. Spires had been exeeutive assistant to Novak. In addition, MARION JORDAN, until reeently southern European supervisor, was appointed Continental sales manager, and JOHN MARSHALL, district supervisor for Middle Europe, was promoted to supervisor for the Seandinavian eountries as well.

AARON PINES was promoted to Columbia International's assistant Far Eastern supervisor, serving under supervisor Miehael Bergher. Pines had been the eompany's manager in the Philippines. His suecessor in Manila will be GEORGE W. SCHWEIG, formerly manager in Trinidad. Both Pines and Schweig have been with the eompany for many years.

TV Show Called Disney Film Aide

HOLLYWOOD.—Roy O. Disney, president of Walt Disney Productions, told stockholders at the company's annual meeting here that while Disney Productions expects to make money from television sales, the company's "real gain will be in the marketing value to our motion pictures which are still our primary business." Disney was discussing the excellent reception afforded "Disneyland," the company's television show.

Consolidated net profit for the company for the fiscal year ended Oct. 2, 1954, amounted to $733,852 equal to $1.12 per share of common stock, an increase from the $510,426 or 79 cents earned in the previous year, Disney told the stockholders.

Future releases for 1955 includes "Lady and the Tramp," the company's first cartoon CinemaScope feature, scheduled for release early in the year; "The African Lion," third True Life Adventure feature, to be released next summer; "The Littlest Outlaw," filmed in Mexico for fall release, and three "People and Places" subjects: "Siam," "Switzerland" and "Morocco."

According to reliable report, Walt Disney and Robert Kintner have signed a contract calling for the producer to film 100 hour-long video shows for ABC-TV. Schedule would call for an hour show daily for five days a week in the late afternoon. Disney will film the programs starting next fall before a live audience containing mostly children, it was disclosed.

Reade Clips Prices For School Teachers

The Walter Reade Theatres, which circuit has maintained a separate reduced admission rate for students since 1949, has now extended the reduced rate to public school teachers, according to an announcement from the chain. Special identification cards have been distributed by principals of all schools in the 10 communities in which Reade theatres are located.

Teachers will be admitted to Reade theatres for a rate averaging about half the regular fee, it was disclosed. Walter Reade, Jr., circuit president, explained that the move was made "in the belief that as part of their child guidance responsibilities they (the teachers) want to attend the theatre. They will then be in a position to judge and recommend pictures to their students."

The executive stated that both programs had resulted in fine public relations for theatres and had opened the door to close cooperation with the various school systems. He added that the general economic and salary situation for teachers also made the reduced admission rate a good relations factor.

NT Wins More Time

WASHINGTON. — National Theatres has been granted a short extension of divestiture time to Jan. 31, according to the Justice Department. Justice officials explained that with only nine or 10 houses remaining to be divested, certain problems remain to be ironed out, and the extension is aimed at giving the department and NT time to work out a final divestiture order.

Metro's Memphis Workshop Seen Biggest In Rapidly Moving Series

M-G-M's Ticket-Selling Workshops continue at a fast pace with sessions scheduled for Jackson, Miss. on Jan. 24, and Memphis on Jan. 27. Preparing for the upcoming meetings will be a briefing schedule to be attended by William T. Powell, division manager for Smith Management's Mid-West Drive-in Theatres; Ivan D. Anderson, operator of the Liberty Theatre, North Wikesboro, N.C.; James Briant, M-G-M New Orleans branch manager, and his staff.



IVAN ANDERSON

Attendance at the Memphis conclave is expected to surpass that of any workshops to date, according to Mike Simons, director of customer relations, who anticipates more than 375 exhibitors to be present. Approximately 150 advance reservations had been received for the Jackson session. Coca-Cola Co. will host luncheons at these meetings.

At the Denver Workshop last week exhibitors received a special blank to enter exploitation ideas for special awards. If enough entries are submitted at the various meetings, it is planned to compile and publish a handbook for distribution to exhibitors.

Winners of the contest were Owen West, West Theatre, Rock Springs, Wyo., and George Kelloff, Ute Theatre, Agahar, Colo. Simons reported that the company was "agreeably surprised by the number and quality of ideas submitted" on such short notice.

Wives Invited

For the Denver Workshop Pat McGee, general manager of Cooper Foundation Theatres, not only invited the circuit's managers to attend, but he told them to bring their wives at company expense as well as charging the company for baby sitters.

Meanwhile, in Texas Gov. Allan Shivers followed the lead of other states by proclaiming "January, 1955, as movies month in the state of Texas." Present for the occasion was Anne Francis, who appears in Metro's "Bad Day at Black Rock." The starlet is on tour of eight key cities for the production.

In Green Bay, Wisc., the company launched its theatre celebration with drives for "Bad Day" and "Green Fire." With local newspapers giving the celebration a daily news story, the campaign employed here will provide the basic fomula for furthering the celebration among exhibitors, according to the film company.

Simons officially launched the celebration in the Southwest with a speech before the Video Theatre Circuit and home office personnel in Oklahoma City. Simons also addressed the Green Bay, Wisc. Association of Commerce luncheon.

In Oklahoma City, Gov. Raymond Gary of Oklahoma issued a proclamation declaring February "Go To The Movies Month." The official state recognition of the industry's efforts to stimulate attendance at the theatres was read to approximately 150 managers of Video Theatres in session there.

Copies of the proclamation were immediately photostated and given to all delegates.

The company is backing up its theatre celebration by expanding the number of tours for its personalities. In addition to stars, such persons as Clarence Bull, "still" photographer, and William Tuttle, head of the make-up department, will tour. A baby elephant and special floats on "The Prodigal" and "The Glass Slipper" will also be sent on tour.

See Toll TV Issue Going To Congress

(Continued from page 7)

subscription television in the large metropolitan areas."

"Every segment of the interested public should not only have the right to appear and testify at such a hearing, but those who have stakes in the question of the establishment of subscription television should also have the opportunity to cross-examine the proponents," the brief argued.

The exhibitor committee includes, in addition to the co-chairmen, Philip Harling of Fabian Theatres, who is serving as treasurer; William Namenson of ITOA; James Arthur of Cabart Theatres, Los Angeles; Abram F. Myers, National Allied board chairman and general counsel, and Herman M. Levy, TOA general counsel.

Further support for the Committee's claim that subscription TV should not be approved without full hearings has come from the National Association of Radio and Television Broadcasters in a letter to the FCC. The letter noted that "the basic issue is whether or not subscription television within the television broadcast channels would serve the public interest."

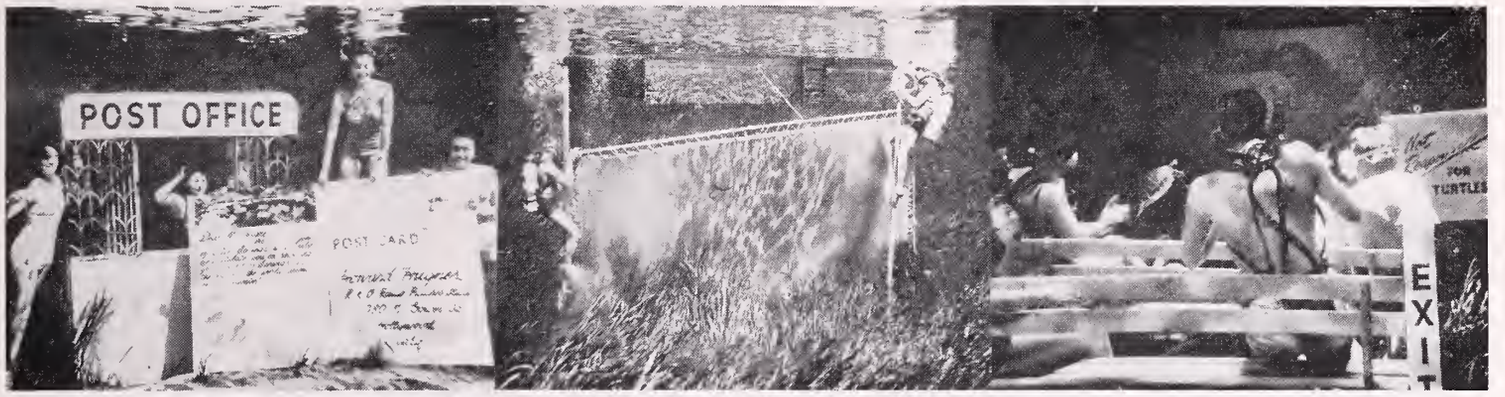
In answer to the committee's brief, Commander E. F. McDonald, Jr., president of Zenith Radio Corp., charged that several groups of theatre owners are attempting to delay the coming of subscription TV because of fear of competition. McDonald revealed that a number of theatre owners have already applied for franchises to operate Phonevision in their localities, if and when it gets FCC approval.

While neither identifying nor numbering these requests, the Zenith head declared that "the far-sighted action of these individual theatre owners is in striking contrast to the obstructive efforts of the organized groups." He added that "even though we cannot grant them at this time, we welcome these applications."

The executive stated that pay television is merely a new means of distributing entertainment and education at less than one-third the present price. He added that "this does not mean that subscription TV will kill the movie theatre any more than movies killed the legitimate stage, or than radio and TV killed the newspaper business."

Meanwhile, the question of subscription TV was only briefly noted in the FCC's annual report, which repeated comments from past reports. The report stated that it is by no means clear whether subscription TV should be classed as a broadcast service or a common carrier, and where frequencies might be found for it. There was no mention in the report of possible hearings.

Let's Dive-In For "Underwater"!



The sub-surface setup created by RKO Pictures' technicians for the Silver Springs, Fla., showing of "Underwater!" can be gleaned from the above photographs. Item on the left shows a set of local mermaids with the greeting card they sent to Howard Hughes, mailed at the city's underwater postoffice. Center photo has two divers, wearing aqualungs, installing the special maritime screen. Photo at right is a view of some of the visiting tourists watching the picture underwater. The screen image can be seen at the above right; turtles are also found in the audience.

SILVER SPRINGS, FLA.—Speak about new type theatres? Seems the "dive-in" has come into its own as the latest innovation exhibitors can mull over.

Instead of an orchestra and balcony, the "dive-in" sports an arena of lake-floor sand. When RKO Pictures premiered its latest Jane Russell starrer, "Underwater!", here, the audience had their choice of watching the screen from either wet or dry seats.

The easy way, of course, was to descend into a submarine-type boat equipped with a series of portholes through which the picture could be viewed. Some night-diving enthusiasts were more daring and strapped on aqua lungs for the occasion.

Viewing from the submarine porthole, this reporter found the picture remarkably clear, exeepting when the underwater scenes in "Underwater!" as seen underwater were blurred from sight due to the presence of passing fish.

At other times, photographers with aqua lungs on their backs insisted on firing flash bulbs point blank through the portholes and into this viewer's face for blinding results.

But still water runs deep and even after ironing out these few "bugs," we doubt whether the more enterprising exhibitors of the land would see their way clear into leasing lake bottoms for added revenue.

Admission prices could be scaled to a fin for all seats at the "dive-in."



Jane Russell and Richard Egan, two of the "Underwater!" stars, as they emerged from the sub-surface showing of the picture.

What RKO technicians accomplished in the field of underwater projection was both novel and ingenious for "Underwater." The screen was fashioned from a water resisting plastical material in which aluminum dust had been added for extra reflective properties.

The screen was then laced in a steel frame with rubber cord and suspended below the surface. Incidentally, the manufacturer intends to sell this type screen to theatres because it allegedly can be washed and retain its initial reflective properties for many years. It is a one-piece affair.

The projector for the sub-surface venture was a standard 35mm. job equipped with a 10 kilo-watt arc lamp. It was housed in a glass-walled booth and suspended below a boat which contained the auxiliary equipment.

Projection Explained

Projection underwater caused reduction of the image approximately 30 percent. Refraction was responsible for the minimization. For sound, a standard amplifier was employed with speakers in and above water.

All the enterprising "dive-in" theatreman would have to do is submerge a projection booth a score or so of feet beneath a lake and aim the throw at a big screen 10 yards or so away. Aqua-lungs and headphones would replace in-car speakers. For refreshments, seafood and water would be on the house.

The exhibitor following the advice detailed above literally would be dripping with success once his project sank beneath the surface. A policy of rain checks due to inclement weather could be completely ignored.

In north central Florida, where RKO Pictures played host to over 150 newspapermen, magazine writers, columnists and photographers for the "Underwater!" premiere, the sun burned down in glorious fashion above the surface of the "dive-in" theatre.

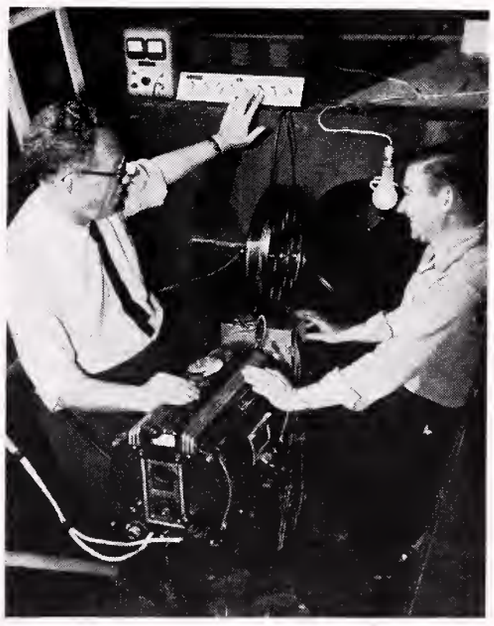
On hand as live window dressing were stars Jane Russell, Richard Egan and Lori Nelson, all of the "Underwater!" cast, and an assortment of eye-filling starlets such as Mala Powers, Rosmarie Bowe, Jane Mansfield and Barbara Darrow.

Guests venturing near the lakeside could also catch a glimpse of the latest "Tarzan," Gordon Scott, soaking in the southern sunshine. Other attractions were a ranch for tame deer, a settlement of Seminole Indians, a reptile farm and a variety of jungle cruises and glass-bottom boat trips along a nearby river.

Four planes, two from New York and a pair from the Coast, converged on north central Florida for the occasion. The guests were then ushered via bus to Silver Springs, where a series of cocktail parties and dinners climaxed the first day of the junket.

Every tourist facility of Silver Springs was available for the asking to RKO's guests throughout the next day. The underwater premiere, during which a number of correspondents and photographers donned aqua-lungs for the under-lake showing, took place in gala fashion that night.

From the standpoint of industry press relations and all-round ballyhoo, the junket evoked blue ribbon response. Here the heights of pre-selling promotion for a new movie were attained; RKO Pictures' publicity department deserves the thanks of every exhibitor in the land for doing a class-A job in acquainting the American public with its latest production, "Underwater!"



The underwater projection unit utilized for the Silver Springs showing of "Underwater!" was housed in a glass-walled booth and suspended below a boat which contained all the auxiliary equipment necessary for this novel type operation. The image had a 50-foot "throw" through the crystal clear lake.

THE STAMPEDE OF

HON



BING CROSBY
GRACE KELLY
WILLIAM HOLDEN

in A PERLBERG-SEATON Production

THE COUNTRY GIRL

Produced by WILLIAM PERLBERG
Written for the Screen and Directed by GEORGE SEATON
From the play by Clifford Odets · A Paramount Picture



HAS STARTED FOR "THE COUNTRY GIRL"

NEW YORK FILM CRITICS AWARD
Best Actress of Year...Grace Kelly

GENERAL FEDERATION OF WOMEN'S CLUBS
Best Actor...Bing Crosby...Best Actress ...Grace Kelly...One of Best Pictures

NATIONAL BOARD OF REVIEW
Best Actor...Bing Crosby...Best Actress ...Grace Kelly...One of Best Pictures

NEW YORK TIMES • HERALD TRIBUNE
DAILY NEWS • WORLD-TELEGRAM
One of Best Pictures

LOS ANGELES TIMES • LOS ANGELES MIRROR NEWS
One of Best Pictures

LOS ANGELES HERALD EXPRESS
One of Best Pictures...
Best Performances...include Bing Crosby, Grace Kelly, William Holden

"OSCARS" PREDICTED! By scores of national opinion-molders, including Life Magazine—Edward R. Murrow, CBS—Columnist Sheilah Graham—and many, many more!

Independent Trade Reviews

"The Far Country"

(Univ.-Int'l.) Technicolor 97 Min.

Cast: James Stewart, Ruth Roman, Corinne Calvet, Walter Brennan, John McIntire, Jay C. Flippen, Henry Morgan, Steve Brodie, Royal Dano.

Credits: Produced by Aaron Rosenberg; Directed by Anthony Mann; Story and screen play by Borden Chase.

Boasting the vivid scenery of Jasper National Park in the Canadian Rockies, where this Technicolor adventure was filmed in its entirety, "The Far Country" registers as top-line action fare that should do well in its market. Selling assist will come from the James Stewart name in this tale of the Alaskan gold rush. Plot unfolds neatly to detail the story of a lone-wolf cattleman who learns that he cannot survive without the help of his fellow man in a frontier town. Bolstering the story line are the performances of Ruth Roman, as a gambling queen, and Corinne Calvet, a tomboy. The menace is supplied by John McIntire, a political grafter, and his gang. Walter Brennan and Jay C. Flippen are the comics who serve to vary the pace of the proceedings. Good scripting enables the Stewart role to achieve a fair degree of depth, and thus catapult "The Far Country" into general audience position. Routine plot twists are compensated for by several suspenseful situations which serve to hold audience attention whenever things tend to slow down.

When Stewart and Walter Brennan drive a herd of cattle north from Seattle to the Canadian border, McIntire steps in to strong-arm the beef for himself. Stewart and Brennan, with the aid of Miss Roman, flee to the north but not after Stewart has regained his herd. In Alaska, Stewart buys a gold mine and strikes it rich but McIntire arrives to strong-arm the gold for himself. Stewart's trigger finger is injured in the fracas and not until it is healed can he seek revenge. Final gun duel also brings death to Miss Roman. Stewart realizes the error of his ways.

"Six Bridges To Cross"

(Univ.-Int'l.) 96 Min.

Cast: Tony Curtis, Julie Adams, George Nader, J. C. Flippen, Sal Mineo, Jan Merlin, William Murphy, Kenny Roberts, Richard Castle, Harry Bartel, Claudia Hall.

Credits: Produced by Aaron Rosenberg; Directed by Joseph Pevney; Screen play by Sydney Boehm; Based on a story by Joseph Dinneen; Title song by Jeff Chandler and Henry Mancini; Sung by Sammy Davis Jr.

A starkly realistic melodrama about the Boston gang that successfully staged the Brinks $2,500,000 armored car robbery several years ago is punched home in exploitable style in "Six Bridges to Cross." Picture has a number of unusual features backing up its melodramatic impact: characterizations are exceedingly well drawn; the robberies are imaginatively directed; the plotting is compelling. Add to these factors the best performance to date from Tony Curtis, bobby-sox idol, and big box office is apparent for this film. A sneak preview audience at the RKO 86th St. Theatre, N.Y.C., wildly applauded as soon as Curtis' face flashed on the screen.

Photographed largely in Boston, where locations add to the realism of the story, the picture carries a number of adult situations which help make the many plot turns seem convincing. Curtis, shown as a youth of the Great Depression drawn into crime because of bad times and a ghetto environment, makes the most of his role to draw audience understanding and sometimes sympathy to his character. His chief nemesis and confidant is a policeman, played with much conviction by George Nader. Romance takes third place in a pungent and sometimes brutal story that catapults plot twists and characterizations to the fore.

The script is loaded with exploitable angles, and what can't be purveyed in ads will be talked about by audiences. Curtis, when a youth, is rendered impotent by a pistol shot fired from the gun of Nader, who has caught him robbing a store. The two develop a close relationship in which Nader's aim is to set Curtis on the road to honesty. The youth, however, proves to be an unregenerate criminal and by the age of 40 has spent about half his life in jail. Possessing an analytical brain, Curtis stages the greatest robbery in U.S. history. The job is carried off successfully and Curtis nets a foolproof alibi. Only when his wife loses faith in him does he show the weakness that brings him death in a gun battle with his gang.

"A Life In The Balance"

(20th-Fox) 74 Min.

Cast: Ricardo Montalban, Anne Bancroft, Lee Marvin, Jose Perez, Rodolfo Acosta.

Credits: A Panoramic Production; Produced by Leonard Goldstein; Directed by Harry Horner; Screen play by Robert Presnell, Jr. and Leo Townsend; From a story by Georges Simenon.

Panoramic Productions may have come up with a "sleeper" in this imaginatively conceived and executed suspense melodrama of a little boy and a crazed killer filmed on location in Mexico City. Starring Ricardo Montalban and Anne Bancroft, both of whom turn in very nice jobs, the picture's strength lies primarily in its engrossing and intelligent script, derived from a story by the excellent French writer Georges Simenon. If handled and exploited properly, the film could more than hold its own as the major attraction of a bill, especially if word-of-mouth gets going on it. Working with a top notch screen play, director Harry Horner has done an excellent job of extracting as much suspense as possible from the script. In this, he has received invaluable help from the fine work done by his cameraman.

The basic element of suspense is provided by the relationship between Montalban's little boy, Jose Perez, and the mad killer, Lee Marvin. When Montalban is accused of a series of murders, Perez follows the real murderer to save his father. Since Marvin is a religious fanatic who has gone berserk, the audience never knows whether or not he will harm the little boy. The excitement has been enhanced by having the action unfold within the limit of one night, with the entire story set in the midst of a fiesta. The final chase scene takes place within the unusual architecture of the University of Mexico City, which will help add to the bizarre quality for U.S. audiences. The killer is finally captured and the boy saved, but not before enough harrowing experiences to keep audiences talking about this one after they leave the theatre.

"The Bamboo Prison"

(Columbia) 80 Min.

Cast: Robert Francis, Dianne Foster, Brian Keith, Jerome Courtland, E. G. Marshall, Earle Hyamn, Jack Kelly, Richard Loo, Keye Luke.

Credits: Produced by Bryan Foy; Directed by Lewis Seiler; Screen play by Edwin Blum and Jack DeWitt; Story by DeWitt.

"The Bamboo Prison" is a very entertaining and well made picture dealing with prisoners in Korea prior to the armistice at Pan Munjom. Bryan Foy has done an excellent job of production here, but despite this, in some cities in the general market, the film will get by best as a supporting feature. It has plenty of exploitation angles, being a timely story about American prisoners who refuse to go home. It shows these men to be opportunists and very weak people. It also shows the attitude of the other GI's toward these traitors. There has been some controversy in various publications as to the use of a spy in the film, who pretends that he is a priest. However, to this reviewer, it is made quite apparent that the character is a fake priest and the need for making an issue of this point is not apparent.

Robert Francis' fellow American P.O.W.'s in North Korea think that he is a "progressive" and collaborator and inform Brian Keith that they would like to knife him. In reality, Francis and Keith are U.S. intelligence officers trying to get a list of the atrocities committed by the Chinese and North Koreans before the treaty making at Pan Munjom begins. In order to do this, Francis becomes friendly with Murray Matheson's wife, Dianne Foster, whom he finds to be an anti-communist, despite the fact that she is married to an American traitor. E. G. Marshall, posing as a fake priest, is spying on the P.O.W.'s to find Francis and Keith so he can turn them over to the communists. Matheson discovers that Dianne is giving Francis his information and just as he is about to kill her, Francis arrives with Keith and shoots Matheson shortly after Francis has exposed Marshall as a fraud and killed him. Keith and Dianne take the information to the United Nations. When prisoner exchange time comes, Francis refuses to return because he knows that there are more secrets behind the bamboo curtain.

"Trouble In Store"

(Republic) 85 Min.

Cast: Norman Wisdom, Margaret Rutherford, Moira Lister, Derek Bond, Lana Morris, Jerry Desmonde.

Credits: A J. Arthur Rank Organization presentation; Produced by Maurice Cowan; Directed by John Paddy Carstairs; Screen play by Ted Willis, Cowan and Carstairs; Songs by David Arkell, Norman Wisdom, June Tremayne and Mischa Spoliansky.

"Trouble in Store" is a hilarious British comedy dealing with a series of madcap incidents in a major department store. Laughs come regularly and the humor ranges in vitality from the rawest slapstick to the slickest satire due to the magnificent buffoonery of Norman Wisdom, seen here for the first time. Wisdom is a lively comic, short in stature, who combines the crazy-quilt character traits of Jerry Lewis with the deadpan shenannigans of Buster Keaton for really surprising effect. A broadest possible audience will laugh itself silly during many portions of the picture. The box office should rock accordingly as a result.

Marquee lure for art houses is apparent in the name of Margaret Rutherford, seen in a couple of sequences as an eccentric dowager whose main hobby is shoplifting in the department store where Wisdom is employed as a stock boy. Latter has a crush on Moira Lister, a salesgirl, and an inherent inability to do the right thing at the right time. His fallings-out with the store's chief cause him to be fired, then re-hired, continuously. When Wisdom uncovers a gang of thieves trying to rob the store on the day of a gigantic sale, he manages to win the hand of Moira and the respect of his boss, at least for awhile.

Rank Plan Speculation

The industry is speculating about the announced plan of J. Arthur Rank to acquire U.S. theatres for the purpose of presenting his British pictures here. John Davis, Rank's managing director, has concluded his visit to the U.S. and returned to Great Britain, but no announcement has been forthcoming from the British producer.



Russ Tamblyn, Tony Martin and Vic Damone in "Hit the Deck," CinemaScope-Eastman Color



Edmund Purdom and Lana Turner star in "The Prodigal," CinemaScope-Eastman Color



Michael Wilding courts Leslie Caron in "The Glass Slipper," Eastman Color

Variety Of Attractions Ushers in Metro's Theatre Celebration Year

With 1955 marked as M-G-M's theatre celebration year, the company has slated a variety of pictures to back up its campaign. Leading the list is a flock of song-and-dancers to be released in the next few months, with the roster also including action thrillers and romantic dramas. The majority of the upcoming M-G-M product is in CinemaScope and almost all films are in some color process.

Of two films set for a February release, one, "Jupiter's Darling" is a Metro musical, while the other, "Many Rivers to Cross," presents a western action film. Both productions are in CinemaScope and Eastman Color. "Rivers" stars Robert Taylor and Eleanor Parker, while Esther Williams, Howard Keel, Marge and Gower Champion and George Sanders are topcast in "Jupiter's."

Two musical films are set for March, again both in CinemaScope-Eastman Color. The Vincent Youmans musical, "Hit the Deck," will be released this month with a cast including Jane Powell, Tony Martin, Debbie Reynolds, Walter Pidgeon and Vic Damone. The other film is "Interrupted Melody," film biography of opera star Marjorie Lawrence, and starring Glenn Ford and Eleanor Parker.

April releases include "The Glass Slipper" and "Bedevilled." "Slipper," in Eastman Color, stars Leslie Caron and Michael Wilding, while "Bedevilled" topcasts Anne Baxter and Steve Forrest in a CinemaScope-Eastman Color drama.

Pictures completed but not yet set for release include "Invitation to the Dance," a production with the accent largely on the art of the dance that stars Gene Kelly and a batch of dance stars headed by Nora Kaye. "Dance" has been filmed in Technicolor.

Another Gene Kelly musical on the list is the CinemaScope-Eastman Color "It's Always Fair Weather," in which Dolores Gray and the choreographer-dancer Michael Kidd have been cast in important roles.

Also completed are a series of costume dramas, including "Moonfleet," "The Prodigal" and "The Scarlet Coat." These three productions have all been lensed in CinemaScope-Eastman Color. "Moonfleet" has a cast starring Stewart Granger, Viveca Lindfors and George Sanders.

Lana Turner and Edmund Purdom are topcast in "The Prodigal," a production that the company has been spotting especially hard in its advertising campaigns. "The Scarlet Coat," an historical drama of U.S. history, stars Cornel Wilde.

In addition to these completed pictures, four features are currently in the shooting or finishing-up stages on M-G-M lots. Included in this list are "Blackboard Jungle," based on the best-selling novel and starring Glenn Ford, Anne Francis and Louis Calhern; and "The Cobweb," in CinemaScope and color.

Also currently in production are "The King's Thief," starring Edmund Purdom, Anne Blyth and David Niven, and "Love Me or Leave Me" in CinemaScope and color. The latter film stars Doris Day and James Cagney.

Two features are now being prepared: "Bannon" and "Bhowani Junction."



Howard Keel and Esther Williams in "Jupiter's Darling," CinemaScope-Eastman Color



Eleanor Parker and Robert Taylor in "Many Rivers to Cross," CinemaScope-Eastman Color



Gene Kelly, Claire Sombert in "Invitation to the Dance," Technicolor

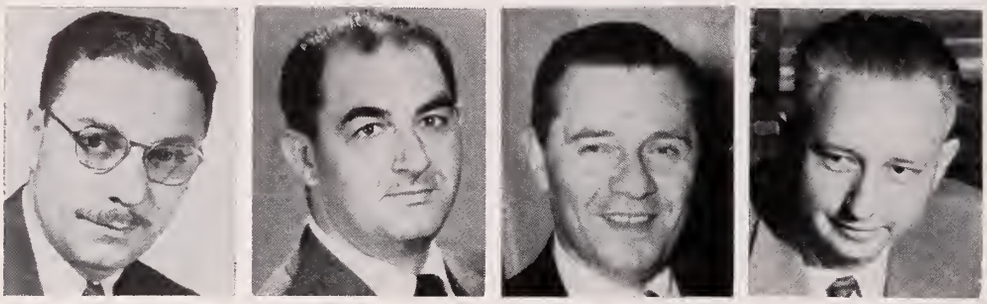


Eleanor Parker and Glenn Ford star in "Interrupted Melody," CinemaScope-Eastman Color



Stewart Granger and Viveca Lindfors in "Moonfleet," CinemaScope-Eastman Color

IFE Opens New District Offices; Sets 13 Italian Films For Release



IFE Releasing Corp. division managers, working directly under vice-president in charge of sales and distribution Bernard Jacon (left) are, (reading to right): Alex Cooperman, western; Seymour Schussel, eastern, and Glenn Fannin, central.

A broad program of expansion has been inaugurated by IFE Releasing Corp., which expects to have nine Italian-produced pictures in national release by August and an additional four in theatres shortly afterwards.

According to Bernard Jacon, vice-president in charge of sales and distribution, the company will open six new district offices and launch broadened sales operations that will more intensively cover all 34 of the exchange areas throughout the U.S., Alaska and Hawaii.

IFE will also move into larger offices at its present home office headquarters, taking over the floor formerly occupied by Fabian Theatres in the Paramount Building. The move will become effective in early February.

In expanding its distribution arm, IFE opens six new district offices in Detroit, Cincinnati, New Orleans, Charlotte, Kansas City and Portland, Ore., to make a total of 16 fully-controlled company offices, Jacon explained.

More manpower will handle the expanded facilities and will operate under supervision of three new division managers: Seymour Schussel, eastern; Glenn Fannin, central, and Alex Cooperman, western.

Mostly in Color

Pictures to be released through August, Jacon announced, are, with the exception of one, all in color and represent the "cream" of Roman production.

"The Wayward Wife," starring Gina Lollobrigida, will be distributed during Easter along with "Green Magic," which contains an English narration. Latter is an adventure film, photographed in Brazil.

"Love in the City," which will be tested in April, and "Too Young for Love," a story of teen-age romance, will follow on the agenda. "Husband for Anna," starring Silvana Pampanini, will also be released this spring.

August pictures will be "Neapolitan Carousel," a ballet-dance-vocal attraction; "Attila," co-starring Anthony Quinn and Sophia Loren; "Censo," with Farley Granger and Alida Valli, and "Maddelena," with Marta Toren.

Latter will have English sub-titles. All other pictures, Jacon pointed out, will be equipped with American-language dialogue via dubbing.

Reagarding the company's distribution setup, Jacon outlined the following new personnel listing, division by division:

EASTERN DIVISION, Schussel; Eastern District: New York, Phil Levine; Washington and Philadelphia, Arthur Levy; Charlotte, Dave Williams; North Eastern District: Boston, Al Herman; Albany and New Haven, serviced out of Boston; Buffalo, Dave Leff; Pittsburgh, serviced out of Buffalo.

Mid-eastern District: Cleveland, Mark Goldman; Detroit, to be announced; Indianapolis, serviced out of Cincinnati, where Murray Baker is in charge. Southeastern District: Atlanta, John Jarvis; who also will service Jacksonville; New Orleans manager, to be announced.

CENTRAL DIVISION, Fannin; Southwest District: Dallas manager will be announced and will service Oklahoma City and Memphis in addition. Midwest District: Chicago, Sam Chernoff, who will service Milwaukee and Minneapolis also; St. Louis, Robert Jacobson. Prairie District: Kansas City district manager will be announced. Manager will service also Denver, Des Moines and Omaha.

WESTERN DIVISION, Cooperman; Los Angeles District: Jerome Shefter. West Coast District: San Francisco, John Nercesian; Salt Lake City and Hawaii, serviced also by Nercesian. Northwest District: Portland manager, to be announced, will service also Seattle and Alaska.

Ring Lardner Seeks Highest Court Review

WASHINGTON. — Ring Lardner, Jr., has asked the U.S. Supreme Court to review an Appeals Court decision granting 20th Century-Fox the right to revoke his screenwriting contract because of his refusal to answer House Un-American Activities questions in 1947. At the time the film company had terminated his contract under a clause providing for such action on the grounds of moral turpitude. A District Court jury upheld Lardner's suit, but the Appeals Court reversed.

Rubin Honored



J. Robert Rubin, recently retired M-G-M vice-president, (left), receives a gold plaque from Barney Balaban, Paramount Pictures president, in recognition of Rubin's achievements in the field of human relations. Occasion was the annual Brotherhood Dinner of the Amusements Division of the National Conference, of which Rubin has been permanent chairman since 1936. Balaban was dinner chairman for the Waldorf-Astoria affair.

Re-Selling Public On Films Urged

OKLAHOMA CITY. — When the television set gets turned off it doesn't mean that the viewers automatically get up and go to the movies but rather the people have to be resold on the movie-going habit, Jeff Livingston, Eastern ad manager of universal told the partners and managers of Video Independent Theatres, Inc. at their annual meeting at the Skirvin Hotel here this week.



JEFF LIVINGSTON

Livingston pointed out that although there were 32,000,000 television sets in the U.S. as of Dec., 1954 as against 26,500,000 sets in Dec., 1953, an increase of 5½ million sets, business in the motion picture industry was generally better in 1954. He pointed out that while it was true that the national economy had improved, during 1954 the motion picture industry need not have derived its full share of the increase.

Approach Changing

Stressing that Universal's advertising approach to the problem of getting people into the theatres is a constantly changing one, Livingston pointed out that the increase in national magazine circulation during the past year indicated that many pepole were turning to magazines when they ceased watching their television sets.

With this in mind and having met with initial success in this field of advertising, U-I had become the second largest user of national magazine advertising space during the past year, he reported. Livingston also stressed the increasing importance of radio as a selling medium for motion pictures.

Gotham Video Station Nets 26 Republic Pix

WCBS-TV has acquired a new package of 26 feature Republic films for exclusive first-run-on-video showings in metropolitan New York starting Feb. 1, according to William C. Lacey, manager of the station's film department. The pictures will be shown on "The Early Show" and "The Late Show" and include such stars as Susan Hayward and Alan Ladd.

Titles include "Hit Parade of 1937" and "1943," "Someone to Remember," "Murder in the Music Hall," "Earl Carroll Sketchbook," "Calendar Girl," "Brazil," "In Old Sacramento," "Rendezvous With Annie," "That Brennan Girl," "Scatterbrain," "Sis Hopkins," "Puddin' Head," "Sleepytime Gal," "Sleepy Lagoon," "Joan of Ozark," "Chatterbox."

Also, "Village Barn Dance," "In Old Missouri," "Headin' for God's Country," "Oh, My Darling Clementine," "Big Bonanza," "Hitch Hike to Happiness," "Scotland Yard Investigation," "Campus Honeymoon" and "Night Train to Memphis."

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Todd-AO Gives Details Of Medium's Equipment

With the completion of "Oklahoma" in the Todd-AO system, the new process is scheduled to be introduced to the public via the slogan of "You're in the show—with Todd-AO." This campaign will center upon the chief claim of this new large-screen medium, that of audience participation.

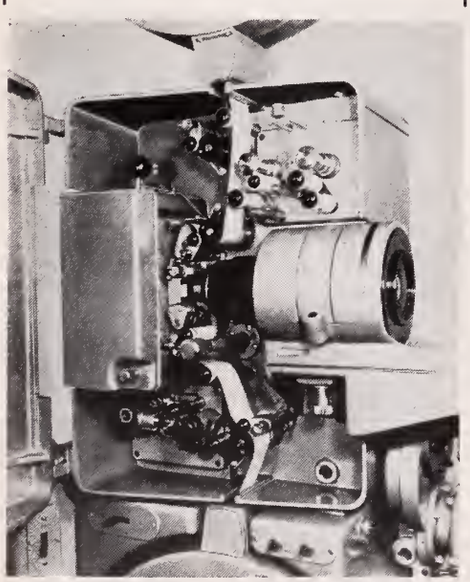
The process, which received its name from a combination of showman Michael Todd, executive with Magna Theatre Corp., and the American Optical Co. is the result of years of experimentation undertaken by Dr. Brian O'Brien, director of the Institute of Optics at the University of Rochester and vice-president of the American Optical Co.

Todd-AO uses only one camera and one projector. Four different lenses are used with the camera, covering angles of 37, 48, 64 and 128 degrees. The last is the so-called "bugeye" lens. Dr. O'Brien has reportedly designed a convertible camera which can use all four lenses interchangeably.

A negative film of 65mm is used and is said to give three and one-half times the photographic area of the standard 35mm film. Release prints will be 70mm with the extra 5mm being used for the six-channel stereophonic sound.

A Todd-AO motion picture is projected from a single projector onto a large curved screen which has an aspect ratio of 2 to 1. Average size was given as 51 feet across by 25 feet high. Since there would be a 13 foot curve in the middle, screen length would actually be 65 feet, according to Todd-AO figures. The screen must be of high reflective surface.

Projector Mechanism



A close up of the projector shows that it is equipped with a curved runner plate. The slight bend in a longitudinal direction gives the film a greater stiffness in transverse direction. The concave side of the runner plate faces the lens. For the purpose of achieving perfect definition, the distance between the film in the gate and the projection lens does not vary in the "All Purpose" projector.

The company claims that the Todd-AO projector is "universal," because it can handle the 70mm film, the Todd-AO film reduced to 35mm, any other wide screen picture (except Cinerama), and the conventional flat picture. Dr. O'Brien is said to have developed a special printer which can reduce the original 65mm negative to a Todd-AO 35mm negative and which can also make conventional wide screen and flat pictures, including CinemaScope.

The all-purpose projector is said to be suitable for 70mm film with any number of magnetic sound tracks and with separate sound film; CinemaScope film with four magnetic sound tracks, optical or Perspecta sound; wide screen films of any size with magnetic or optical sound; regular 35mm films; 3-D films in single-film and twin-film systems.

The driving mechanism of the all-purpose projector is housed in an oil-tight casing, closed hermetically by means of a large cover, which protects it against dust. The cover is fixed with five screws and can be removed easily for inspection of the mechanism. The latter part is said to be both sturdy and simple.

Construction for 35mm projection is exactly the same as for the 70mm projection except for smaller distance between the running faces of the plate and the smaller aperture. Changing over from 70mm to 35mm operation is said to take only ten minutes.

The mask of the gate for 35mm films can be replaced in a few seconds by that for CinemaScope films or by a wide screen mask, according to the report. All the sprockets used in this projector and the rollers of the first traps are universal and need not be replaced. The motors can be coupled with an interlock motor for showing image films with separate sound film and for 3-D projection according to the twin-film system.

To achieve perfect definition the distance between the film in the gate and the projection lens does not vary in the Todd-AO all-purpose projector, which is equipped with a curved runner plate. The slight bend in a longitudinal direction gives the film a greater stiffness in transverse direction. The concave slide of the runner plate faces the lens.

Major claim of the company is that the new process enjoys many of the advantages of Cinerama but without the distractions of that medium. Because only one camera and projector are used, there are supposed to be no seams in a Todd-AO picture. The image is said to flow smoothly across the screen, with the deep curve on the large screen resulting in a sense of participation on the part of the audience.

Projectors for showing Todd-AO features are being designed and constructed by the Phillips Electric Co. of Holland. This company is said to be working currently on a single projector that will play 35mm and 70mm product interchangeably via a simple system of switches and dials.

Todd-AO cameras are the size of a standard Mitchell, but with a head slightly larger and with wider film magazines for the wider negative. In place of the four sprocket holes on the regular 35mm film frame, there are five sprocket holes on the Todd-AO film. The camera works at 30 frames per second, instead of the conventional 24 frames, to make the action seem smoother on the large screen.

The camera weighs about the same as the standard Mitchell because of the use of new type fiberglass insulation. According to Robert Surtees, who directed the photography of "Oklahoma" he noted that "from a standpoint of optics alone, Todd-AO is a superior picture process; the proportion of the screen image is better, too."

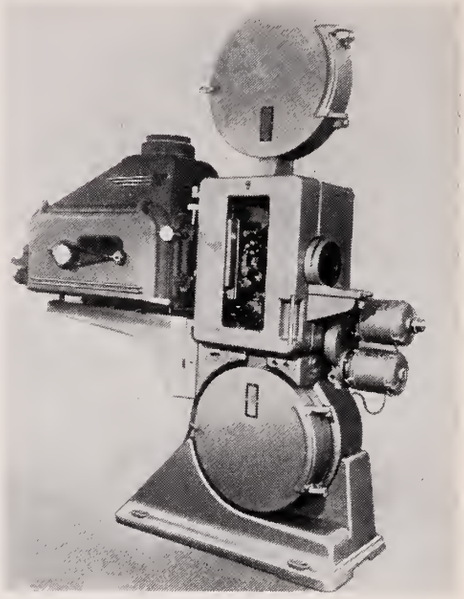
Surtees added that "Todd-AO is the epitome of perfection for the director of photography. He declared that "from the point of composition, Todd-AO presents a much better format — one that affords a greater compositional latitude for the cameraman and enables him to do a great many things pictorially that he has never been able to do in 35mm with a 3x4 format."

As more Todd-AO cameras are manufactured, they are to be made available to other studios and independent film producers by the Todd-AO Co.

"Oklahoma" negatives and prints are being made on Eastman Color film, processed by Consolidated Film Laboratories at Fort Lee, N. J. The sound, which consists of six sound tracks and one control track, is being handled by Westrex.

"Oklahoma" will open early in May at the Rivoli Theatre, N. Y. C. A few days later the production will open in theatres in Hollywood and Chicago, to be followed in the next few months with openings in 47 additional key cities.

Todd-AO Unveils All-Purpose Projector



Full view of the Todd-AO "All Purpose" projector, manufactured for the Todd-AO Corp. by the cinema department of the Philips Co. in the Netherlands. The projector, which will be used to project "Oklahoma," the first production in the new process, is said to be suitable for showing both 70mm and 35mm films, standard, 3-D, CinemaScope and wide screen films, and all with various types of sound tracks.

TOA 1955 Committee Chairmen Announced By President Martin

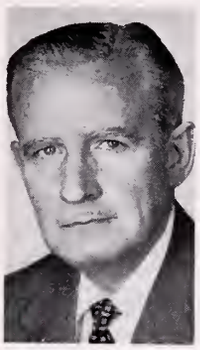
E. D. Martin, TOA president, has announced the organization's standing committee chairmen for 1955. Two new committees, created by resolution at the group's Chicago convention, are in the field of labor relations and insurance. The new chairmen will work closely with the membership, soliciting their advice and acting on their recommendations, according to the report.

Organization and membership chairmen include George Kerasotes, Walter L. Morris and Art Adamson; research chairmen, Myron Blank and Elmer C. Rhoden; COMPO, Samuel Pinanski and Pat McGee; theatre TV, S. H. Fabian and Mitchell Wolfson; national legislation, A. Julian Brylawski; state and local legislation, Robert E. Bryant; film reviewing, H. F. Kincey; labor relations, Duncan R. Kennedy, Philip F. Harling and Abe Blumenfeld.

Drive-in theatres, Jack Braunagel and Ray Edmondson; arbitration, Alfred Starr and R. B. Wilby; building and safety codes, Henry Anderson; concessions, Bert Nathan and B. S. Conviser; theatre equipment and accessories, Joseph J. Zaro, Lucian E. Pope and Edwin Gage; public relations, Jack Keiler and Emil Bernstecker; insurance, Gene Lutes, Arthur H. Lockwood and Ernest G. Stellings; legal council, Herman M. Levy.

New Appointments . . .

MERLIN LEWIS, well known picture trade paper executive, was elected executive secretary of the Theatre Equipment and Supply Manufacturers Association, Inc. by its board of directors. Lewis succeeds Roy Boomer, resigned recently because of ill health. At the time of his election, Lewis had been a vice-president of the "Film Daily." He has also worked for "Showman's Trade Review." Headquarters of TESMA will be opened in New York City, where Lewis will start activities Feb. 1. Lewis has had wide experience in theatre operations with Loew's, Warners and Skouras theatres, and with production-distribution companies, such as Paramount, M-G-M, UA and Columbia.



MERLIN LEWIS

JOHN M. BORGHESE was appointed director of television and radio publicity of Magna Theatre Corp. Borghese will work directly under Nicholas John Matsoukas, national director of advertising, publicity and exploitation for the company that is distributing "Oklahoma," which will mark the debut of the Todd-AO process.

WALTER MCCURDY was appointed manager of the confectionary sales department of American Broadcasting-Paramount Theatres. McCurdy succeeds Herbert Hahn, who is presently handling stockholder relations for the company. The new appointee was previously associated with Kendall Mills.

EDWARD P. CURTIS, Eastman Kodak vice-president in charge of motion picture film and foreign sales, was named general manager of the new international division formed by the company to combine the functions of the Rochester export sales department and the European & Overseas organization. Curtis will continue his present duties in addition to his new ones.

RICHARD B. DEMALLIE and MARCEL RUOT are assistant general managers of the new division. DeMallie joined Kodak in 1924, while Ruot has been with the company since 1927. Within the unit, four division posts were created. WILLIAM P. LANE was named head of the Far East division; RICHARD S. LEGHORN, European division; ARMIN S. BALTZER, Latin American, and KENNETH C. RAYNOR, Middle Eastern division.

GERALD C. BAILEY and DR. ROBERT F. EDGERTON were appointed technical assistants for the new unit. ROBERT E. SCHELLBERG was named administrative executive and GORDON E. FRISQUE, his assistant. HAROLD A. RITTER, a director of Kodak-Pathe, Paris, is management representative in Europe for sales and advertising. ANTHONY FROTHINGHAM transferred to the company's European division from Kodak-Pathe.

FRANK B. ROGERS, JR., a vice-president of Reeves Soundcraft Corp. since 1951, became executive vice-president in charge of Soundcraft operations, and HOMER W. CLAPPER, president of Bergen Wire Rope, a Soundcraft subsidiary, became executive vice-president of Soundcraft in charge of that division. WILLIAM H. DEACY, who joined Soundcraft in 1952 as a sales engineer, was elected a vice-president in charge of sales engineering.



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Westrex, Kalee Sign Perspecta Agreements

Westrex Ltd. and the G. B. Kalee Co., both of England, are the latest manufacturers of motion picture theatre equipment to sign licensing agreements to produce Perspecta Stereophonic Sound integrator units, according to C. Robert Fine, Perspecta president. Nearly 2,000 exhibitors have "already gone Perspecta," Fine noted, with an additional 5,0000 theatres throughout the world awaiting delivery of the integrator units.

Fine pointed out that the special significance of the Westrex and Kalee deals is that they break up the bottleneck of import restrictions which up to now has held back the equipping of British and other sterling area theatres. Westrex will act as suppliers of intregator units to Westrex offices throughout the world. Now 18 manufacturers throughout the world are licensed to make Perspecta equipment.

MPIC Cites Manco-Vision Screen Among Top Developments Of '54

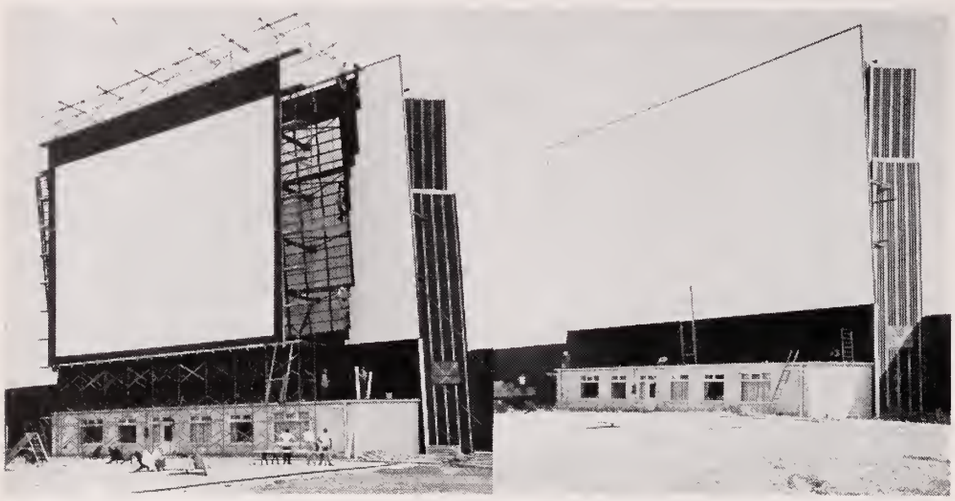


Photo at left shows installation process of a Manco-Vision extruded screen while a standard white paint screen is in temporary use. At right the Manco-Vision installation is completed. Screen is installed in aluminum panels six inches wide and six feet long. it is said to improve light reflection by 300 percent.

The Manco-Vision screen, an extruded aluminum screen for drive-ins that is said to reflect 300 per cent more light than standard ozoner white paint screens has been cited as being among the 10 most significant motion picture developments of 1954 by the Motion Picture Research Council. The Council developed the screen with the aid of the Aluminum Co. of America and the Manco Plating Co. of Los Angeles.

Because of the increased light and viewing improvement, it has been estimated that the new screen will permit ozoners to accommodate twice as many cars as they now do. The Manco Plating Co. is manufacturing the screen, distribution rights to which are held by J. B. Schuyler, president and general manager of Delft Theatres, a Michigian-Wisconsin chain.

According to trade reports, one drive-in theatre is said to have increased its box office receipts by $40,000 during a two-month trial period of the new screen. Schuyler claims that the Manco-Vision screen "has done as much or more for the drive-in theatre than any screen has ever done for the conventional four-wall theatre."

The screen allegedly gives even light distribution out to the extreme viewing angle with little or no fade-off. This quality has resulted from proper fluting, according to Schuyler. Another problem solved was to make the screen highly reffective yet still containing certain diffusing elements that would prevent high lights or are spots on the screen, he revealed.

Still another concern facing the Council, which worked for two years on the screen, was to control the color of the extruded aluminum panels. This is said to have consumed many months of experimentation.

The Council will furnish drive-in theatre owners with all the technical data for preparing their screen tower to accept properly the panels, which are six inches wide and six feet long. They are placed together in a manner similar to wood flooring by the tongue and grove method.

Important part of installing a Manco-Vision screen is the angle to which it must be placed in respect to the projection lense and viewing area, Schuyler explained. The angle must be exactly measured if the light is to be reflected into the correct area, rather than into the sky or between the first ramp and the screen.

Also, vertical and horizontal curvatures may be necessary in some instances, it was revealed. This information is available from the research council, whose Petro Valhos is credited with a large share of the development. The screen was first used at the Victory Drive-In, Butler, Wisc., a 1,200 car theatre with 19 ramps.

Price of the screen is $2 per square foot.

Scully Named Candy Convention Chairman

CHICAGO.—Charles F. Scully, president of Williamson Candy Co., has been named general convention chairman of the National Confectioners' Association 72nd annual convention and 29th Confectionary Industries Exposition, to be held here June 5-9 at the Conrad Hilton Hotel, according to Philip P. Gott, president of the association.

Other key committee chairmen include Robert B. Schnering, president of Curtiss Candy Co., program; Max L. Gartner, president Fascination Candy Co., Sunday-Get-Together; Henry Blommer, president Blommer Chocolate Co., dinner dance; N. J. Lavezzorio, vice-president Peanut Specialty Co., ladies entertainment; O. W. Johnson, vice-president Callerman Co., golf tournament, and David P. O'Connor, vice-president Penick & Ford, the exposition.

SMPTE To Commend Best Journal Article

HOLLYWOOD. — President John C. Frayne of SMPTE has appointed a five man committee to select the author, or authors, of the most outstanding article published in the Society's Journal in 1954. An award certificate will be presented to the winner at the Society's 78th semiannual convention to be held in Lake Placid, N. Y. Oct. 2-7.

Winning selection will be chosen for technical merit, originality, breadth of interest and excellence of presentation. The paper must deal with some technical phase of motion picture or television engineering. The award committee is headed by Dr. Armin J. Hill, staff physicist of the Motion Picture Research Council of Los Angeles and winner of last year's award.

In the meantime, spectators at the first technical meeting of the Western New York subsection of SMPTE on Jan. 26 will be given the opportunity to compare the quality of a color telecast simultaneously with a 16mm color print of the same program. A television how will be shown both on a color TV receiver and on a black-and-white TV set. Another 16mm color print will be shown simultaneously.

Theatreman Must Be Maitre D'Hotel—Allied Claims

The complicated business of running a theatre will be main topic up for discussion at the upcoming National Allied drive-in convention, set for the Chase Hotel, St. Louis, Feb. 9-10, according to an Allied bulletin. The report notes that "a successful exhibitor today must qualify as a maitre d'hotel as well as a showman."

The trade show will feature everything from giant screens, merry-go-rounds and swings to hot dogs and Chinese egg rolls, Allied discloses. The trade show is already assured of success because of booths sold, with hotel reservations coming in at a heavy pace, it was revealed. The national advisory committee consists of Ben Marcus, Jack Kirsch, Ruben Shor, Wilbur Snaper, Abe Berenson, Abram F. Myers, and A. B. Jefferis, convention chairman.

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Studying a VistaVision camera while on Wyoming location with Paramount's "The Far Horizons" are (l to r): the film's co-producer, William Pine; Charlton Heston, star, and Rudy Mate, director.

Para Grooms 12 Films At Studio

HOLLYWOOD.—The Paramount Studio has started the new year at a lively production pace, the latest analysis of activity showing seven major pictures in the cutting rooms, four shooting and another set to go before the cameras shortly.

All the pictures with the exception of one, "Mambo," which Ponti-DeLaurentiis produced in Italy for Paramount, are in VistaVision. All but two of the 11 VistaVision pictures covered in the production breakdown are in Technicolor as well.

Mitzi Gaynor will co-star with Bing Crosby, Donald O'Connor and Jeanmaire in "Anything Goes" at Paramount. The musical will be filmed in VistaVision and Technicolor. Robert Lewis, stage director of such hits as "Teahouse of the August Moon," "Brigadoon," "The Happy Time," and "Witness For the Prosecution," will make his Hollywood directorial debut on the film, which will be produced by Robert Emmett Dolan, who produced "White Christmas."

Pictures editing include: Alfred Hitchcock's "To Catch A Thief," starring Cary Grant and Grace Kelly, and "The Trouble With Harry," with Edmund Gwenn and John Forsythe; Bob Hope's new starrer, "The Seven Little Foys," and Martin and Lewis "You're Never Too Young."

Also, Hal Wallis' "The Rose Tattoo," top-billing Burt Lancaster and Anna Magnani; "Lucy Gallant," William H. Pine and William C. Thomas production starring Jane Wyman and Charlton Heston, and "Mambo," starring Silvana Mangano. "The Rose Tattoo" is in black-and-white VistaVision.

The cameras are rolling on Panama-Frank's Danny Kaye comedy, "The Court Jester"; Frederick Brisson's Rosalind Russell-starrer, "The Girl Rush"; "The Vagabond King," starring Kathryn Grayson and Oreste Kirkop, and "The Desperate Hours," William Wyler's black-and-white VistaVision production starring Humphrey Bogart and Fredric March.

"Artists and Models," Hal Wallis production starring Dean Martin and Jerry Lewis, is slated to go before the VistaVision Technicolor cameras next month.

HOLLYWOOD
...on the wire

RICHARD BERNSTEIN, *Editor*
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4225½ Lockwood Ave.,
Hollywood 29. Tel.:
Normandie 2-6494

United Artists' productions pending overseas made the news this week. Robert Rossen will film "Alexander the Great" in CinemaScope and Technicolor in Spain, with Claire Bloom co-starred with Richard Burton and Frederic March. In England, Sir Carol Reed signed to direct "Trapeze," starring Burt Lancaster, as his first film for an American production company. Harold Hecht, co-owner of the sponsoring Hecht-Lancaster Productions, will co-produce with James Hill. Story is by Ruth and Augustus Goetz from a Max Catto novel.

* * *

Paramount has signed a new contract with York Pictures Corp., calling for an additional seven pictures to assure the studio of a total of nine Dean Martin and Jerry Lewis comedies. . . . Screen rights to "Something of Value," soon-to-be-published novel by Robert Ruark, nationally syndicated newspaper columnist, have been purchased by M-G-M in manuscript form after highly competitive bidding by every studio in Hollywood. . . . The Harper's prize novel "Trial," by Don M. Mankiewicz, just published, was also acquired by M-G-M in manuscript form and is now being prepared for filming with Charles Schnee assigned as producer.

* * *

Robert Paul Smith, who with Max Schulman wrote the stage play "The Tender Trap," which ran on Broadway this season, has been signed to write the screen play for the motion picture version of the comedy. He will report to Lawrence Weingarten, who will produce.

* * *

Warner Bros. and Edward Small have concluded negotiations for the distribution of the Clarence Greene-Russell Rouse production of "New York Confidential," motion picture suggested by the title of the best-selling Jack Lait-Lee Mortimer book, it was announced by Jack L. Warner. The film was produced by Greene and directed by Rouse, based on an original screen play by Greene and Rouse. It stars Broderick Crawford, Richard Conte, Anne Bancroft, J. Carroll Naish and Marilyn Maxwell.

"Protection for a Tough Racket," a short story by Cordelia Baird Gross, which appeared in the December issue of "Harper's" magazine, was purchased by M-G-M and slated for 1955 production. The story is a comedy-drama about a Texas girl teaching school at an institution for problem boys in New York, who takes a part-time secretarial job in a Manhattan night club. Dore Schary has assigned Henry Berman to produce.

* * *

David Weisbart has been given a new contract by Jack L. Warner to mark the start of his fifth year as a producer and his 19th at Warners. Weisbart recently completed "Jump Into Hell," starring Jack Sernas and directed by David Butler, and "Target Zero," starring Richard Conte and Peggie Castle and directed by Harmon Jones. The producer has in work "I Died A Thousand Times," with Perry Lopez and Walter Abel and directed by Walter Doniger. He is preparing "Rebel Without A Cause," to star James Dean and to be directed by Nicholas Ray and "Prince Bart," based on the best seller by Jay Richard Kennedy.

* * *

Producer-director Vincent Sherman has acquired the motion picture rights to "Two Came by Sea," William Stone's best-selling novel published by William Morrow and Co. "Two Came By Sea" is the second property acquired by Sherman in the past two weeks. His previous purchase was Theodore Prat's "Smashup," a Gold Medal book. Sherman is aiming for summer production of "Two Came By Sea," on location in Tahiti, locale of the Stone novel.

* * *

Virginia Grey was signed for a top role in Republic's "San Antonio de Bexar," which will star Richard Carlson. The film will be lensed in Texas starting Mar. 1 under the direction of associate producer-director Frank Lloyd. Also playing a starring role will be Anna Maria Alberghetti. The out-door feature will be shot in Trucolor. . . . Frank Lovejoy was signed by Allied Artists to star in "Dark Venture,"



New officers of the American Cinema Editors for 1955 are, (seated, l. to r.): Fred Berger, re-elected treasurer; Richard Cahoon, president succeeding William B. Murphy; George Amy, re-elected vice-president; (standing, same order): Roland Gross, William Hornbeck, Alma Macrorie, Thomas Reilly and Aaron Stell, all board members. Also elected to the board but not shown were John Dunning and Richard Wray. Eda Warren, re-elected secretary, was absent also.

Film's Location Must Suit Story, Says Director Of "White Feather"

By Richard Bernstein

"Experience is the best teacher when it comes to motion pictures," Director Robert Webb explained during a luncheon interview. Webb is currently supervising the editing of his current 20th Century-Fox release, "White Feather," which was made in Technicolor and CinemaScope in Durango, Mexico. Robert Jacks produced the film. Its title is derived from the white feather that Debra Paget wears symbolizing a maiden and purity.

"We built a whole village of teepees for the film on location," Webb stated. "We selected the location with great care. Durango has some of the most beautiful clouds in the world and its sky is the bluest there is."

Webb explained that one of the big problems in making a motion picture is finding the proper location. "You find the location to fit the story," he stated, "you don't change the story to fit the location."

New locations, he added, give a film a new flavor. The audience sees panoramic scenery that it hasn't seen before and this gives a film freshness. Webb's picture work has taken him to France, Ireland, Italy, Germany, Africa, China, the Philippines and the South Pacific.

The director is also a stout believer in freshness in screen stories. He doesn't think that formula stories can go anymore. He pointed out that it isn't just an Indian story, but a story of human conflict and one that has characterizations that live and breathe.

Direction Stressed

He emphasized that a director has to believe in what he is making. He stressed that a motion picture has to be a vital thing that can stir audiences emotionally. Due to his background as a cameraman, he works very closely with his own cameraman, trying new shots, and presenting fresh locales in a different manner.

After "White Feather" is completed, Director Webb will announce his next project. He is currently reading scripts looking for that particular story "that will lend itself to the screen."

Webb is noted in the industry for his broad panoramic shots. His action sequences are considered some of the best ever filmed.

He graduated from the University of California at Berkeley, where he studied medicine, and joined his father as a practicing oculist. However, Webb had been a movie extra at the Selig Zoo during his summer vacation and he had the film virus in his blood.

After six months, he forsook the optical for the camera lenses. His older brother, Millard, who directed the first pictures of Walter Huston and who is credited with discovering Dolores Costello, gave Bob a job as an assistant cameraman.

"I learned about the camera and how it should and shouldn't be moved," the director explained. Following this, he was a property man, then he became an assistant director, after that a cutter.

Then came his long tenure with Henry King, during which Webb states that he gained a tremendous additional know-how in the making of motion pictures.



ROBERT WEBB

"I spent 10 years as a second unit director for King," the director cited. It was during this period that Webb got his opportunity to perfect his panoramic action shots.

"In 1945," he said, "I got a chance at mystery and directed two 20th-Fox who-done-its, 'The Caribbean Mystery' and 'The Spider.'" After this, he returned to second unit directing and also became associate producer of several films including "Lure of the Wilderness," "The Flaming Signal," "Wild Bill Hickok" and "The Duchess." He was the co-author of some of these films.

"A director should know story structure and he should know how to help a writer on a shooting script," Webb pointed out. He has sold three screen originals himself—"Broad Fields," "Red-Headed Blonde" and "Navy Nurse."

"Action has to have a place in a motion picture; you don't have action just to have action," the director said. He directed "The Glory Brigade," for 20th-Fox. This film dealt with the U.S. Combat Engineers and the Greek United Nations troops in Korea.

Webb also is responsible for what critics have called "some of the best underwater footage shot in recent years." This footage was in "Twelve Mile Reef," which he also directed for 20th-Fox.

Huston Using Todd AO

Plans for John Huston to film his next production, "The Man Who Would Be King," in the Todd-AO process were revealed in a release from Moulin Productions, for whom Huston has just completed "Moby Dick." "King" will be made for Allied Artists release. The event would mark the first use of new process by someone not connected with the development of the process.

HOLLYWOOD...

which will be produced by Lindsley Parsons with John H. Burrows as associate producer. . . . Columbia Pictures will team young Broadway actor Dick York with Aldo Ray in "The Gentle Wolfhound," which producer Fred Kohlmar will put before the cameras in Osaka, Japan, Feb. 28 with Richard Murphy directing his own script. . . . At U-I, Jesse Hibbs was set as the director of "The Spoilers," which will star Anne Baxter, Jeff Chandler and Rory Calhoun in the first Technicolor version of the classic Rex Beach novel. Ross Hunter will produced the picture. . . . Producer William F. Broidy signed Sidney Salkow as director of "Neon Rainbow," and set Jan. 25 as the starting date for the film, which will be made for Allied Artists release.

* * *

Warwick Productions, which now has a camera in Africa for "Safari," and another about to scout locations at Gibraltar for "Cockleshell Heroes," has found still another out of the way spot for its forthcoming film, "Zarak Khan." Burma and India are the locale of this novel.

* * *

"The Bar Sinister," classic turn-of-the-century story by Richard Harding Davis, will be brought to the screen by M-G-M in color and CinemaScope, Studio Head Dore Schary announced. John Michael Hayes is writing the screen play. Herman Hoffman will produce the film, marking his first feature production. Filming will take place in March. . . . Allison Hayes competes with Jeanne Woodward for the affections of Van Heflin in Copa Productions' "The Calico Pony," which Ted Richmond is producing for Columbia release, with George Sherman directing. . . . Leslie Caron will star in "Gaby" as her next picture at M-G-M. Edwin H. Knopf will produce.

* * *

Latest word from producer-director-writer John Huston is that "Moby Dick" has finished shooting and runs two hours and 45 minutes. Color in the film, Huston said, is "based on the technique of the mezzotint; it will provide a glimpse into the past," appropriate for the classic nature of the story. Picture is slated for October release.

Title Changes

U-I: **"Abbott and Costello in the Mummy"** is the new title for "Abbott and Costello Meet The Mummy." (Stars Abbott and Costello; Howard Christie produced.

Allied Artists: **"The Big Tip Off"** is the new title for "Twilight Alley." (Stars Richard Conte, Constance Smith and Bruce Bennett; William Broidy produced).

"Spy Catchers" is the final title for "Royal Rogues." (Stars Leo Gorcey and Huntz Hall; Ben Schwalb produced).

RKO: **"Rage at Dawn"** is the new title for "Seven Bad Men." (Stars Randolph Scott; Nat Holt produced).

REGIONEWS

ALBANY

Smalley houses in Cooperstown, Delhi, Dolgeville, Fort Plain, Johnstown, Norwich, Sidney, Stamford and Walton have joined Upstate Theatres, Inc., local buying and booking group directed by Leonard L. Rosenthal, with Mrs. Mary Flynn as booker. Joseph Marisola, who recently assumed operation of the Warren in Warrensburg, also became an Upstate member. A CinemaScope installation was made at the Warren. . . . Harry Lamont, who operates four ozoners and one indoor theatre, and John Gardner, owner of the Turnpike Drive-In at Westmere, are spending a month in Key West, Fla. with their wives. They inspected new outdoor projects enroute. . . . Alfred G. Sweet is new mgr. of S-W's Ritz, Albany, succeeding Jack Swartout, resigned. . . . Fabian's Mohawk Drive-In, Colonie, has a new 123' screen and is expanding its concession building for cafeteria-type operation. Alan V. Iselin did likewise at the Auto-Vision, also putting in a new booth.

ATLANTA

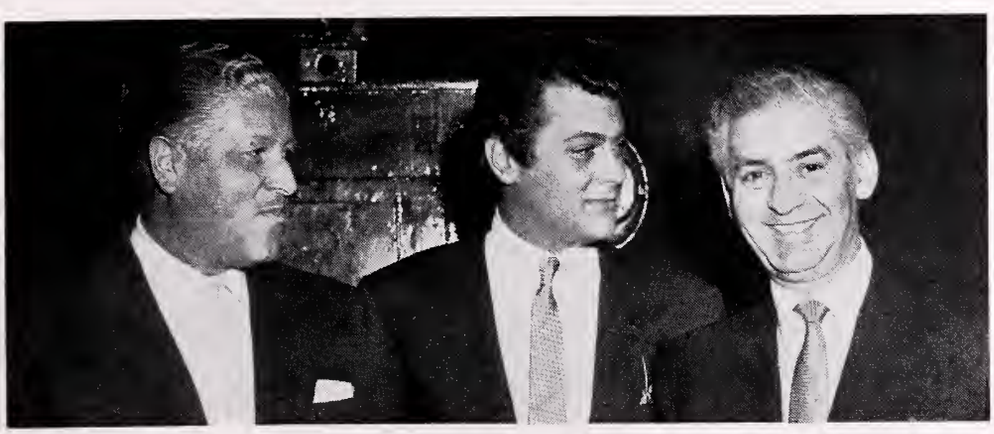
A. W. Corbett, gen. mgr. of the Claughton chain in Fla., concluded a five-theatre deal in Tampa which made Murray Stohl owner of Claughton's Roxy in St. Petersburg and the State, Palma, Ceia, Cinema and Northtown in Tampa. Lillian Claughton, pres., indicated the sale was made to eliminate management by "remote control" and added they were in the market for houses to add to the string in Miami. . . . Tommy Mote, formerly with Film Booking Office, now booker at Universal. . . . Ofela Menendez, cashier at the Royal in Tampa, Fla., at the point of a gun was forced to hand over more than $100 to a lone bandit wearing a handkerchief across his face.

Walt Miles, former mgr. of the Piedmont Drive-In, Atlanta, appointed mgr. of the Tower Theatre in Tampa. . . . Fourth St. Drive-In, Tampa, installed CinemaScope; San Marco Drive-In, St. Pete, a new CS screen; Cecil Cohen's Murray Theatre, Jacksonville, CS; Roxy in Lakeland, Fla. (Colored), a wide screen. . . . Jesse Cox added to booking dept. at Wallace Films. . . . Bill Baskin, Florida State booker, reports arrival of a baby girl; Ralph Puckhaber, mgr. Florida Theatre, Miami, a new son. . . . Jack Weiner, M-G-M's southern publicity chief, who suffered a lung puncture in an auto crash, taken off critical list.

Remodeling at Tropicaire Drive-In, Coral Gables, increased parking space by 80 cars, making capacity 775, and included installation of CinemaScope. . . . Brevard Drive-In at Eau Gallie, Fla., managed by Jack Grayson, added a train ride to its playground. . . . Sympathy to Rube Joiner of Joiner Booker Service on passing of his 20-year-old son, Reuben D. Joiner. . . . Tommy Thompson, pres. of TOO of Ga. and of Martin & Thompson Theas., was host to theatre men, radio, TV and press at a luncheon at Atlanta Variety Club, with Gov. Marvin Griffin as guest of honor. . . . Jesse Cox, one of Atlanta's old time movie operators, opened the Jesse C. Cox Stage Equipment Co. in the office of Wallace Film Co., 166 Walton St. . . . Wayne Spiering, mgr. of Ray Smith Co.'s candy and popcorn warehouse in Jacksonville, married Sylvia Rodgers, former asst. at the Main St. Drive-In there.

A new Grand Theatre, with larger screen and more seating capacity, replaces the one in Tallapoosa, Ga. which was destroyed by fire last spring. T. J. Moon is mgr. . . . Georgia Theatres opened the new Sunset Drive-In at Moultrie, Ga. and reopened the Lyric, Waycross, which had been closed for the past year. . . . J. P. Edge scheduled opening of his new Blue Sky Drive-In at LaFayette, Ga. for around the 15th of Jan. . . . Bill Durkee and Courtney Mutter are new owners of the Orange Lake Drive-In at Orange Lake, Fla. . . . Jim Crockett, formerly with film exchanges in Atlanta, opened a motel in Statesboro, Ga.

Roy Goodwin and Buddy Smith new at Stevens Piets. . . . Joe Taylor of the Hil'sboro Theatre in Tampa has a miniature circus display which attracts much attention. Every Sunday he assists at church services conducted at his drive-in, handling the sound system. . . . A letter written to the editors of Look magazine by Earle Holden, mgr. of Wilby-Kincey's Lucas Theatre in Savannah, Ga., is featured in a special booklet titled "Hollywood's Best Ambassador," copies of which are bieng sent to industryites by Look. . . . Mrs. Mildred Ricks resigned from the staff of Allied Artists.



Universal-International's sneak preview of "Six Bridges to Cross" at the RKO 86th Street Theatre in N.Y. attracted many industryites as well as Tony Curtis, star of the film, and his guests, Mr. & Mrs. Jack Palance. Curtis is seen here with Milton R. Rackmil, Universal prexy, and Sol Schwartz, RKO Theatres prexy.

BOSTON

Walter A. Brown, chief barker of Variety Club of New Eng., announced that Rudolph F. King, Mass. Registrar of Motor Vehicles, was chosen to be recipient of the Great Heart Award this year, at a banquet to be held in Early spring. Exec. dir. Wm. Koster is in charge of arrangements. The entire slate of Variety was reelected for 1955, marking the fourth consecutive year as chief barker for Walter Brown. . . . Tony Zinn was appointed associate mgr. to serve with Harry Harding at the Beacon Hill Theatre, replacing Sam Richmond who resigned. . . . Wendy Ellen, second daughter and fourth child, was born to the Irving Savers of Alexander Film Co. . . . Larry Wallace, concessions mgr. for E. M. Loew Theas., is in Winthrop Hospital for an operation.

Irving A. Isaacs, pres. of Independent Exhibitors, appointed the following committee to select a slate of officers for 1955: Norman Glassman, chairman; Leslie Bendslev, alternate; and Melvin Safner, Ted Rosenblatt and Edward Lider. Elections will be held March 1 at the annual meeting. . . . For the first time in its history, the Paramount will open at 8 A.M. for the run of "Gangbusters," action film distributed by Joseph E. Levine of Embassy Piets. . . . Ronald Baumberg, house mgr. at the Metropolitan for the past 10 years, resigned to go with Fruit of the Loom Co. He was with New England Theas. for 14 years. . . . Maurice N. Wolf, retired public relations representative for M-G-M, passed away at the age of 75. Born in Texas, Wolf came to Mass. 30 years ago and served as local M-G-M branch mgr. for many years. He was first pres. and charter member of the Variety Club of New Eng.

Florio Simo, RKO booker, transferred to Buena Vista as booker. His replacement at RKO is Richard Oberman, son of Metro's head booker, Nate Oberman. . . . Max Levenson, pres. of the Levenson circuit, is back from Florida greatly improved in health. . . . Theodore Fleisher and Joe Cronin, general co-chairmen of the Jimmy Fund campaign, announced that $430,435.49 was raised in 1954. . . . Arnold Berger resigned as dist. mgr. for Smith Mgmt. to develop his own drive-in business. He operates an ozoner in Stamford, Conn. and is looking around for other spots. His duties at Smith will be divided among other members of the staff.

Walter Heath, mgr. of L&G's Capitol at Hillsboro, N.H., received an unsigned letter with four $1 bills enclosed, reading, "I am returning $4 which I stole over the years by

BOSTON (cont'd.)

lying about my age." . . . Samuel Pinanski, New Eng. exhibitor chairman for the 1955 Brotherhood Week campaign, Feb. 20-27, announced the following appointments of state chairmen: Richard Smith, Mass.; Ray Kinury, Vt.; Fenton Scribner, N.H.; Connie Russell and Ralph Tully, Maine; and Myer Stanzler, R.I. . . . Ernest Comi, gen. mgr. of Capitol Theatre Supply, recently celebrated his 25th wedding anniversary.

CHARLOTTE

New owners of the Royal Drive-In and Breeze, Beaufort, S.C., are Ira and Earl Smith, also Ed Samuel. Reinhardt Ents. will buy and book. Reinhardt is also servicing the Gloria Theatre, Ninety-Six, S.C., owned by Les McConnell. . . . Screen recently installed at the Lee Drive-In, Sanford, N.C., to replace one blown down by Hurricane Hazel, also blown down by a storm. . . . Carolina Booking Service will buy and book for the Camporma Drive-In, Jacksonville, N.C. . . . Drive-In at Finklea, S.C., closed for the winter.

Seabreeze Drive-In at Mt. Pleasant will reopen in early spring with a CinemaScope installation. . . . Joe Anderson, Tarbor City, N.C., was in Charlotte buying equipment for his new theatre which will replace the one destroyed by fire several months ago. . . . James D. Geddie reports installation of wide screen and super Panatar lenses in his Carolina Theatre, Bennettsville, S.C.

CHICAGO

An out-of-court settlement is under way in the $800,000 Monroe Theatre anti-trust case against film companies, B&K and Winston Theatre, which was filed in 1951. . . . New law firm organized here by Sanford Wolff, James Frankel, John Pennish, Richard Orlikoff, Jack Jones and Richard Zimberg, with offices at 100 W. Monroe St. here and a Los Angeles location at 8907 Wilshire Blvd. . . . "Aida" breaking house records at the World Playhouse. . . . Adam Goelz named mgr. of Allianee's Roxy Theatre in Franklin, Ind. . . . Richard Cloonan of Capital Films announced birth of his first child, named Maureen Ellen. . . . Jack Rose of Ind.-Ill. Theas. became the grandfather of a baby girl named Barbara Ellen Rose.

Reported Cook County Supervisors will seek legislation for right to censor films in suburban towns and drive-ins outside Chicago. . . . WGN-TV buying 156 Serappy and Krazy Kat Columbia cartoon shorts and 15 John Wayne westerns from Republic. . . . B&K won bid for "Country Girl," to open at United Artist Theatre in Feb. for extended loop run. . . . Oriental Theatre booked "Long Gray Line" for Feb. loop showing. . . . Phil Dunne in town for "Prince of Players" booking deal. . . . Passed away: Ruby Berman, former Gt. States mgr. at Aurora, Ill.; Edward F. Mooney, Dominic Cristallo and Gus Hetzel, Operators Union.

George Askounis reopened the Towne Theatre, Midlothian, Ill., with CinemaScope equipment and William Kane as mgr. . . . Park Ave. Cinema, Park Ridge, Ill., opened with an art policy, under maagement of Stanley Kohlberg. . . . International Harvester presented a station wagon to Joe Swedie, an employee of the company, who nightly visits hospitals and other institutions to show films to kiddies. Variety Club is cooperating by supplying the films. . . . Dick Pitts named ad director of Filmack Co. . . . Harry Hoag, veteran owner of Momence Theatre, Momenee, Ill., passed away. Mrs. Hoag will continue operation of the house. . . . Edward H. Wolk, theatre equipment mfr., and his wife left for a three-month tour of Mexico, where they expect to meet with many of Mexico's leading theatre men. . . . David J. Talbot, chief city electrical inspector and head of board of examiners for movie operators' licenses, resigned after 20 years with the city bureau.

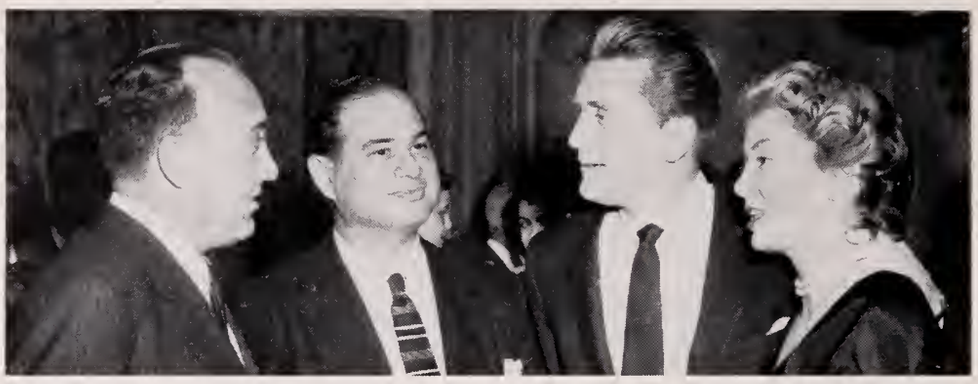
Trade reports George Jessel huddling with Commander Gene McDonald, Zenith prexy, regarding Phonevision tieup. . . . Eugene Atkinson, Operators Union 110 business agent, was presented with lifetime gold membership card in IATSE Union 780 for past services to that organization. . . . Dec. Chicago theatre tax was $107,109; total for year $1,203,243, an increase of 8% over 1953. . . . Charles Teitel acquired midwest distribution of "Illicit Interlude," a Swedish import, and Japanese film "Gate of Hell." . . . In line with aims expressed by chief barker Jack Kirsch, Variety Tent 26 will hold regular monthly meetings of both membership and directors — the former on the fourth Saturday of each month; the latter the first Friday. Installation of 1955 officers and directors is scheduled for March 7 in the Congress Hotel.

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Kirk Douglas and his wife chat with Arthur B. Krim (left), pres. of United Artists, and Robert S. Benjamin, board chairman, at cocktail party in New York's "21" Club, celebrating activation of Douglas' Bryna Productions, which will deliver six features for UA release.

CINCINNATI

The Royal, built in 1909 and the oldest theatre in Cincinnati, was completely redecorated and CinemaScope equipped. It is owned by F. W. Huss, Jr. of Associated Theatres and now boasts a screen which stretches across the entire width of the house. . . . Frank Weitzel, who has a booking and buying service, has added theatres in Winfield, Boomer and Smithers, W. Va. to his circuit. . . . Mrs. Anna Weitzel, Paramount employee and mother of Frank, is in the hospital for a kidney ailment.

While in Cleveland for a division meeting, 20th-Fox branch mgr. Robert McNabb, sales mgr., Bennett Goldstein, office mgr. Tony Knollman and the sales staff were guests at Izzy Schmetrz's 50th anniversary testimonial dinner. Fox officials, including Spyros Skouras, Al Lichtman, Glenn Norris and Tom McCleaster were in town for both occasions. . . . Bill Burns, Warner booker, and May Howard, Allied Artists secy., are planning to be married Feb. 12. . . . Elston Dodge, owner of the Elstun Theatre in Mt. Washington, which he recently modernized, and the Opera House in New Richmond, is also specializing in sale of CinemaScope lenses, VidoScope cylindrieal anamorphic lenses and the regular Kip-Tar lense which was used to screen "White Christmas" in VistaVision at Radio City Music Hall.

CLEVELAND

I. J. Schmertz, 20th-Fox branch mgr., was feted at the Hollenden Hotel by more than 800 industryites at a testimonial dinner marking his 50th year with the company. Guests came on from Detroit, Buffalo, Pittsburgh, Albany, Washington and N.Y. for the occasion. . . . Ernest Sands, Warner branch mgr., is recuperating from surgery. . . . Henry Greenberger of Community Theatre Circuit was reelected pres. of Cleveland Motion Picture Exhibitors Assn. Joseph Rembrandt of Center-Mayfield Theatre was elected v.p.; Ted Vermes of Yorktown Theatres reelected treas., and atty. Lewis Weitz elected secy.

DALLAS

Dallas exchanges may experience changes with National Film Service setting up a building in Houston to handle physical distribution for companies "if and when" they locate some functions elsewhere. 20th-Fox and Columbia are reported to be planning Houston exhanges and it was predicted that Houston would be used as a sales and booking headquarters by some companies, with NFS handling physical distribution. . . . "Cinerama Holiday" is scheduled to follow "This Is Cinerama" into the Melba Theatre around March 15, according to advertising by managing director Paul Swater. . . . Main Theatre, Seadrift, managed by Louis Madden, installed new RCA dynalite silver screen, also the Plaza, Donna, managed by Frank Strickland, Jr. . . . Trail Drive-In, Arkansas Pass, managed by Mr. Falgout, aequired RCA projectors to go with the new wide screen. Dynalite silver screen installed at the Rita, Benavides, managed by Amador Caballere, and sno-white screen at the Runge, Runge, managed by D. W. Triske.

DENVER

The largest group of exhibitors ever assembled here, numbering nearly 300, attended the Mero workshop and listened to

DENVER (cont'd.)

Emory Austin, N.Y. executive, tell of ticket-selling plans. The two-day affair included a luncheon to state legislators and other officials by Rocky Mountain COMPO, after which a short business session, presided over by Pat McGee and theatre owner Sam Feinstein, urged exhibitors to actively support COMPO at 5¢ a seat. . . . The Denver Post revamped its drama and film dept., with Bruce Hamby heading a new department which will cover films, drama, radio and TV.

Edward J. Mapel, owner of the Colorado and Gem, and a city councilman for 12 years, announced that he would run for re-election. He has been pres. of the City Council twice. . . . In appreciation of his having kept Variety Tent 37 functioning without clubrooms since its disastrous fire two years ago, the club presented past chief barker Ray Davis with a TV set. . . . Ed Resnick, most recently a salesman for Warner at Portland, Ore., has been transferred back to Denver to cover the southern district. . . . Charles Galbaugh, 69, projectionist at the Mayan, passed away.

Fred Paloski, Lippert branch mgr. in Salt Lake City, was in Denver to look at "They Were So Young." . . . Mr. & Mrs. Harold Olson, Sidney, Neb., and Mr. & Mrs. Kenneth Swartz of Red Cloud, Neb. are building a 400-car ozoner at Florence, Colo. for spring opening. . . . Variety Tent 37 gave $1,000 to the University of Denver's Speech and Hearing Clinic, to be used for purchase of equipment. . . . On the last day of the first three weeks of "20,000 Leagues Under the Sea" at the Denver, the 100,000th ticket was sold.

DES MOINES

Jim Gray resigned as mgr. of the Sac City Theatre after 11 years with Pioneer Theatre Corp. . . . The Monroe Theatre in Monroe was reopened by R. P. Davis in response to the "many requests" he received. . . . The Lakota Theatre in Lakota reopened after a two-week shutdown for repairs and renovation. . . . Oliver Farus, owner of the Iris Theatre in Riceville, cut his student admission charge to 35¢. . . . Don Niebaum is the new mgr. of the Strand in Waterloo after managing the Hollywood in Sioux City for seven years. Niebaum replaces William Gardner, transferred to Des Moines by Tri-States.

Harold Andrews was re-elected pres. of Motion Picture Operators and Stage Hands Local 332. Also re-elected were Charles Tintey, v.p.; A. E. Hubbard and Paul Nadelhoffer, sec.treas. and business agent, respectively. Ronald Dierks is the new sgt.-at-arms. New trustee for a three-year term is Charles Snyder. . . . The Princess in Humeston was reopened after Dec. closing. The theatre, owned by Harold Rudd of Winterset, will be operated by Mr. and Mrs. Don Trembly. . . . Burdette Ross closed the Lamont Theatre in Lamont for an indefinite period. . . . W. M. Watson announced closing of the Diagonal Theatre in Diagonal. . . . William Guthrie reduced admission price at the Dows Theatre, Dows, from 50¢ to 30¢ for adults. Children's tickets remain at 10¢.

DETROIT

During the 100 weeks that "This Is Cinerama" has been showing at Music Hall Theatre, William H. (Bill) Green, midwest ad.-pub. director for Cinerama, estimates that more than 1,200,000 persons have seen the production, with over 40% coming from out-of-city locations. . . . The second version, "Cinerama Holiday," opens Feb. 15 with a charity premiere. . . . Wayne Parsons, former mgr. of Korman's Broadway-Capitol and later at the Gold Coast Theatre, died suddenly from a heart attack.

Albert Dezel completed negotiations with Budd Rogers, representing Selznick Releasing Org. for the Detroit area re-release rights to "Notorious" and "Farmer's Daughter." Plans are now under way to open Selznick's "Adventures of Tom Sawyer" first-run for Easter Week Detroit booking. Dezel has also taken on Distributors Corp. of Am. franchise. . . . The Detroit Police censor bureau reviewed a total of 4,474,000 feet of film during 1954, and eliminated 27,200 feet both in domestic and foreign subjects. In addition, 537 theatre fronts were visited and a total of 18 advertising displays eliminated.

Watch These Dates!

Feb. 8-10: St. Louis—National Allied Drive-In Theatres convention—Chase Hotel.

Feb. 13-15: Washington, D.C. — Theatre Owners of America board and executive committee mid-winter meeting — Mayflower Hotel.

Feb. 22-23: Detroit — Allied Theatres of Michigan convention—Statler Hotel.

Feb. 28-March 1: Oklahoma City — Allied Theatre Owners of Oklahoma convention —Skirvin Tower Hotel.

March 1: Boston — Independent Exhibitors of New England annual meeting.

March 1-2: Columbus — Independent Theatre Owners of Ohio convention—Deshler-Hilton Hotel.

March 2-3: Kansas City—Kansas-Missouri Theatre Assn. drive-in session and convention.

KANSAS CITY

Judge Albert K. Ridge ruled that the Electric Theatre of K. C. Kans, need compete only with bidders from that city and not with K. C., Mo. theatres for first-run films. Decision came six weeks after the Electric was awarded damages in a suit filed against distributors. . . . R. M. (Bob) Shelton was upped from gen. mgr. and v.p. to pres. of Commonwealth when Howard Jamesyson advanced to board chairman. Elmer C. Rhoden, Jr. is asst. to the pres. Jack Braunagel, who headed drive-in operations, resigned to join United Theatres at Little Rock, Ark., and M. B. Smith was made coordinator of all divisions. Divisional managers include Roy Tucker, J. D. King, Doug Lightner, Phil Blakey and Ray Holmes.

The Jackson County Court granted a permit to Jas. E. Fortmeyer for an 800-car ozoner on Highway 24 west of Kentucky Road and ruled invalid a protest by property owners. Fortmeyer first filed for the permit in 1950. . . . Arthur Cole of Paramount, in charge of the Motion Pic. Assn. fund for a Sam Abend memorial at Camp Santosage, has these assistants: Bob Withers, Rube Finklestein, Harry Hendren, Senn Lawler, J. W. Lewis, Alex Shniderman, C. A. Shultz, Earl Jameyson, Jr., Ben Shylen and Elmer C. Rhoden, Sr. . . . Hank Doering of Peoples' Theatre in Garnett, Kans., is a member of the new Kansas legislature.

Roy O'Holloway bought the Kesner Theatre, LeRoy, Kans. from Mrs. Ray Miner, who had operated it since her husband's death. . . . Mr. and Mrs. Walter Bollinger of Ellenwood, Kans. celebrated their silver wedding anniversary with a free show at the Ellenwood Theatre for married couples and prizes for oldest and newest pair. . . . After remodeling, the Regent at Newton, Kans. will be called the Fox.

New equipment has been installed in the Canton at Canton, Mo. where R. L. Adkins is mgr., and the Clark at Shelbina with Dan Roads, mgr. . . . K. H. Ehret, former theatre owner at Clay Center, Kans., purchased a 13-unit apartment bldg. in K. C., Kans. . . . Harry Keiffer, Wichita, Kans. newspaperman and former owner of the Strand and Grand theatres at Salina, Kans., died recently. Also Reuben Melcher, founder of Poppers Supply Co. and Hollywood Servemaster Co. Howard Struman and associates bought the latter's businesses. . . . W. H. Gaffney, head of Dixie Ents., has acquired the franchise for Distributors Corp. of Am. product.

LOS ANGELES

The United States Supreme Court in effect upheld lower court rulings by refusing to review the suit brought by Fanchon & Marco against six of the eight majors. F&M charged Paramount, Loew's, RKO, 20th-Fox, Universal and United Artists with conspiring to deny first run to the chain's Baldwin Theatre, Los Angeles. Both District and Appeals courts had tossed out the suit with a finding that the distributors had acted independently according to the dictates of good business practice.

When "Battle Cry" opens in Hollywood on Feb. 2, it will be shown simultaneously at the Egyptian Theatre and Downtown Paramount. . . . Jerry Percell resigned as salesman for Columbia to join Metropolitan Theas., with office mgr. Bill Evidon stepping into the breach. Other changes involve Fred Wise, advanced from booker to office mgr., and salesman N. A. McTaggard into the booker's spot. . . . Royal Theatre in Guadalupe, operated by Moses Hernandez, has been equipped with the latest CinemaScope screen. . . . Mel Brown, owner of Twin-Vue Drive-In, caused a sensation on the Row when he appeared there 160 pounds lighter, the result of a rigidly supervised diet. . . . Paying one of his rare visits to the Row was Jimme Edwards, prexy of Edwards Theas.

The Empire, formerly handled by Exhibitors Service, will henceforth be piloted by Carl Young, who formerly operated his own theatres in L.A. and vicinity. . . . Robert Kronenberg of Manhattan films closed a deal in N.Y. for 26 new releases. . . . John P. Filbert, Jr. of the Filbert Co. will marry Lillian Anderson of the M-G-M exchange here. . . . Al Lapidus moved his popcorn plant from Pico Blvd. to Wash. and Vt. Aves. . . . Walt Disney's Buena Vista Film Corp. opened new offices on the Row, with Wendell Bjorkman in charge and Peter Thorne as L.A. sales representative.

Jack Dabbs, gen. mgr. of Millstein-Mellinkoff Circuit, disclosed the chain's plans to build its first ozoner on a site in Torrance, with capacity of 1500 cars. . . . Ann Snyder, Columbia bookkeeper, underwent facial surbery following an auto accident. . . . Plans

LOS ANGELES (cont'd.)

for construction of three more drive-ins in the Southland area are being drafted by Sterling Theas., the Danz organization which headquarters in Seattle. . . . Ezra Stern, Film Row atty., is the chief barker of Variety Tent 25. . . . Paul Schriebman joined Sam Nathanson's Gibralter M. P. Distribs. as legal counsel.

MIAMI

"Good Samaritan" awards, given yearly by Miami Variety Tent 33, were presented to Mitchell Wolfson and Sidney Meyer, co-owners of Wometco, and "Great Guy" awards went to Jack Bell, Paul Brunn and Dan Mahoney. Maurey Ashman, chief barker, made the presentation. . . . Mrs. Edward Claughton announced the sale of theatres to Maurie Stahl of New Jersey. They are the Roxy in St. Petersburg and the Palma, Ceia, State, Cinema and Northtown in Tampa. . . . Everett Hall, comptroller for the Claughton chain, received his orders from Uncle Sam and will be replaced by Ray Frantz.

Joe Perez, mgr. of the Circle is handing out cigars on the birth of a son, named Joe, Jr. . . . Lou Fishkin, mgr. of the Strand, at home recuperating from illness. . . . Roland Goldsmith upped from usher at the Royal to asst. mgr. at the Embassy. . . . Herbert Tomkins is new asst. mgr. at the Variety. . . . Paintings of Beatrice Drower, who cashiers at the Miami Theatre, are being exhibited at the Mayfair Art Theatre. . . . Variety's Children's Hospital will receive another iron lung via donations from citizens of Hialeah and Miami Springs and from the Citizens Federal Savings Loan.

MILWAUKEE

The Assn. of Commerce of Green Bay, Wis., in recognition of the civic services rendered by local theatre men, tendered a testimonial dinner at the Northland Hotel honoring Russ Leddy, Orpheum Theatre; Elmer Brennen, dist. mgr. for Standard Theatres, and Harold Klicka, mgr. of the Bay Theatre, at which principal speaker was Mike Simons, M-G-M'e director of public relations. . . . The Liberty Theatre here was reopened by new owner James Kavalry after complete redecoration and new installations including CinemaScope. . . . Pardee Theatre in Pardeeville has been taken over by Robert E. Armhein. . . . Bankruptcy proceedings were filed for the Greendale Theatre here. Owner Frank Schreihert closed the house recently. . . . William Benjamin of Screen Guild Prods. will distribute product of Distributors Corp. of Am. in this area.

The following, representing most of the drive-in owners here, will attend the National Drive-In convention in St. Louis, Feb. 8-10: S. J. Goldberg, Wausau; Fred Miner, Rice Lake; Bob Karatz, Stevens Pt.; Spiro J. Papas, Milwaukee; Ben Marcus, Allied States, pres.; Henry Tollette and Charles Lowe, Marcus Theas.; Bob Gross, Smith Mgmt.; Rudy Koutnik, No. 14 Drive-In, Dean Fitzgerald and Angolo Porchetta, Madison Theas.. . . Tom Watson of the Blanchardville Theatre, whose car was completely wrecked in a recent accident, got out with only a cut on his head and suffering from shock. . . . Three theatres now doing their own booking are Ken Brechler's Towne in Darlington; W. Charboneau's Grantland, Lancaster, and W. C. Fisher's Campbellsport.



Recognizing officially "M-G-M's 1955 Motion Picture Theatre Celebration" for Green Bay, Wisc., Mayor Dominic Olejniczak signs proclamation designating January as "There's More At the Movies Month." Surrounding the Mayor (l to r) are: Russell Leddy, Orpheum Theatre mgr.; Harold Klika, Bay Theatre mgr.; and E. R. Brennan, dist. mgr. for Standard Theatres, operators of the Bay, Time and West theatres in Green Bay.

MINNEAPOLIS

Charlie Jackson, veteran salesman at Warners, was honored by the exchange at a party upon his retirement. . . . Robert L. Lippert, Sr., was in from Beverly Hills to call on Don Swartz, local Lippert franchise holder. . . . Barbara Magnuson is the new contract clerk at RKO, replacing Inez Anderson Bronstad, who joined her husband in service. . . . Eph Rosen, M-G-M asst. branch mgr., has been temporarily transferred to Des Moines during the illness of branch mgr. Jerry McGlynn. . . . A new three-year contract has been signed by Minnesota Amusement Co. and RKO Theatres with projectionists Local 219, IATSE. It provides for no salary increase this year, but grants a 9¢-an-hour raise in 1956 and another 9¢ increase in 1957. Minneapolis independents have not yet signed a new contract.

Paul Perrizo installed CinemaScope equipment in his Avalon and Strand theatres at Blue Earth, Minn., and his Roxy at Winnebago, Minn. . . . Don Swartz' Independent Film Distributors is prepairing for its 10th anniversary drive, Feb. through April. . . . Plans for extensive remodeling of two independent loop theatres, the World and Gopher, have been announced. They will completely remodel their lobby, foyer and front. Liebenbenberg & Kaplan are architects for both projects. . . . UI- salesmen Charles Bliss and Robert Helmerson, called on circuit offices and buying and booking combines to plug U-I's annual drive based on a "baker's dozen" theme. (They plugged 13 pictures). Dressed as bakers, their aprons had names of the pictures they were promoting and "Charles J. Feldman Annual Drive" was written on their baker's caps. Offices they visited were served coffee and doughnuts.

Reelfellows Club, organization of film salesman, will have its annual dinner-dance and variety show at the Nicollet Hotel April 23. Don Halloran, 20th-Fox salesman, is in charge of arrangements. . . . John Arthur is the new asst. in the advertising dept. of MACO. . . . Madeline Dunn, bookkeeper at 20th-Fox for 34 years, retired. . . . Plans for expansion of TV facilities into Grand Forks and Bismarck, N. D., were announced. Stations of N. D. Broadcasting Co. in Valley City and Minto will originate the programs.

NEW HAVEN

Perakos Theatre Associates signed a 25-year lease on an 850-car ozoner under construction on Route 6A, near the Milldale underpass, by Ames Construction Co. The theatre will have a 100' CinemaScope screen. . . . Norm Levinson, former asst. mgr. at Loew's Poli, Hartford, left for Minneapolis to become regional exploitation representative for M-G-M. . . . Certificate of incorporation has been filed for Meadows Family Drive-In, Hartford, listing A. J. Bronstein, Atty. Bernard E. Francis and Israel Bregman as heads of Meadows Family Drive-In Theatre Corp. The project will hold 2,010 cars and opening is planned for early spring.

E. M. Loew has acquired the Candlelite Stadium, Bridgeport, from Bridgeport Sportsmen's Club for a reported $110,000, and will use the site for a drive-in, with construction to start within 30 days. . . . Charles M. Lane, owner-operator of the New Haven Drive-In, North Haven, filed certificate of incorporation for Summit Drive-In Theatre Corp. Lane and his associates, Irving C. Jacocks, Branford Theatre owner, and T. Holmes Bracken, also of Branford, are building a drive-in at Branford Hills. . . . Toll TV will be discussed by Herman M. Levy, gen. counsel of TOA and exec. secy. of MPTO of Conn., at the Feb. 8 meeting of the Hartford Advertising Club.

Bernard Goffin, mgr. of the Crown, New Haven, became mgr. of the Whitney Theatre in suburban Hamden, succeeding the late Trueman Ferguson. . . . A 750-car ozoner is being built at Southington by P. J. DiFazio, New Britain businessman. . . . Thomas Gandy was elected pres. of Waterbury Projectionists Local 304. . . . George H. Wilkinson, Jr. installed a new wide screen at his Wilkinson Theatre, Wallingford, Conn.

NEW ORLEANS

The Raymond Theatre, Raymond, Miss., has been re-named the Park and is now operated by Willard Kaminer who also operates the Park at Pelahatchie, Miss. . . . Don Goerge of Shreveport, La., sold out his interests to Thomas E. McElroy. Transfer includes the Don and Venus theatres in Shreveport and the Davis and Don Dr-In at Bossier City, La. . . . In Mobile, Ala., Harry T. Brown gave up operation of the Roosevelt Theatre and turned it back to its owner, Alex Gounaras.

The Bay View Theatre at Biloxi, Miss. changed ownership from J. M. Sullivan, Jr. to Charles Levy. . . . Mrs. Isabelle Guillory closed the Allen Theatre at Oakdale, La., but is continuing to operate the Delta. . . . The new Palm Theatre at Fort Palm, Fla. opened Jan. 6, under operation of Tom Barrow. . . . New Orleans' Crown Theatre burned to the ground recently, with loss estimated at $100,000.

NEW YORK

Edward L. Fabian, executive head of Fabian Theatres, has acquired a financial interest in Waxman Pictures Corp., headed by producer Philip Waxman, according to a trade report here. First picture on the Waxman slate is "Pistolero," starring Jack Palance for United Artists release, with David Miller directing. The film will roll the last week in March. Earlier in the week, Spyros S. Skouras and Plato Skouras, sons of 20th-Fox pres. Spyros P. Skouras, announced that they would organize a company with Robert Jacks and Robert Goldstein, to produce films for UA release.

NEW YORK (cont'd.)

Harry A. Harris has taken a long-term lease on the 800-seat Alpine Theatre at 208 Dyckman St., owned by Muriel J. Berlin, and plans immediate rehabilitation to include re-seating, installation of large screen and CinemaScope equipment. Deal was consummated by Berk and Krumgold, real estate brokers. . . . William "Bill" Gullette announces completion of Altec Lansing's S-15 stereophonic sound system and three Voice of the Theatre speaker systems designed especially for small capacity theatres, in one of the three screening rooms operated by him at 1600 Broadway.

"Cinerama Holiday" will have its world premiere at the Warner Theatre on Feb. 8, for benefit of the Travelers Aid Society. An all-time record of 2,165 showings of "This Is Cinerama" will end its run the preceding Sunday. . . . Arthur M. Rosen, son of the Sam Rosens of Stanley-Warner Corp., became engaged to Helene Weiss, daughter of the Joseph Weiss's of Paris, France. Young Rosen is with Stanley Warner Cinerama Corp. . . . Walter Reade, Jr., head of Walter Reade Theatres and pres. of Atlantic Video Corp., which operates WRTV in Asbury Park, N.J., asked the FCC for authority to discontinue Channel 58, the only channel allocated for Asbury Park, and operate on Channel 8.

Frederick W. DuVall, MPAA treas., succumbed to a heart condition at the age of 62. DuVall had been with the Association since 1929. Tribute to the executive was paid by Eric Johnston, MPAA pres., and Ralph Hetzel, v.p. in charge of the N.Y. office.

PHILADELPHIA

Four men, with an aggregate of some 200 years in the motion picture industry, will be honored at a dinner of Motion Picture Associates in the Bellevue-Stratford ballroom. The pioneers are Alexander Boyd, Abraham Sablosky, William C. Hunt and Benjamin Amsterdam, each of whom has played an important role in development of the industry. . . . For the first time in many years, not a single movie house is open on the Boardwalk in Atlantic City during the winter months. Most recent to close was the Apollo. . . . Union F-7 moving from 13th & Race Sts. to the MPO union offices at 1317 Vine St. . . . Some new members of Variety Tent 13 include Harold Block, Harry C. Gantz, Maurice H. Levin, Wm. Madden, Howard Maschmeier, Joseph Miller, Edward G. Murray and Ralph Schwartz.

The Robert Adlemans will soon be a threesome. . . . Rumored that Leonard Hetelson has joined with others in purchasing Lou Segal's Apollo Theatre. . . . A group of voters from Hanover, York County, asked the Penn. Supreme Court to nullify a 1953 referendum on Sunday movies because of alleged irregularities in the vote on Sunday movies, which were rejected by only 18 votes out of about 4400 cast. . . . Screen Guild received an extension of its local distribution agreement on "Martin Luther." Its next release from Filmakers will be "Crashout."

Manos Ents. now have a controlling interest in Super Sky Way Drive-In Theatre Corp., which retains Sol Shocker as managing director. The company will enlarge its ozoner near Allentown to 1,000 cars. . . . Some 250,000 special student tickets were distributed in public and parochial schools for "Hansel and Gretel" at S-W's Stanton Theatre. . . . U-I branch mgr. Ed Heiber became a grandfather for the first time when his son, Lewis, became father of a girl born in Chicago.

PITTSBURGH

Harold V. Cohen, motion picture editor of the Pittsburgh "Post-Gazette" was selected to receive the Screen Director's Guild annual critic's award, it was announced by George Sidney, Guild president. The award will be presented at the Guild's award dinner at the Biltmore Hotel on Feb. 13. Award is for the critic "whose reviews during the past year are judged to be the most perceptive and conducive to the betterment of motion pictures."

John H. Harris, pres. of Harris Theatre Co., was appointed national chairman for the motion picture industry's participation in Brotherhood Week, which will be celebrated in theatres throughout the nation Feb. 20-27. . . . Jimmy Hendel, UA exchange boss, has been elected national secy. of the Kappa Nu Fraternity. . . . The Fulton and the four other Shea houses in this district have become members of Allied Motion Picture Theatre Owners of Western Penn. . . . Whitehall Theatre had a near catastrophe when a car crashed into the lobby five minutes after the last patrons left the theatre.

PORTLAND

"Bridges at Toko-Ri," which was given a special preview by mgr. Ray Grombacher at his Esquire Theatre, will open at the Paramount on Feb. 9, according to mgr. Mose Mosher. . . . Frank Breall closing his Century for first four days of the week, to run on intermittent basis with revivals and newsreels. . . . Herb Larson, Oregonian drama editor, back at work after tough bout with pneumonia. . . . Mgr. Oscar Nyberg of Fox Theatre giving week-end talks on theatre operation for 150 juveniles when accompanied by teachers. Incidentally, William Lacey was named asst. to Nyberg. . . . Marvin Fox, mgr. of the Liberty Theatre, reports installation of a seamless screen.

The Irvington, leading suburban theatre, undergoing complete renovation, including new marquee. . . . Joseph Roy Ellison, a native of Friend Nebr., pioneer theatre man and civic leader, passed away at 79. . . . Walter Leverette, theatre operator in Jackson and Josephine counties, was named defendant in a personal damage suit for $76,338, charged with reckless driving. . . . Robert Corbin, mgr. of Oregon-Calif. Theas., announced special children's Saturday matinees for the Craterian in Medford, to be okayed by the Children's Library of Parents Magazine. . . . Theodore R. (Ted) Gamble, pres. of Mt. Hood Radio & TV Corp. and other enterprises, was appointed national director of the Treasury's Savings Bond campaign.

ST. LOUIS

The St. L. Court of Appeals set May 3 for a hearing in the LaCosa Theatre case, involving use of two union projectionists, wherein Hugh Graham won a decision in the County Circuit Court against Operators Local 143. The LaCosa was reopened Christmas Day by St. L. Amuse. Co., new operators, with one projectionist. . . . Committees for the National Drive-In Theatre Assn.'s second convention at the Hotel Chase, set for Feb. 8-10, are busy with plans. A. B. Jefferis is convention chairman. . . . Hugh Graham of St. L. leased the 250-car Starlite Drive-In near Salem, Mo. from Paul and Artie Hamaker and will open it sometime in April. . . . Frisina Amuse. will put CinemaScope into all its drive-ins for the coming season, having completed similar installations in its indoor houses. . . . Autovue Drive-In at Malden, Mo. installed CinemaScope equipment from St. L. Theatre Supply.

"Cinerama Holiday" will have its midwest premiere at the Ambassador Theatre Feb. 21. . . . C. Virgil Harris' 350-car All Star Drive-In at Clarkton, Mo. is scheduled to open next month. . . . State Senator Ed Long, owner of the Trojan at Troy and the Orpheum at Elsberry, Mo., also a director of MITO, officially assumed his duties as pres. pro tem of the Missouri Senate. . . . Christ Pashoff, former asst. mgr. at the Washington Theatre, Granite City, Ill., is mgr. of the City Theatre there, which reopened after being dark for two years. The new policy is selected top features at low prices. . . . Walter Lee received a handsome watch in recognition of his 25 years with Columbia, as head of the shipping dept. . . . Paul Hamaker, co-owner of the Starlite Drive-In at Salem, Mo. is back home after a checkup at Barnes Hospital.

Construction is under way on the $450,000 Holiday Drive-In in Overland, St. L. County, newest project of the Jablonow-Komm Theatres. Sixteen ramps on descending levels will accomodate 1,000 cars, and special heaters will be provided at 500 posts for year-round operation. . . . Stewart Cluster, operator of the Palace at Johnston City, Ill., will operate the 600-car drive-in under con-



Attending a special screening of 20th-Fox's "Prince of Players" at the Rivoli Theatre in New York are (l to r): Spyros S. Skouras, Jr., pres. of Skouras Theatres; Philip Dunne, the producer-director; and Raymond Wimple, v.p. of United Artists Theatre Circuit.

ST. LOUIS (cont'd.)

struction near the city limits of Marion, Ill., with April 15 set for opening. . . . H. Beck of Alton and Charles Goldman of St. L. reopened the 500-seat State at Alton, Ill., which had been dark since April 1954. . . . Mrs. C. W. Bates, former owner of the Lincoln at Athens, Ill., passed away.

Recently equipped for CinemaScope showings are the 282-seat Ohio at Golconda, Ill.; Roxy at Shelbyville, Ill., managed by Coy Blythe; Frank Mann's 500-seat Lions at Troy, Ill. . . . The 525-seat Amythis Theatre in St. L. was reopened by Marvin Bank for Negro trade only. . . . Jablonow-Komm offices are now housed in handsome new headquarters at 120 North Gay in Clayton, St. L. County. . . . Bill Powell, dist. mgr. for Midwest Drive-In Theas., is being transferred to Boston, Mass. headquarters.

SALT LAKE CITY

In a tieup arranged here in connection with the showing of "Vera Cruz" at the Lyric Theatre, a free trip to Mexico for two has been offered by the UA exchange, under branch mgr. W. W. McKendrick; Lyric mgr. Matt Knighton and the Desert News Telegram for the best letter describing why the winner desires to make this trip. . . . Dick Stafford, local Paramount salesman, succeeds Bus Campbell as pres. of Variety Tent 38. K. O. Lloyd is the new 1st asst.; Charles Walker, former 20th-Fox branch mgr., 2nd asst.; Ed F. Montague, treas. Campbell, branch mgr. for Associated Films, becomes international canvasman. Variety is studying several heart fund projects for inclusion in its fund raising drives.

Al Kolitz conferring with RKO branch mgr. Gifford Davison for early presentations of "Americano" and "Under Water." . . . S. S. McFadden, former sales representative in Montana for Columbia, took on new managerial duties at the exchange, replacing Harold Green, transferred to Los Angeles as branch mgr. George Berryman will go on the road into the Montana territory, with shipper Ralph Larsen replacing him as head booker. . . . Andy Floar, who operates the Star Theatre with his brother Tom, is the proud father of a baby girl.

SAN FRANCISCO

The new crew of Variety Tent 32 includes chief barker George Mitchell, Republic branch mgr.; 1st asst. Marshall Naify, United-Calif. Theas. exec.; 2nd asst. Henry Nasser, Nasser Theas.; property master Stanley Lefcourt, Principal Theas. and Royal Theas. Ltd. of Honolulu; dough guy J. Leslie Jacobs, theatre broker, and canvasmen Nate Blumenfeld, Charles Maestri, Ed Sonney. . . . Point Theatre, Point Richmond, will reopen under management of Robert Domenic. . . . The Palace, El Grove, Cal., will move into a newly built theatre soon.

Nate Blumenfeld reports their Fox Theatre in Napa closed and building sold to commercial interests. . . . Jose Gonzales, owner Decoto Theatre, Decoto, in town to look over plans for new theatre. . . . New Bodde screen recently installed in the Rio at Soledad. . . . New drive-in theatre under construction on Maui, Hawaiian Islands, scheduled for May opening by Maui Amuse. Co. . . . Prize-winning Japanese film "Ugetsu," at the Vogue Theatre in its 10th week, is second longest run for this house.

Growth of interest in foreign films seen in new procedure at Metro Theatre, which has scheduled "Earrings of Madam De" and "Companions of the Night" for Jan. 19-25. . . . Ted Tully, Niles Theatre, Niles, seriously ill in St. Mary's Hospital here. . . . Murray Gerson of Universal, recently re-elected pres. of Colosseum Loge #3, after three operations has regained a reasonable facsimile of his nose—the aftermath of an auto accident. . . . Ponderoso Pines Theatre, Bass Lake, will be handled by Arch Booking & Buying from now on, according to owner S. Kirby.

Babe Baratte of 20th-Fox was elected pres. of Local F-17; M-G-M's Jane Fritze elected business agent. . . . Bettie Gambie, head booker at Universal with 25 years service, now recuperating from a long siege in the hospital, wishes to thank the 300 exhibitors for the Silver Anniversary gift and party held in her honor. . . . Ted Reisch, Universal branch mgr., victim of a home accident, broke his wrist last week.

SEATTLE

Maurice (Morrie) Saffle has been elected a director of Theatre Owners of Washington, Northern Idaho and Alaska. Plans are being formulated by this organization for an all-industry dinner in honor of J. M. Hone, exec. secy., who will retire from his post around the 1st of April and who is presently representing the organization at the current session of the Washington State Legislature in Olympia. Among theatre owners united in plans to honor Hone are Fred Nessel of Walla Walla, W. B. McDonald of Olympia, John Kane and Chester Nilsson of Tacoma, L. C. Dawley of Redmond, George Blair of Vashon, Pat Tappan of Wenatchee, Morrie Saffle, Will Conner, Wm. Thedford, L. O. Lukan, H. B. Sabottka, Dwight Spracher and B. C. Johnson of Seattle and Harry Wall of Lewiston, Idaho.

Oscar Chiniquy sold the El Rancho Drive-In at Kent, Wash. to Bill Forman. . . . Walter Roe installed CinemaScope with a Mixer system in his Broadway Theatre, Seattle. . . . B. F. Shearer installed CinemaScope and new carpets in the Washoe Theatre at Anaconda, Mont. . . . Granada Theatre of Spokane, operated by Howard McBride will reopen Feb. 9 with CinemaScope. . . . The Grand at 85th & Greenwood Ave. is being equipped with a Walker wide screen, new anamorphic lenses and drapes by National Theatre Supply. . . . A 4-channel stereophonic system, new drapes and a Walker screen have been sold to Mike Barovic of the Liberty Theatre, Puyallup, Wash.

Films Televised Dec. 25, 1954 to Jan. 21, 1955

EDITOR'S NOTE: *The films listed below have been shown gratis on different television networks in the New York area and have not been previously used. A complete listing of titles of films already shown is available to our readers upon request.*

Title	Cast	Original release date
According to Mrs. Hoyle	Spring Byington	Monog. 5-20-51
The Ace	George Raft	
Asking For Trouble		
Bad Men of Tombstone	Barry Sullivan	Allied Artists 1-22-49
Bulldog Drummond in Africa	John Howard	Par. 8-1-38
Case of the Frightened Lady		
Charlie Chan In Reno	Sidney Toler	Fox 6-5-39
The Checkered Coat	Tom Conway	Fox 7-1-48
Cheer The Brave	Elsie Randolph	
Clouds Over Europe	Laurence Olivier	Col. 6-19-39
The Dark Mirror	Olivia De Havilland	Un. 10-1-46
Dark Waters	Merle Oberon	UA 10-31-44
Disc Jockey	Ginny Simms	Allied Artists 9-10-51
Death of An Angel		
Frontier Horizon	John Wayne	
Hellgate	Joan Leslie	Lippert Pic. 9-5-52
Kill Or Be Killed	Lawrence Tierney	Eagle Lion 3-1-50
Lawless Range	John Wayne	Rep. 2-3-39
Lulu Belle	Dorothy Lamour	Col. 6-11-48
My Beautiful Daughter	Gina Lollobrigida	
Nurse Edith Cavell	Anna Neagle	RKO 8-22-39
Partners of the Sunset	Jimmy Wakely	Monog. 3-1-48
Phantom Caravan	Don Ameche	
Prison Shadows	Roger Pryor	Victory Pic. 7-18-36
Ramrod	Joel McCrea	UA 5-2-47
The Rangers Ride	Jimmy Wakeley	Mono. 9-26-48
Return of the Plainsman		
Rome 11 O'Clock	Lea Padovani	Times Film 4-1-53
Secret Beyond the Door	Joan Bennett	Univ. 1-13-48
Solution by Phone	Clifford Evans	
Southside 1,000	Don Defore	Allied Artists 11-12-50
The Sullivans	Anne Baxter	Fox 2-3-44
Treachery	James Newell	
Two Lost Worlds	Laura Elliot	Eagle Lion 12-22-50
Victoria The Great	Anna Neagle	RKO 9-17-37
Wherever She Goes	Eileen Joyce	Mayer-Kingsley



Paramount's "Strategic Air Command," in VistaVision and starring James Stewart, was previewed at Loew's Capitol in Washington by Cabinet Members, U.S. Senators and Representatives, and top Army and Air Force officials. Shown here (l to r): Loew's executives Eugene Picker and John Murphy; General "Rosie" O'Donnell; Stewart; and E. K. O'Shea, Paramount distribution v.p. The picture will be released later this year.

FEATURES—Calendar of 1953-54 1954-55 Releases

(As far ahead as it is possible to obtain them)

ALLIED ARTISTS

Release Date	Release No.	Production	Time (min.)	Cast
June 6th	5419	Bowery Boys Meet The Monsters	65	Leo Gorcey, Huntz Hall
June 20th	5426	The Desperado	82	Wayne Morris, James J. Lydon, Beverly Garland
July 18th	5432	The Weak and The Wicked	71½	Glynis Johns, John Gregson
July 25th	5409	Return From The Sea	80	Jan Sterling, Neville Brand
Aug. 8th	5417	Security Risk	69	John Ireland, Dorothy Malone, Keith Larsen
Aug. 22nd	5412	Killer Leopard	70	Johnny Sheffield, Beverly Garland
Sept. 5th	5420	Jungle Gents	64	Leo Gorcey, Huntz Hall
Sept. 12th	5427	Two Guns And A Badge	69	Wayne Morris, Beverly Garland
		1954-55		
Oct. 3rd	5501	The Human Jungle	82	Gary Merrill, Jan Sterling
Oct. 24th	5502	The Bob Mathias Story	80	Bob Mathias, Melba Mathias, Ward Bond
Nov. 7th	5503	Target Earth	75	Richard Denning, Virginia Grey
Nov. 21st	5504	Cry Vengeance	83	Mark Stevens, Martha Hyer, Joan Vohs
Dec. 5th	5505	Port of Hell	80	Dane Clark, Wayne Morris, Carole Mathews
Dec. 19th	5506	Tonight's The Night	88	Barry Fitzgerald, Y. De Carlo, David Niven
Jan. 2nd	5421	Bowery to Bagdad	64	Leo Gorcey, Huntz Hall
Jan. 23rd	5507	Treasure of the Ruby Hills	71	Zachary Scott, Carole Mathews, Dick Foran
Feb. 13th	5508	Big Combo	89	Cornel Wilde, Jean Wallace, Richard Conte, Brian Donlevy
Feb. 20th	5509	Dial 116	62	Bill Elliott, Helene Stanley, Keith Larsen
Feb. 27th	5510	Murder Is My Beat	70	Barbara Payton, Paul Langton
Mar. 13th	5511	God's Angry Men	90	Raymond Massey, Debra Paget, Jeffrey Hunter
Mar. 27th	5512	The Big Tip Off	77	Richard Conte, Constance Smith, Bruce Bennett
Apr. 10th	5513	Annapolis Story (Tech.)	81	John Derek Diana Lynn, Kevin McCarthy
Apr. 17th	5514	High Society	61	Leo Gorcey, Huntz Hall
Apr. 24th	5515	Shot Gun	80	Sterling Hayden, Yvonne De Carlo, Zachary Scott

COLUMBIA

Release Date	Release No.	Production	Time (min.)	Cast
June	633	Saracen Blade (color)	76	Ricardo Montalban, Betta St. John
June	707	Jungle Man-Eaters	68	Johnny Weissmuller
June	—	Black Eagle (Story of a Horse)	76	William Bishop, Virginia Patton Gordon James
July	636	Indiscretion of An American Wife	63	Jennifer Jones, Montgomery Clift
July	649	Hell Below Zero (Technicolor)	91	Alan Ladd, Joan Tetzel
July	705	The Outlaw Stallion (Color)	64	Phil Carey, Dorothy Patrick, Billy Bray
		1954-55		
Special Release	701	The Caine Mutiny (Technicolor)	125	Humphrey Bogart, Jose Ferrer, Van Johnson, Fred MacMurray, Robert Francis, May Wynn
Aug.	704	Pushover	88	Fred MacMurray, Kim Novak, Phil Carey
Aug.	711	The Law Vs. Billy The Kid (Color)	73	Scott Brady, Betta St. John
Aug.	—	Gun Fighters (Reprint)	87	Randolph Scott, Barbara Britton
Aug.	—	Coroner Creek (Reprint)	90	Randolph Scott, Marguerite Chapman
Sept.	712	Bullet Is Waiting (Tech.)	82	Jean Simmons, Rory Calhoun, Stephen McNally, Brian Aherne
Sept.	710	Human Desire	90	Glenn Ford, Gloria Grahame, Broderick Crawford
Sept.	721	The Black Dakotas (Technicolor)	65	Gary Merrill, Wanda Hendrix, John Bromfield
Oct.	702	On the Waterfront	108	Marlon Brando, Karl Malden, Lee J. Cobb
Oct.	720	Three Hours to Kill (Technicolor)	77	Dana Andrews, Donna Reed
Nov.	—	The Detective	91	Alec Guiness, Joan Greenwood
Nov	716	Fire Over Africa (Technicolor)	84	Maureen O'Hara, Macdonald Carey
Dec.	715	Phffft	88	Judy Holliday, Jack Carson, J. Lemmon
Dec.	717	They Rode West (Color)	84	Robert Francis, Donna Reed
Jan.	731	The Bamboo Prison	80	Robert Francis, Diane Foster
Jan.	—	Masterson of Kansas (Technicolor)	73	George Montgomery, Nancy Gates
Jan.	735	The Violent Men (CinemaScope-Tech.)	96	Glenn Ford, Barbara Stanwyck, Edward G. Robinson

FILMAKERS

Release Date	Release No.	Production	Time (min.)	Cast
Sep. 15	6067	Private Hell 36	81	Ida Lupino, Steve Cochran, Howard Duff
(not set)	6068	Mad At The World		Frank Lovejoy, Keefe Brasselle, Cathy O'Donnell
Feb. 15	6069	Crashout		William Bendix, Arthur Kennedy, Beverly Michaels

I. F. E.

American Dialogue

Release Date	Release No.	Production	Time (min.)	Cast
June '54		Sensualita	74	Eleonora Rossi Drago, Amedeo Nazzari
August '54		Hell Raiders of the Deep	93	Eleonora Rossi Drago, Pierre Cressoy
September '54		Bread, Love and Dreams	90	Gina Lollobrigida, Vittorio De Sica
October '54		Girls Marked Danger!	75	Vittorio Gassman, Silvana Pampanini
November '54		Aida (in Ferraniacolor) (in association with S. Hurok)	95	Sophia Loren, Afro Polli, Lois Maxwell
November '54		Mademoiselle Gobette	78	Silvana Pampanini
December '54		Theodora, Slave Empress (Pathecolor	88½	Gianna Maria Canale, Georges Marchal,
January '55		Wayward Wife	95	Gina Lollobrigida

LIPPERT PRODUCTIONS

Release Date	Release No.	Production	Time (min.)	Cast
Apr. 2nd	5311	Fangs of the Wild	71	Charles Chaplin, Jr., Margia Dean, Onslow Stevens
Apr. 16th	5310	Heat Wave	68	Alex Nicol, Hillary Brooke
May 21st	5328	Monster From The Ocean Floor	64	Anne Kimbell, Stuart Wade
May 28th	5308	Cowboy (Eastman Color)	69	Special Cast
June 18th	5327	The Big Chase	60	Lon Chaney, Glenn Langan, Adele Jergens
June 25th	5326	Paid To Kill	70	Dane Clark
July 16th	5329	River Beat	73	Phyllis Kirk, John Bentley
Aug. 20th	5405	Thunder Pass	76	Dane Clark, Dorothy Patrick, Andy Devine
Sept. 3rd	5330	Terror Ship	72	William Lundigan
Sept. 17th	5404	Silent Raiders	65	Richard Bartlett, Earle Lyon, Jeannette Bordeaux
Sept. 24th	5401	The Unholy Four	80	Paulette Goddard
Oct. 8th	5402	Deadly Game	63	Lloyd Bridges, Simone Silva, Finlay Currie
Nov. 26th	5323	The Siege	63	Special Cast
Dec. 10th	5403	Race for Life	69	Richard Conte, Mari Aldon, George Coulouris
Dec. 24th	5407	The Black Pirates (Color)	74	Anthony Dexter, Lon Chaney, Martha Roth
Jan. 7th	5406	They Were So Young		Scott Brady, Raymond Burr, Johanna Matz
Jan. 28th	5411	The Silver Star		Edgar Buchanan, Marie Windsor, Lon Chaney

METRO-GOLDWYN-MAYER

Release Date	Release No.	Production	Time (min.)	Cast
June	425	Men of the Fighting Lady (Ansco Color)	80	Van Johnson, Dewey Martin, Walter Pidgeon
	424	Student Prince (Cinema-Scope-Technicolor)	107	Ann Blyth, Edmund Purdom, John Ericson
July	431	Valley of the Kings Eastman Color)	83	Robert Taylor, Eleanor Parker, Carlos Thompson
	430	Gone With The Wind (Technicolor)	222	Clark Gable, Vivien Leigh
Aug.	429	Her Twelve Men (Color)	91	Greer Garson, Robert Ryan, Barry Sullivan
	426	Seven Brides for Seven Brothers (Color-Cinema-Scope)	102	Jane Powell, Howard Keel
		1954-55		
Sept.	501	Betrayed (EastmanColor)	108	Lana Turner, Clark Gable, Victor Mature
	504	Brigadoon (Color-Cinema-Scope)	108	Van Johnson, Cyd Charisse
Oct.	503	Roque Cop	92	Robert Taylor, Janet Leigh
	502	Beau Brummell (EastmanColor)	111	Elizabeth Taylor, Stewart Granger
Nov.	507	Athena (EastmanColor-CinemaScope)	95	Jane Powell, Vic Damone, Debbie Reynolds
Nov.	510	Last Time I Saw Paris (Technicolor)	116	Elizabeth Taylor, Van Johnson, Donna Reed
Dec.	511	Crest of the Wave	90	Gene Kelly, Jeff Richards
	513	Battleground (Re-Issue)	118	Van Johnson, John Hodiak, Ricardo Montalban, George Murphy
	514	The Asphalt Jungle (Re-Issue)	112	Sterling Hayden, Louis Calhern, Jean Hagen
	512	Deep In My Heart (EastmanColor)	132	Jose Ferrer, Merle Oberon, Helen Traubel, Walter Pidgeon, Paul Henreid
Jan.	515	Bad Day at Black Rock (Color CinemaScope)	81	Spencer Tracy, Robert Ryan, Anne Francis, Walter Brennan
	516	Green Fire (Color CinemaScope)	100	Stewart Granger, Grace Kelly

FEATURES—Calendar of 1953-54 1954-55 Releases

(As far ahead as it is possible to obtain them)

Release Date	Release No.	Production	Time (min.)	Cast
Feb.	517	Many Rivers to Cross (Color CinemaScope)	83	Robert Taylor, Eleanor Parker
	518	Jupiter's Darling (Color CinemaScope)		Esther Williams, Howard Keel
March		Hit The Deck		Jane Powell, Tony Martin
		Interrupted Melody (Color CinemaScope)		Glenn Ford, Eleanor Parker
April		Glass Slipper		Michael Wilding, Leslie Caron
		Bedevilled (Color CinemaScope)		Anne Baxter, Steve Forrest

PARAMOUNT

Apr.	5351	Javanese Dagger (Featurette Special)	27	Paul Douglas
Apr.	5352	Falstaff's Fur Coat (Featurette Special)	27	Paul Douglas
Apr.	5353	The Missing Passenger (Featurette Special)	27	Paul Douglas
Apr.	5354	The Final Twist (Featurette Special)	27	Paul Douglas
Apr.	5355	The Sable Scarf (Featurette Special)	27	Paul Douglas
Apr.	5356	The Wedding Gift (Featurette Special)	27	Paul Douglas
May	5316	Casanova's Big Night (Tech.)	85	Bob Hope, Joan Fontaine, Audrey Dalton, Basil Rathbone
June	5317	Elephant Walk (Technicolor)	103	Elizabeth Taylor, Dana Andrews
June	5318	Secret of the Incas (Technicolor)	101	Charlton Heston, Robert Young
July	R5325	The Greatest Show on Earth (Re-Release)	153	Charlton Heston, Betty Hutton, James Stewart, Cornel Wilde, Dorothy Lamour, Gloria Grahame
July	5319	Knock On Wood (Technicolor)	103	Danny Kaye, Mai Zetterling
August	5320	Living It Up (Technicolor)	101	Dean Martin, Jerry Lewis, Janet Leigh
August	5321	About Mrs. Leslie	104	Shirley Booth, Robert Ryan
		1954-55		
September	5401	Rear Window (Technicolor)	119	James Stewart, Grace Kelly
October	5402	Sabrina	113	Humphrey Bogart, Audrey Hepburn, William Holden
October	R5403	Reap the Wild Wind (Technicolor) Re-release	124	John Wayne, Susan Hayward, Ray Milland, Paulette Goddard
November	5430	White Christmas (Vista-Vision-Technicolor)	120	Bing Crosby, Danny Kaye, Rosemary Clooney, Vera-Ellen.
December	5404	Three Ring Circus (Vista-Vision-Technicolor)	104	Dean Martin, Jerry Lewis
January	5405	The Bridges At Toko-Ri (Technicolor)	103	William Holden, Grace Kelly, Frederic March, Mickey Rooney
February	5406	Mambo		Shelley Winters, Silvana Mangano, Vittorio Gassman, Katherine Dunham and Dancers
February	5407	Conquest of Space (Technicolor)		Produced by George Pal
March	5408	Ulysses (Technicolor)		Kirk Douglas, Silvana Mangano, Anthony Quinn, Rossana Podesta
March	5409	The Country Girl	104	Bing Crosby, William Holden, Grace Kelly

RKO-RADIO

June	414	Sins of Rome	75	Massimo Girotti, Ludmilla Tcherina
June	413	Silver Lode (Technicolor)	80	John Payne, Lizabeth Scott
June	477	The Thing (Reissue)	80	All star exploitation picture
June	478	Stations West (Reissue)	80	Dick Powell
July	501	Susan Slept Here (Technicolor)	98	Debbie Reynolds, Dick Powell, Anne Francis
July	479	Gunga Din (re-release)	95	Cary Grant, Victor McLaglen, Douglas Fairbanks, Jr.
July	480	Lost Patrol (re-issue)	66	Victor McLaglen, Boris Karloff, Glenn Ford
July	351	Hans Christian Andersen (Technicolor)	112	Danny Kaye, Farley Granger, Jeanmaire
September	502	Africa Adventure	64	Documentary
Sept.	572	She Wore A Yellow Ribbon	104	John Wayne, Joanne Dru, John Agar
September	570	Every Girl Should Be Married (Reissue)	85	Franchot Tone, Diana Lynn, Cary Grant, Betsy Drake
September	571	The Window (Reissue)	73	Barbara Hale, Bobby Driscoll, Arthur Kennedy
October	503	Passion (Tech.)	84	Cornel Wilde, Yvonne de Carlo, Raymond Burr
Nov.	504	This Is My Love (PatheColor)	91	Linda Darnell, Rick Jason, Dan Duryea, Faith Domergue
Nov.	505	Cattle Queen of Montana (Technicolor)	88	Barbara Stanwyck, Ronald Reagan, Gene Evans, Lance Fuller, Tony Caruso
Dec.	508	Hansel & Gretel (Tech.)	75	The "Kinemins"
Jan.	509	The Americano (Technicolor)	85	Glenn Ford, Ursula Thiesa, Frank Lovejoy, Cesar Romero
Jan.		Jet Pilot (Technicolor-Superscope)	119	John Wayne, Janet Leigh
Jan.		"Son Of Sinbad" (Technicolor-Superscope)	90	Dale Robertson, Sally Forrest, Lili St. Cyr, Vincent Price, Mari Blanchard
Jan.		Quest for the Lost City (color)	60	Dane & Ginger Lamb
Jan.		Escape to Burma (Tech.-Superscope)		Barbara Stanwyck, David Farrar, Robert Ryan
Jan.		Seven Bad Men (Technicolor-Superscope)		Randolph Scott, Mala Powers, Forrest Tucker
Feb.	506	"Underwater!" (Technicolor-Superscope)	99	Jane Russell, Gilbert Roland, Richard Egan, Lori Nelson, Robert Keith, Joseph Calleia
Feb.	507	Tarzan's Hidden Jungle		Gordon Scott, Vera Miles
Feb.		The Conqueror (Cinemascope-color)		John Wayne, Susan Hayward, Pedro Armendariz

REPUBLIC

June	1st	5304	Hell's Half Acre	91	Wendell Corey, Evelyn Keyes, Elsa Lanchester
July	1st	5305	Laughing Anne	91	Wendell Corey, Margaret Lockwood, Forrest Tucker Ronald Shiner
Aug.	1st	5306	Make Haste to Live	90	Dorothy McGuire, Stephen McNally, Mary Murphy
Aug.	15th	5308	The Outcast	90	John Derek, Joan Evans
Aug.	23rd	5307	Johnny Guitar	110	Joan Crawford, Sterling Hayden, Scott Brady, Mercedes McCambridge
Aug.	25th	5310	Roogie's Bump	71	Robert Marriot, Ruth Warwick, Robert Simon
Sept.	1st	5309	Tobor The Great	77	Charles Drake, Karin Booth, Arthur Shields, Billy Chapin
Sept.	1st	5311	The Shanghai Story	90	Ruth Roman, Edmond O'Brien, Richard Jaeckel
Nov.	15th	5312	The She Wolf	93	Kerina, Ettore Manni, May Britt
Dec.	1st	5313	Trouble In Glen	91	Margaret Lockwood, Orson Welles, Forrest Tucker
Dec.	8th	5314	The Atomic Kid	86	Mickey Rooney, Robert Strauss, Elaine Davis
Dec.	15th	5315	Hell's Outpost	90	Rod Cameron, Joan Leslie, Chill Wills
Jan.	5th	5430	African Manhunt	65	Myron Healey, Karen Booth, John Kellogg
Jan.	28th	5326	Carolina Cannonball	72	Judy Canova, Ross Elliott, Andy Clyde
Jan.	12th	5431	Trouble In Store	86	Norman Wisdom, Margaret Rutherford, Moira Lister

TWENTIETH CENTURY-FOX

1954

June	406	Gorilla At Large (Technicolor-3-D)	84	Anne Bancroft, Cameron Mitchell, Lee J. Cobb
June	415	Demetrius and the Gladiators (CinemaScope-Tech.)	101	Victor Mature, Susan Hayward
June	414	Princess of the Nile (Tech.)	71	Jeffrey Hunter, Debra Paget
Aug.	408	The Raid (Tech.)	83	Van Heflin, Anne Bancroft
July	416	Garden of Evil (CinemaScope-Tech.)	100	Gary Cooper, Susan Hayward, Richard Widmark
July	417	The Gambler from Natchez (Technicolor)	88	Dale Roberston, Debra Paget, Kevin McCarthy
Aug.	419	Broken Lance CinemaScope-DeLuxe Color)	96	Richard Widmark Spencer Tracy, Jean Peters
Aug.	408	The Raid (Panoramic Prod.-Tech.)	83	Van Heflin Ann Bancroft
Sept.	420	The Egyptian (Cinema-Scope DeLuxe Color)	140	Gene Tierney Edmund Purdom, Victor Mature, Jean Simmons
October	421	Woman's World (CinemaScope Print by Technicolor)	94	Clifton Webb, June Allyson, Van Heflin, Lauren Bacall, Arlene Dahl, Fred MacMurray and Cornel Wilde
October	418	Flight of the White Heron (CinemScope-Tech.)	52	Documentary
October	424	The Adventures of Hajji Baba (CinemaScope Color by De Luxe)	94	John Derek, Elaine Stewart
October	422	Carmen Jones (CinemaScope-Color by De Luxe)	105	Harry Belafonte, Dorothy Dandridge, Pearl Bailey
November	423	Black Widow (CinemaScope-Color by De Luxe)	95	Gene Tierney, Van Heflin, Peggy Ann Garner
November	425	Desiree (CinemaScope-Color by De Luxe)	110	Marlon Brando, Jean Simmons

FEATURES—Calendar of 1953-54 / 1954-55 Releases

(As far ahead as it is possible to obtain them)

Release Date	Release No.	Production	Time (min.)	Cast
November	428	Black Thirteen	75	Peter Reynolds, Rona Anderon
November	427	Outlaw's Daughter (Color)	75	Bill Williams, Kelly Ryan
December	426	There's No Business Like Show Business	117	Marilyn Monroe, Ethel Merman, Dan Dailey, Donald O'Connor, Mitzi Gaynor, Johnnie Ray
December	430	The Other Woman	81	Hugo Haas, Cleo Moore
December	429	Devil's Harbor	71	Richard Arlen, Greta Gynt
		1955		
January	422	Carmen Jones (CinemaScope-Color by De Luxe)	107	Pearl Bailey, Dorothy Dandridge, Harry Belafonte, Joe Adams
January	502	Prince of Players (CinemaScope-Color by De Luxe)	102	Richard Burton, Maggie McNamara, John Derek, Raymond Massey, Charles Bickford, Elizabeth Sellars
January	540	Twelve O'Clock High (Re-Release)	132	Gregory Peck, Hugh Marlowe, Gary Merrill, Millard Mitchell, Dean Jagger
February	503	White Feather (CinemaScope-Tech.)		Robert Wagner, John Lund, Debra Paget, Jeffrey Hunter, Eduard Franz
February	505	The Racers (CinemaScope-Color by De Luxe)		Kirk Douglas, Bella Darvi, Gilbert Roland, Cesar Romero
February	506	Life in the Balance	74	Ricardo Montalban, Anne Bancroft, Lee Marvin, Jose Perez
March	507	Untamed (CinemaScope-Color by De Luxe)		Tyrone Power, Susan Hayward, Richard Egan, John Justin, Agnes Moorehead, Rita Moreno, Hope Emerson
March	504	That Lady (CinemaScope-Color)		Olivia de Havilland, Gilbert Roland, Paul Scofield, Dennis Price
March	508	Our Girl Friday (Color)		Joan Collins, Kenneth More, George Cole
April	509	A Man Called Peter (CinemaScope-Colr by De Luxe)		Jean Peters, Richard Todd, Gill Esmond, Robert Burton
April	510	Violent Saturday (CinemaScope-Color)		Victor Mature, Sylvia Sidney, Stephen McNally, J. Carroll Naish

UNITED ARTISTS

June —	5422	Challenge the Wind (Color by Color Corp. of America)	69	George & Sheila Graham
June —	5423	Gog (Eastman Color) Available in 3D	85	Richard Egan, Constance Dowling, Herbert Marshall
June —	5424	Hobson's Choice	107	Charles Laughton, John Mills, Brenda DeBanzie
June —	5425	Man With A Million (Technicolor)	90	Gregory Peck, Ronald Squire, Jane Griffiths
July	5426	Adventure of Robinson Crusoe (PatheColor)	90	Dan O'Herliby, James Fernandez, C. Lopez
July —	5427	Apache (Technicolor)	91	Burt Lancaster, Jean Peters
July	5417	Return to Treasure Island (PatheColor)	75	Tab Hunter, Dawn Addams, James Seay
July	5431	The Lawless Rider	62	Johnny Carpenter, Frankie Darro
Aug.	5429	Malta Story	98	Alec Guinness, Jack Hawkins
Aug.	5334	Crossed Swords (PatheColor)	86	Errol Flynn, Gina Lollobrigida
Aug.	5432	The Diamond Wizard	83	Dennis O'Keefe, Margaret Sheridan
Aug.	5430	Victory At Sea	96	Documentary
Aug.	5433	Down Three Dark Streets	84	Broderick Crawford, Ruth Roman
Sept.	5437	The Golden Mistress (Technicolor)	82	John Agar, Rosemarie Bowe
Sept.	5435	Jesse James' Women (Technicolor)	83	Peggie Castle, Jack Beutel
Sept.	5419	Khyber Patrol (Color)	71	Richard Egan, Dawn Addams
Sept.	5436	Suddenly	77	Frank Sinatra, Sterling Hayden
Oct.	5440	The Barefoot Contessa (Technicolor)	128	Humphrey Bogart, Ava Gardner
Oct.	5434	Sitting Bull (CinemaScope, color)	105	Dale Robertson, Mary Murphy
Oct.	5439	The Little Kidnappers	93	Duncan Macrae, Jean Anderson
Oct.	5441	Operation Manhunt	77	Harry Townes, Jacques Aubuchon
Nov.	5446	Twist of Fate	89	Ginger Rogers, Jacques Bergerac
Nov.	5438	Shield for Murder	80	Edmond O'Brien, John Agar, Marla English
Nov.	5444	The White Orchid (PatheColor)	81	William Lundigan, Peggie Castle
Nov.	5447	Snow Creature	70	Paul Langton, Leslie Denison
Nov.	5445	You Know What Sailors Are (Technicolor)	89	Akim Tamiroff, Donald Sinden
Dec.	5448	Vera Cruz (Technicolor, Superscope)	94	Gary Cooper, Burt Lancaster
Dec.	5443	The Steel Cage	80	Paul Kelly, Maureen O'Sullivan
Dec.	5449	Romeo and Juliet (Technicolor)	140	Laurence Harvey, Susan Shentall
Jan.	5450	Black Tuesday	80	Edward G. Robinson, Jean Parker
Jan.	5501	The Beachcomber (Technicolor)	82	Robert Newton, Glynis Johns
Jan.	5502	Battle Taxi	82	Sterling Hayden, Arthur Franz
Feb.		Sabaka (Technicolor)	81	Boris Karloff, Reginald Denny
Feb.		The Good Die Young	100	Laurence Harvey, Gloria Grahame
Feb.		Canyon Crossroads		Richard Basehart, Phyllis Kirk

UNIVERSAL

June	422	Drums Across The River (Technicolor)	78	Audie Murphy, Lisa Gaye
June	423	Black Horse Canyon (Technicolor)	82	Joel McCrea, Mari Blanchard
July	424	Johnny Dark (Tech.)	85	Tony Curtis, Piper Laurie
July	425	Tanganyika (Tech.)	81	Van Heflin, Ruth Roman
Aug.	427	Francis Joins The Wacs	94½	Donald O'Connor, Julia Adams
Aug.	428	Magnificent Obsession (Technicolor)	108	Jane Wyman, Rock Hudson
Sept.	429	Black Shield of Falworth (Technicolor-Regular)	99	Tony Curtis, Janet Leigh
Sept.	436	Black Shield of Falworth (Tech.-CinemaScope)		Tony Curtis, Janet Leigh
Sept.	430	Dawn At Socorro (Technicolor)	80½	Rory Calhoun, Piper Laurie
Oct.	431	The Naked Alibi	86	Sterling Hayden, Gloria Grahame
		1954-55		
Nov.	501	Bengal Brigade (Tech.)	87	Rock Hudson, Arlene Dahl
Nov.	502	Four Guns To The Border (Tech.)	83	Rory Calhoun, Colleen Miller
Nov.	504	Ricochet Romance	80	Marjorie Main, Chill Wills, Rudy Vallee
Dec.	510	Yellow Mountain (Technicolor)	78	Lex Barker, Mala Powers, Howard Duff
Dec.	505	Sign of the Pagan (CinemaScope-Tech.)	92	Jeff Chandler, Jack Palance, Rita Gam
Dec.	506	Sign of the Pagan (Regular-Technicolor)	92	Jeff Chandler, Jack Palance, Rita Gam
Jan.	507	So This Is Paris		Tony Curtis, Gloria DeHaven, Gene Nelson, Corinne Calvert
Jan.	508	Destry		Audie Murphy, Marj Blanchard
Jan.	503	West of Zanzibar		Anthony Steel Sheila Sim
Feb.	511	The Far Country (Technicolor)		Jim Stewart, Ruth Roman
Feb.	512	Six Bridges to Cross		Tony Curtis, Julie Adams
Feb.	513	Abbott & Costello Meet The Keystone Kops		Bud Abbott, Lou Costello

WARNER BROS.-FIRST NATIONAL

June 19th	328	Them	94	James Whitmore, Edmund Gwenn, Joan Weldon
July 3rd	329	The High And The Mighty (CinemaScope-Color by WarnerColor)	147	John Wayne, Claire Trevor, Laraine Day, Robert Stack, Jan Sterling
July 24th	330	Ring Of Fear (CinemaScope-Color by WarnerColor)	93	Clyde Beatty, Pat O'Brien, Mickey Spillane, Marian Carr
Aug. 7th	331	King Richard and the Crusaders (CinemaScope-WarnerColor)	113	Virginia Mayo, Rex Harison
Aug. 21st	332	Duel in the Jungle Technicolor	102	Dana Andrews, Jeanne Crain
		1954-55		
Sept. 4th	401	Dragnet (WarnerColor)	89	Jack Webb, Ben Alexander
Sept. 25th	402	The Bounty Hunter (WarnerColor)	79	Randolph Scott, Marie Windsor
Oct. 16th	403	A Star is Born (CinemaScope-Tech.) (Special Engagements only)	154	Judy Garland, James Mason, Jack Carson
Nov. 13th	404	Drum Beat (CinemaScope-WarnerColor)	111	Alan Ladd, Audrey Dalton
Nov. 27th	405	Track of the Cat (CinemaScope-WarnerColor)	102	Robert Mitchum, Diana Lynn, Teresea Wright
Dec. 11th	406	Saratoga Trunk (Re-release)	135	Gary Cooper, Ingrid Bergman, Flora Robson
Dec. 11th	407	The Big Sleep (Re-release)	114	Humphrey Bogart, Lauren Bacall, Martha Vickers.
Jan 1st	409	Young at Heart (Color by WarnerColor) (Print by Technicolor)	117	Doris Day, Frank Sinatra, Gig Young, Ethel Barrymore, Dorothy Malone, Robert Keith
Jan. 22nd	403	A Star is Born (In CinemaScope) (Color by Technicolor)	154	Judy Garland, James Mason, Jack Carson, Charles Bickford, Tom Noonan
Feb. 5th	408	The Silver Chalice (In CinemaScope) (Color by WarnerColor)	137	Virginia Mayo, Pier Angeli, Jack Palance, Paul Newman, Walter Hampden
Feb. 26th	412	Unchained	75	Elroy Hirsch, Barbara Hale, Chester Morris

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"BLACK TUESDAY"

The Day The Killers Die!

A LEONARD GOLDSTEIN PRODUCTION

DIRECTED BY HUGO FREGONESE

with PETER GRAVES · JEAN PARKER

Original Story and Screenplay by SYDNEY BOEHM

Produced by ROBERT GOLDSTEIN

thru UA

THE Independent FILM JOURNAL

DEVOTED to the BEST INTERESTS of the MOTION PICTURE INDUSTRY

In this issue

NEWS

REPRESENTATIVES OF ALL CO-OPERATORS MEET TODAY TO DISCUSS ACTION

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REVIEWS

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Vol. 18, No. 3 February 5, 1955

A "MUST" FOR EXHIBITION

NOW that the complex problem of subscription television is receiving increased attention from the Federal Communications Commission and the U.S. Congress, and action on the subject appears to be imminent, responsible exhibitors should be asking themselves, "What can I do in this situation to help my business?"

The answer is to join in and support the campaign of the Joint Committee on Toll TV which is presently soliciting voluntary contributions from theatre owners according to the COMPO formula of dues payments for theatres set up in 1954. (See scale of payments in story on page 5.) The committee is seeking to raise $150,000 with which to carry out its program.

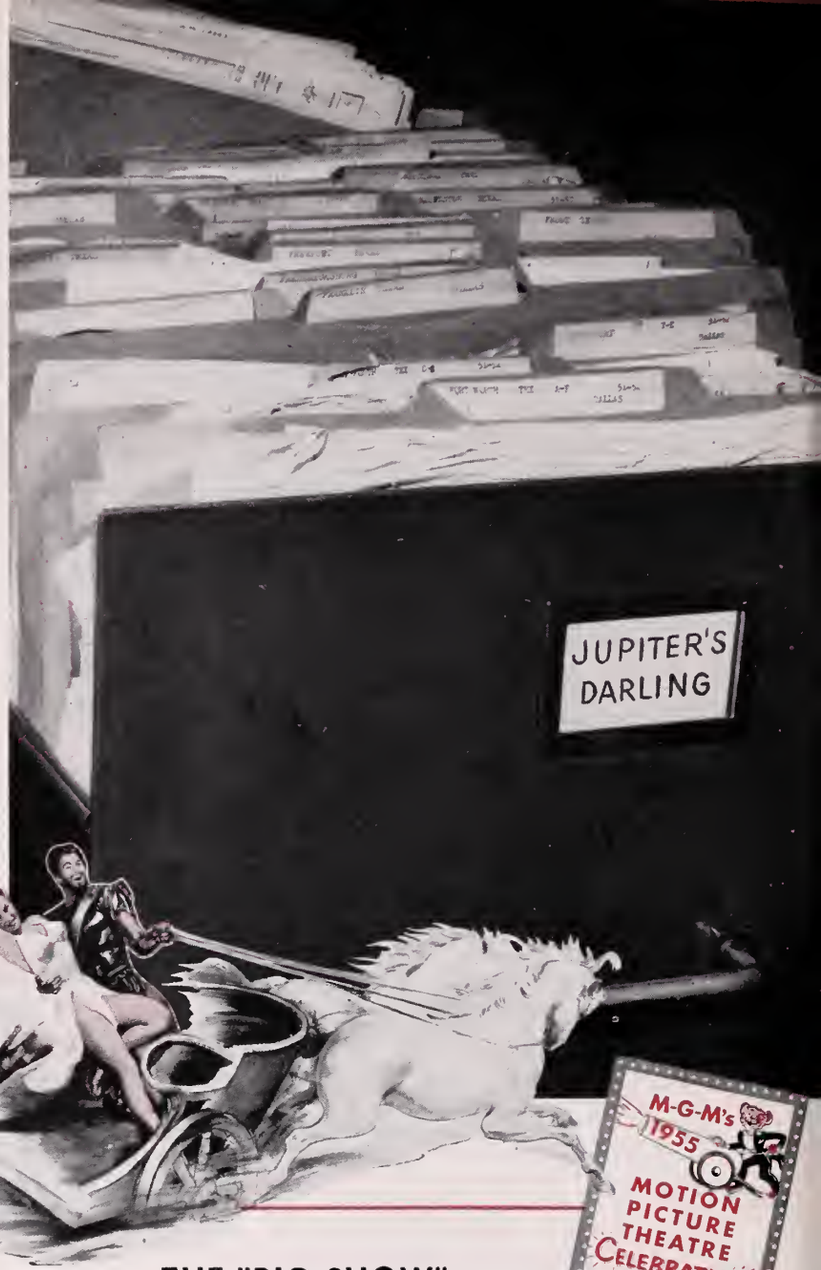
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THE FILES ARE BULGING WITH CONTRACTS FOR M-G-M's WASHINGTON's BIRTHDAY HIT!

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Spectacular splendor. Singing glory. Sights to see: Hannibal's Army and elephant cavalry; the Barbarian and the Beauty; amazing underwater dance spectacle; statues come to life; dance of the Painted Elephants; clash of armies at gates of Rome!

PROMOTION REACHES 270,073,553!

270,073,553 persons reached by advertising and TV. Twenty-one million viewers with Esther Williams on "What's My Line"; 42 million reached by Ed Sullivan's "Toast of the Town" (*scenes from the picture, interview with Esther*); 8,370,000 with Ed Murrow's "Person to Person" Feb. 11th visit to Esther's home; 198,703,553 readership of magazine ads and the 4 big national Sunday Supplements. Countless more millions will see the Baby Elephant in M-G-M's touring "Jupiter's Darling" truck, with visits to editors, TV and radio stations, hospitals, etc.

M-G-M's 1955 MOTION PICTURE THEATRE CELEBRATION
"THERE'S MORE FUN AT THE MOVIES!"

Just one of the BIG Celebration Pictures!

THE "BIG SHOW" of CINEMASCOPE COLOR MUSICALS!

With A Cast of Thousands Starring

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HOWARD KEEL
MARGE and GOWER CHAMPION
GEORGE SANDERS

with RICHARD HAYDN · WILLIAM DEMAREST

Screen Play by DOROTHY KINGSLEY

Based on the Play "Road to Rome" by ROBERT E. SHERWOOD · Songs: BURTON LANE and HAROLD ADAMSON

Choreography by HERMES PAN · Photographed in EASTMAN COLOR

Directed by GEORGE SIDNEY · Produced by GEORGE WELLS

—— ★ ——

(Available in Magnetic Stereophonic or Perspecta Stereophonic Optical 1-Channel Sound)

February 5, 1955
Vol. 35 No. 2

THE Independent FILM JOURNAL

Editor: MORTON SUNSHINE

DEVOTED TO THE BEST INTERESTS OF THE MOTION PICTURE INDUSTRY

Payment of this contribution, which is recommended by the representatives of all participating exhibitor associations, is a must for every theatre owner and the sooner the funds are received and put to use by the committee, the better for all concerned. Time is of the essence. The funds are needed now and there is no excuse for delaying participation once you are approached through a general mailing or other means provided by the committee.

It is within the realm of possibility that a hasty decision on toll TV may be made by the FCC even though reliable reports from within the Commission indicate that there will be no snap judgments. It is to be hoped that the FCC will first examine the broad questions which must be decided before there can be any proper ruling on the specific application for the approval of a toll TV system and the allocation of channels.

The FCC has yet to make a determination whether or not it has the power to authorize toll TV. For other good and valid reasons, the FCC may deem the problem a proper subject for legislation. In that event, the entire question of toll TV may be dumped in the lap of Congress. There are any number of other possibilities.

If the Commission did choose to go ahead on its own, it might have to consider many other complex legal and engineering problems. The traditional freedom of the airwaves and what constitutes public interest in this matter would be a subject for major consideration. The FCC should likewise have to consider whether pay-as-you-see video falls within the broadcasting category or is subject to a common carrier allocation. Consideration would have to be given to the granting of what virtually amounts to a government-sponsored monopoly and dozens of other problems including the effect of subscription television on the country's economy and retail business generally.

The proponents of toll TV have been conducting a campaign which is presently at its peak and strives to create the impression that the public is demanding this medium and that its sanction by the Commission will serve the public interest.

Action by the Joint Committee, in its own words, is "long overdue." It must be ready for all eventualities. The fallacies and the arguments of the toll TV sponsors must be exposed and it must be clearly demonstrated to the public, the FCC and Congress that pay-as-you-see TV would be detrimental to free home TV, and that the public will not be willing to pay for programs which they are now receiving free. It must be shown that toll TV is not in the public interest.

In this regard, participation by theatre owners in the campaign will not be ended with their contributions to develop the overall campaign. There may well be a necessity for a grass roots effort in much the same manner as in the Federal tax campaign. If ever exhibition had to stand united on an issue, this is it.

One thing must be made clear. Exhibitors do not object to toll TV. They do object to unfair competition from toll TV if the medium is granted the free use of the air waves. Theatre television must operate via coaxial cable and is denied the use of the air waves. If the sponsors of subscription television use coaxial cables to bring their programs into homes (for which FCC approval would not be necessary), there would be no justification for exhibitors to complain about a preferred economic position for toll TV.

To prepare all the necessary facts and figures for the information of theatre owners, the public, the press, the FCC and Congress, the Joint Committee has need of the services of constructive public relations counsel, expert legal counsel and sound engineering advice. All these services will cost money. Send in your contribution right away. Send it to Philip Harling, treasurer of the Joint Committee on Toll TV, 1585 Broadway, New York 36, N. Y. There's a job to be done.

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Legislation . . .

New York

A perennial bill sponsored by Sen. Fred G. Moritt, Brooklyn, proposes special taxes that N.Y.C. might levy, including a 10 percent levy on admissions to entertainment, but only if charge is $2 or more, because movies are the "poor man's entertainment." . . . Bill proposing that films brought into projection booths in theatres bear evidence of inspection and repair prior to shipment, has been reintroduced by Assemblyman Bertram L. Podell, Brooklyn. . . . The Williamson-Brook bill, proposing extension of "daylight saving time" from the last Sunday in September to the last Sunday in October, supported by Mayor Robert F. Wagner of New York, who has indicated probability of similar action by Massachusetts and possibly New Jersey. . . . Another measure would delay legalization of bingo beyond the three years the amending process requires. If the bill is not altered, the law would require any city, town or village desiring to allow bingo to hold a general or special election. Bill asks for a constitutional change to legalize the game on local option by 1958, and also limits prizes to $1,000 a night and $250 for any one game.

Massachusetts

Bill #718 asks for two licensed operators in projection booth. . . . Bill #934 would require special licenses for operators of projection equipment in churches, schools and institutions, at a fee of $3.00. . . . Bill #1204 proposes that storage or distribution of nitrate film for public exhibition be prohibited. . . . Bill #1692 asks to have age limit for licensed operators lowered from 21 to 18 years. . . . Bill# 1701 proposes an amendment to the cinematograph law which would invalidate existing regulations regarding use of nitrate films, to apply only to cellulose acetate or slow-burning films. . . . Bill to construct a $15,000,000 underground garage near Boston Common, to relieve congestion in shopping and theatrical districts, enthusiastically endorsed by many business leaders.

Oklahoma

A bill allowing Oklahoma City and Tulsa to levy local admission taxes is scheduled to be killed in the state senate. Sen. George Miskovsky, who introduced the measure, is expected to withdraw it after protests by local industry spokesmen.

Iowa

A new bill to restore licensing power to township trustees has been introduced in the senate by C. E. Stewart and others. Last year, the state supreme court held township powers to license businesses, especially theatres, were unconstitutional. The decision was handed down in connection with a fight over a license to a drive-in near Charles City. The new bill seeks to set limitations on the licensing power to meet the objections of the court. It would require that township trustees shall grant business licenses to any applicant who establishes that he is a person of good moral character and would be in conformance with health, fire and other regulations.

Delaware

Rep. Paul R. Livingston (Dem., Wilmington) has introduced a measure in the State House of Representatives which would permit theatres in unincorporated areas of New Castle County to operate continuously from noon to midnight.

Ohio

A new administration-sponsored film censorship bill defines "obscene" and "tending to incite to crime," and provides fines of from $25 to $300 for exhibitors who show unlicensed films, or distributors who refuse to delete objectionable material. In Cleveland, the welfare committee of the city council unanimously adopted a resolution calling on the legislature to enact a film censorship law that could be upheld by the U. S. Supreme Court.

SCTOA Fears Circuits' "Drive-In Dominance"

HOLLYWOOD. — Resolutions calling upon the Justice Department to review with a view to stem the further acquisition by large theatre circuits of additional houses have been adopted by the Southern California Theatre Owners Association. At a meeting held this week the members expressed their concern that the large theatre circuits would extend their dominance over the drive-in theatre business.

The resolutions urged Justice "to view with the greatest concern the efforts of the giant theatre companies, formed from the acquisitions of the producer-theatre-owning defendants, found to have violated the anti-trust laws . . . to expand their already overwhelming aggregations of theatre properties."

It was further urged that "the prohibitions against new theatre expansion and acquisitions by the theatre companies resulting from the divorcement of the former producer-theatre-owning companies be continued until" such time as found necessary.

Exhibs Named As Co-conspirators Weigh Joining 16mm. Justice Suit

The motion of the Justice Department to add Allied States Association and other exhibitor groups as co-conspirators in the long-pending 16mm anti-trust case will be heard next week (Feb. 7) in Los Angeles by Federal Judge Harry C. Westover.

Included as co-conspirators, besides Allied, would be: the Southern California Theatre Owners Association, COMPO, Metropolitan Motion Picture Theatre Owners Association, ITOA, and the Pacific Coast Conference of Independent Theatre Owners.

The latter organization has been out of existence for several years. With headquarters in San Francisco, it was last known as Western Theatre Owners. According to Assitant U.S. Attorney James McGrath, it was named in order to make its actions admissible as evidence in the trial.

The government's idea in making these groups co-conspirators is to broaden the field of evidence which the government can introduce in the case. However, as alleged co-conspirators, the exhibitor groups would not be permitted to take part in the trial of the suit. They cannot call witnesses, cross-examine witnesses or address the judge or jury. At most, they could submit a "friend of the court" brief at the end of the trial. On the other hand, they would not be bound by any findings or judgment ultimately entered by the court.

National Allied officials confirmed a report that they might prefer to become a defendant in the suit, rather than a co-conspirator. As defendants, they could present their own evidence to refute the government's charges. However, the risk involved, in addition to time and money spent, would be great. If the case is decided in the government's favor, the court might bind the exhibitors in the final findings and judgment. In that event, the theatre owner groups might be liable for damages brought by an individual TV station owner, who could use the government-won verdict and judgment as prima facie evidence in his own suit.

Some National Allied officials feel that even if Allied became a defendant in the case, the final court order would apply only to the distributors and not to the exhibitors. Because of the complexity of the situation, Allied does not expect to make its decision known for several months.

Meanwhile, Abram F. Myers, Allied general counsel, has charged that the new motion of co-conspiracy has resulted from Zenith Radio Corp.'s campaign for immediate authorization of toll TV. "Allied," said Myers, "has taken no action savoring of boycott or any form of restraint of trade. Allied and its leaders have exercised their right under the First Amendment to comment on the folly and ethics of supplying film for exhibition on television while the theatres are compelled to exhibit these films for a price.

"If the Department of Justice, which has been so alert to protecting the constitutional rights of others, is now determined to deny free speech to the theatre owners, there must be a reason which has nothing to do with the law or the facts," he declared.

"The timing of the motion, in view of the recent announcement that the trial had been postponed until next September, indicates a purpose to afford Commander McDonald (president of Zenith) ammunition for his propaganda campaign for toll TV," he said. Myers further stated that as a result of the recent program announced by the Joint Committee on Toll TV "misrepresentations and distortions of fact . . . will be exposed . . . and this assist from the Department of Justice will do him little good."

In Washington, the anti-trust division of the government has refused to comment on Myers' statement, while Harry Brandt, president of ITOA, Robert Coyne, general counsel of COMPO, and Harry C. Arthur, president of the Southern California Theatre Owners Association, denied conspiracy charges.

Exhibs Upheld On Tax Breakage By Appeals Court

A partial victory was won by Gotham exhibitors this week in their court battle against the municipal five percent amusement tax.

The Appellate Divisiou, Second Department, ruled in a three-to-two decision that the city had no authority to collect more than five percent of the established admissiou price. The amusement tax law, in force since July 1, requires the collection of a full cent in cases where the tax involves a fraction between a half-cent and a full cent.

Presiding Justice Gerald Nolan, who wrote the majority opinion, held that the court could uot discover in the 1947 State Enabling Act "a clear intention to permit" the collection of breakage. Where there is a reasonable doubt as to the meauing of tax law language, Judge Nolan wrote, the issue should be resolved against the taxing authority.

Previously, a lower court had found that the enabling act did uot reveal "a clear intention to prohibit" the collection of breakage and that therefore the local law was valid.

The new decision also held, in effect, that the remainder of the tax law was still valid, but suggested that exhibitors take their case back to the Queens Supreme Court for trial of each issue.

Assistant Corporation Counsel Stanley Buchsbaum, who represented the city, said this week that he will ask the Appellate Division's permission to appeal the ruling to the Court of Appeals in Albany. He hopes to have the city's appeal heard in Albany at the court's Feb. 21 session. If this is inupossible, the appeal will not be heard before late next uonth at the earliest. The city can only appeal if the Appellate ruling is a final order, which is doubtful.

Three Judges Concurred

Justices Nolan, Wenzel and Murphy concurred in the majority opinion. Justices MacCrate and Beldock dissented. In the dissenting opiuion, Justice Beldock held that the major fraction policy adopted by the city was not only "practical" but "commonsense."

Should the Court of Appeals in Albany finally uphold the Appellate ruling, another legal battle would undoubtedly ensue, with the city seeking to obtain the now withheld breakage monies.

As of last Nov. 30 the city reports it has collected $1,119,793 from the film theatres, with the breakage already withheld by exhibitors-plaintiffs in the tax suit totalling $190,418. It has been conservatively estimated that breakage collected by next July will reach $750,000.

A similar instance involving tax refunds is the Kasbec case of 1938, wherein a gasoline station had turned over money to the city on a tax which was later invalidated. The Court of Appeals then held that those who collected the tax on behalf of the city were not entitled to the tax money simply because the levy was invalidated.

Metropolitan theatres are urged to continue to exhibit in a conspicuous place the signs telling patrons to hold on to their ticket stubs, as they might obtain a refund.

Grass Roots Back Toll TV Campaign; FCC Action Near



Marc Wolf, prominent Indiana exhibitor, turns over Joint Committee On Toll TV contribution pledges from Indiana exhibitors to William A. Carroll, executive secretary of Allied Theatre Owners of Indiana, who will forward them to Philip Harling, treasurer of the joint Committee on toll TV, as an indication of the sentiment and support of the committee's work by Indiana Theatre owners.

WASHINGTON. — Subscription television took two giant steps toward active consideration by the FCC and by the Senate Commerce Committee, but there was no indication that pay-as-you-see had thereby made any progress toward actual approval.

FCC sources disclosed that the commission will move "off center" on the subject within the next few weeks. The commission has been motionless for years in this respect. Sen. Warren Magnuson (D., Wash.) revealed that the Senate Commerce Committee of which he is now chairman will take its own look at toll TV during the current session.

The commissioners actually discussed staff studies on pay-as-you-see TV, but found that the studies were incomplete and ordered a more thorough report. Authoritative information indicates that the new information will form the basis for some sort of action in about two weeks. It may be recalled that the FCC annual report indicated FCC indecision about whether subscription TV is legal, in the public interest, or if it is both, whether it should be declared broadcasting or a common carrier. Any contemplated action is more likely to involve solicitation of arguments on these points than it is to involve steps leading toward either outright approval or disapproval of the system as such.

In New York, the Joint Committee on Toll TV is expected to announce plans for the collection of voluntary contributions to achieve its goal of $150,000, with which to campaign against pay video. Contributions are being sought from among all exhibitors, who have been asked to contribute amounts equal to their COMPO dues last year. For four-wall theatres with up to 500 seats, the amount would be $7.50; up to 750 seats, $11.25; up to 1,000 seats, $17.75; up to 2,500 seats, $37.50; over that, $75. For drive-ins accomodating up to 300 cars, $7.50; up to 500 cars, $11.25; up to 600 cars, $18.75; over that, $37.50. Exhibitors were asked to send their contributions to Philip Harling, treasurer, at 1585 Broadway, N. Y. C.

All exhibitor organizatious are expected to support the fund-raising effort, since all participated in the original decisions of the Joint Committee. A pledge that the membership of New Jersey Allied would financially support the campaign was announced after a meeting of the group this week by president Wilbur Snaper.

Texas exhibitors also unanimously pledged financial support to the anti-toll-TV campaign and appointed a committee to contact exhibitors in their area to participate in the campaign. Julius Gordon, member of the Joint Committee, speaking at a luncheou in Dallas where the decision was made, stated: "The industry is months behind in its program to stop the deadly menace of toll-TV. We must unite and get the true facts to the general public." Col. H. A. Cole, chairman of the board, Texas Allied Theatre Owners, declared: "The first aim of toll-TV is to take away subsequent runs from theatres, then graduate into first-run operations later."

Harold Wolff, recently retained by the Joint Committee as public relations counsel, will address National Allied's Drive-In Convention next week (Feb. 8-10) at the Chase Hotel, St. Louis. According to Allied's announcement, he will "describe and analyze the vast propaganda campaign that is being waged by the proponents of subscription television. Few exhibitors," said Allied, "realize the extent of that campaign, the skill with which it is being conducted . . ." The convention is open to all drive-in operators whether they are Allied uembers or not.

Letter Approved

Meanwhile, the NARTB has denied the charge of Commander E. F. McDonald, Jr., president of Zenith Radio Corp., that the statement of NARTB president Harold Fellows last month was tantamount to toll-TV opposition.

Fellows had urged the FCC not to approve Zenith's request for immediate authorization without a full-scale public hearing, declaring that the public should have a hearing.

Clair R. McCullough, chairman of the NARTB's television board, in a letter to McDonald, denied that the NARTB has aligned itself with interests opposed to subscription TV. McCullough said that the group's only interest in presenting its views to the FCC was to "encourage appropriate regulatory procedures."

McDonald had charged not only NARTB bias against pay-as-you-see, but also said that Fellows had acted without authority from NARTB. McCullough denied this charge, and said the board had approved the Fellow's letter as well as his own leter to McDonald.

In Hollywood, Spyros P. Skouras, 20th-Fox president, called upon producers to do as much as possible to help exhibitors fight toll TV. He stated that the theatre men face a very strong fight and with this in mind, Skouras gave his assurance that the majority of effort of the company's research department will be directed toward 35 mm. developments on CinemaScope. Earlier, Al Lichtman, 20th-Fox distribution director, had affirmed Fox's sympathy with the exhibitors' stand but stated that Fox is in "no position to do anything about it" because of its status as a defendant in the government's 16 mm. antitrust suit.

The brilliant young stars of "Magnificent Obsession" bringing to the screen all the drama and passion of W. R. Burnett's best-seller!



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ROCK HUDSON
BARBARA RUSH
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PRINT BY *Technicolor*

CAPTAIN

with KATHLEEN RYAN • FINLAY CURRIE • DENIS O'DEA • GEOFFREY TOONE Directed by DOUGLAS SIRK

PRE-SELLING in the

Universal manner

again powerfully
directs its
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'Woman-Appeal" magazines
...with a guaranteed
circulation of
30,976,492...representing
a reading audience of
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77,000,000!



LIGHTFOOT

IN **CINEMASCOPE**

Universal's **PRE-SOLD** *Product*

Screenplay by W. R. BURNETT and OSCAR BRODNEY Story and Adaptation by W. R. BURNETT Produced by ROSS HUNTER

New Appointments . . .

EDGAR GOTH has been appointed director of advertising and publicity for the Stanley Warner Theatres in New Jersey. Before joining the organization in 1953, Goth was advertising head of Fabian Theatres. He succeeds Robert R. Deitch who has resigned, effective Feb. 14, to Join Frank J. Demis and his associates in the Eastern Drive-In Corporation.

BEN ABNER was named Warner Bros. metropolitan district manager and RALPH IANNUZZI was upped to eastern district manager in a series of promotions at the company. Abner had been serving as New York branch manager, while Iannuzzi headed the Boston office. ERNEST SANDS leaves his Cleveland branch managership to head the New York office, while WILLIAM TWIG transfers from Pittsburgh to Cleveland. JACK KALMENSON was assigned the Pittsburgh post. FRANK REIMER got the post of Milwaukee branch manager, while WILLIAM KUMINS was promoted from assistant branch manager in Boston to head that exchange.

GEORGE REGAN has become manager of the 20th-Fox's Omaha exchange. Regan, formerly a salesman in the company's Kansas City exchange, succeeds Joe Scott, who recently passed away.

JACK ENGERMAN and ZOLLIE VOLCHOK of Northwest Releasing Corp., who have been handling Seattle and Portland exchanges for Hallmark, have also been awarded Salt Lake City and Denver zones. They have appointed TOM BAILEY to represent Northwest in these two areas. JACK THOMAS, San Francisco and Los Angeles Hallmark distributor, has been awarded Kansas City and St. Louis exchanges also. Thomas has employed PAT PATTERSON, vet roadshow film man, to head up the San Francisco distribution for him and has named CLAUD MORRIS, former M-G-M and Selznick publicist, to handle Kansas City and St. Louis supervision. ALLAN S. MORITZ, for 20 years Columbia branch manager in Cincinnati, is the new authorized franchise distributor of Hallmark pictures in the Cincinnati area. CARD MONDOR has been transferred from Memphis zone to Cleveland to handle "Karamoja" and "Half-Way To Hell" distribution exclusively in northern Ohio. DICK EDGE, Hallmark publicist, has been transferred from St. Louis area to Ohio.

JOAQUIN D. RICKARD was named special consultant to the MPAA. Rickard served as the Association's Latin American representative until early 1953. He was then on indefinite leave. In his new consultant capacity the Association will be able to call upon him for advice and assistance as circumstances necessitate.

MARIA VAN SLYKE, director of national magazine publicity at Paramount for the last five and a half years, joins Rogers & Cowan, publicity firm, as head of motion picture division.

DON MACK, vice-president of Filmack Studios and Chicago television sales director for the past eight years, appointed head of TV sales department of firm's expanded New York City branch. LOU KRAVITZ, newly-appointed vice-president in charge of sales, now heads Chicago TV department sales, assisted by JIM MCGAHAN, formerly with Ruthrauff & Ryan.

JACK CASE, formerly manager of the New Fox Theatre, Hollywood, was promoted to the advertising-publicity department of the Fox West Coast Theatres.

HARRY K. MCWILLIAMS assumed his new duties as assistant advertising, publicity and exploitation director for Magna Theatre Corp., distributors of the forthcoming "Oklahoma," filmed in Todd-AO. In the entertainment field since 1930, McWilliams has been associated with Columbia Pictures and Screen Gems.

IRVING SHIFFMAN was appointed sales representative of I.F.E. covering the Washington, D. C. and Philadelphia territories. He was formerly a member of IFE's Boston office, and replaces Arthur Levy, resigned.

BERRY GREENBERG moves up this month from Far Eastern sales representative of Warner International to the post of field division manager, with headquarters in Sydney, Australia. JACK DAGAL, Warner general manager for Japan, will at the same time also assume full supervision of the company's offices in Formosa, Hong Kong and Indo-China.

STAN MARGULIES has become publicity director for Bryna Productions, Kirk Douglas' new indie outfit.

WB Quarterly Profit Rises To $1,203,000

Warner Bros. Pictures, Inc. and subsidiary companies reported this week that for the three months ending Nov. 27, 1954 a net profit of $1,203,000, after a provision of $1,300,000 for Federal taxes and $175,000 for contingent liabilities, has been earned. The net profit for the three months ending Nov. 28, 1953 was $765,000, after $825,000 for taxes and $75,000 for contingent liabilities.

Profit for the 1954 three months is equivalent to 48 cents per share on 2,474,300 common outstanding; profit for the corresponding 1953 period was equivalent to 30 cents per share on the 2,474,363 common stock then outstanding.

Film rentals, sales, etc., after eliminating inter-company transactions, for the 1954 three amounted to $18,414,000 as compared with $15,825,000 for the corresponding 1953 period.

Sweden Meet Slated

The second meeting of the International Standardization Organization's Technical Committee 36 on cinematography will be held in Stockholm, Sweden, from June 11 to 16 to enable experts from various countries to discuss questions of international motion picture standardization. Present plans are for the meeting to deal with dimensions of motion picture film, definition, etc.

Greenthal Reps Circus

The Monroe Greenthal Co. has been appointed advertising agency for Ringling Brothers & Barnum & Bailey Circus, which starts its annual nation-wide tour at Madison Square Garden March 30.

Pine-Thomas In 3-Film UA Deal

A maximum of three top-budget pictures will be produced for United Artists release this year by independent producers William H. Pine and William C. Thomas, announced Arthur Krim, U-A executive. The first two films will be "Lincoln McKeever," the novel by Eleazar Lipsky which is a best-selling Literary Guild selection, and "Mountains Have No Shadows," based on the novel by Owen Cameron. This new deal with U-A ends the 14-year association of Pine-Thomas with Paramount.

It has also been reported that actor Van Johnson and producer-writer Norman Krasna have formed an independent film company to produce a minimum of four pictures for U-A release. The arrangement is said to leave the performer free to make committments with other studios for work. The first picture expected to be made is "The Ambassador's Daughter," with Johnson starring in the Krasna screenplay.

In addition, the studio is reported to be negotiating with other performers to enter into production deals whereby the stars will become financial participants in addition to guaranteeing their choice of story, director and producer for their films.

Recently, U-A annuoced that Kirk Douglas had formed his own independent film company, Bryna Productions, to produce six pictures for U-A release. First two films from Bryna will be "Viking Raiders," directed by Richard Fleischer, and "Van Gogh," directed by Jean Negulesco. Douglas' association with U-A goes back to one of his earliest films, "Champion," which brought stardom to the actor.

"Oscar" Nominations Set For Video Debut Via 90-Minute Show

HOLLYWOOD.—The first Academy of Motion Picture Arts and Sciences Nominations ever to go on television, scheduled for Feb. 12, will consist of a multiple live-camera view of Hollywood's own "election night," in an original format completely unlike the traditional Awards ceremony slated for Mar. 30.

The Nominations program will be carried on the entire NBC television and radio networks coast-to-coast from 6-7:30 p.m. (PST). Jack Webb will be master of ceremonies and past Award-winning film stars will act as hosts and hostesses.

Plans call for establishment of a communications center at NBC's Burbank studios, where announcement of the nominations will be made on camera in the presence of a large press contingent, simultaneous with camera pickups of parties of stars and press at the Cocoanut Grove, Ciro's and Romanoff's.

Live camera pickups at all four settings will focus on the actual nominees and their wholly spontaneous emotional reactions at the instant they learn they have been tabbed as finalists. The four-location production will necessitate one of the most elaborate television hookups ever attempted, surpassing in complexity the network coverage of such other notable special events as the national political conventions.

EXHI-BITS

Dismiss Trans-Lux Suit

A minority stockholders action brought against the directors of the Trans-Lux Corp. was dismissed in the N. Y. Supreme Court, after three months trial, by Justice S. Samuel DiFalco.

In his opinion, Justice DiFalco found "no evidence of wrong-doing or negligence on the part of the defendants." Concerning the claims which the plaintiffs made against Harry Brandt, the court rejected all such charges and found that "Brandt rendered exceptionally competent service to Trans-Lux in his purchase of films for its account."

"All through this record," Justice DiFalco concluded, "we are confronted and impressed with the diligent application of management and the board to their work. . . ."

Insurance Data Sought

Theatre Owners of America have circulated a questionnaire to their membership requesting information about their experience with liability insurance. Purpose of this data, says TOA, is to interest a single liability insurance company in a form of group liability insurance which would mean a considerable savings in premiums. Liability rates have jumped tremendously throughout the country.

Sunday Issue Appealed

BOSTON. — The Brattle Theatre in Cambridge has appealed from a ruling of the Middlesex Superior Court upholding the validity of the law under which all motion pictures to be shown on Sundays must be licensed by the city and by the Department of Public Safety. Attorneys for the theatre contend that the licensing law is invalid under both the U. S. and state constitutions. Brattle is contesting the recent ban on the Swedish film, "Miss Julie." It is expected that the case will be argued before the Supreme Court early in 1955.

Stearn, Hanna Merge

PITTSBURGH.—Bert Stearn and Lou Hanna announce the consolidation of Cooperative Theatre Service, buying agency, and Hanna Theatre Service, booking agency. Combined facilities will operate as the Stearns-Hanna Cooperative Theatre Service, at 1701 Boulevard of the Allies. Wm. H. Brooks, former associate of Stearn, continues as General Manager with Joe Hanna as his assistant.

'Beauty' Short Scheduled

"A World of Beauty," Universal-International's new Technicolor featurette built around the Miss Universe Beauty Contest and Pageant Winners of 1955, has been set for special release in March, with an all-out promotional campaign, announced by Irving Sochin, U-I's short subjects sales manager. In addition to the Miss Universe Contest winners of 1955, the film will feature Christiane Martel, "Miss Universe of 1954," and Myrna Hansen, "Miss United States of 1954."

Court Fits Plays To Trust Laws

WASHINGTON. — Boxing and interstate booking of legitimate theatre attractions were both declared to be interstate commerce and therefore subject to the anti-trust laws by the Supreme Court early this week. Lower courts had held both to be entitled to the same exemption accorded baseball.

The decision in the theatre case rested largely on the court's ruling that this industry was very similar to the motion picture industry, especially motion picture exhibition, and that the motion picture industry was clearly subject to anti-trust laws. Now the Justice Department will be enabled to go ahead with the prosecution of Jacob J. Shubert and Marcus Heiman on the grounds that through their three organizations they monopolize legitimate theatre bookings throughout the nation. The two operate 40 theatres in 8 states.

As to boxing, the opinion noted that the sport receives over 25 percent of its proceeds from radio and television. This fact alone makes the sport interstate commerce, according to the decision.

Ruling Seen Unanimous

Chief Justice Earl Warren delivered the high court's opinion in each case. The Shubert ruling was unanimous. In the boxing case, however, Justices Felix Frankfurter and Sherman Minton dissented.

Justice Frankfurter said that it would "baffle the subtlest ingenuity to find a single difference between . . . boxing . . . and baseball in so far as the conduct of the sport is relevant to the criteria or considerations by which the Sherman Law becomes applicable to a 'trade or commerce.'"

Chief Justice Warren said that the court had previously put very broad interpretations on what constituted interstate commerce subject to the anti-trust laws, and cited among other cases the Paramount case, the government's suits against Schine, Griffith, Crescent and Interstate circuits, and a case known as Binderup vs. Pathe Exchange. In these cases, Warren said, the reqiurement was satisfied by the interstate transportation of films, even though the actual showing of films was a local affair.

'Toast Of Town' TV Tribute To Columbia, "Gray Line" Slated

The story of Columbia Pictures, with particular emphasis on their forthcoming "The Long Gray Line," will be brought sharply to the attention of more than 40,000,000 Americans this Sunday (Feb. 6) when Ed Sullivan's "Toast of the Town" television program, seen weekly on the 202 stations of the CBS network, devotes its full hour to a presentation of "The Columbia Pictures Story." Featured on the program will be many of the players currently featured in Columbia pictures, as well as scenes from many of the great and successful Columbia films of the past—including "It Happened One Night," "Mr. Deeds Goes to Town," and several others.

DISTRI-BITS

Houston Film Center?

HOUSTON. — Rumors have been floating around this city for many weeks that Houston is due to become the center for branches of several distributing organizations. Stories were accented by the opening this week of a Columbia Pictures' branch office, at 4531 Almeda Road. Theatre construction in this fast-growing area has continued, and there have been few closings despite the opening of new TV stations.

Holt, Rosen Join

Nat Holt, producer of outdoor features, has announced the formation of a new production partnership with Lewis P. Rosen. Rosen, a co-founder of Royal Amusements and Royal Theatres of Hawaii, and president of the Civic Auditorium of Honolulu, is the founder of the prominent insurance brokerage company, Rosen-Sidman Co., Los Angeles. Slated for future production by the new partnership are "Louisiana Lottery" and "Texas Lady."

"Siam" Launches Series

Walt Disney's newest motion picture series, "People and Places," is being launched this month with the showing of "Siam," Technicolor. Whereas Disney's other series, "True-Life Adventures," focuses on wildlife and nature, the new series will bring intimate camera reports about our neighbors around the world in entertainment form. Buena Vista is releasing the series.

Dudley Lists Film

Carl Dudley, president of Dudley Pictures Corp., announced that arrangements have been completed for production of the company's first feature film for theatrical release. The film, tentatively titled "The Nine Billion Names of God," a quartette of science-fiction stories, will be shot in Britain in April, using Eastmancolor and the new Vistarama anamorphic lenses. Dudley, in conjunction with C. Bruce Newberry, executive vice-president of Dudley Pictures Corp. and Vistarama Productions Inc., plans to complete negotiations for release of the company's product and use of their anamorphic system.

Goya Biopic Set

Titanus Films has secured permits from the government of Spain for the filming of its $2,000,000 production based on the life of Goya and will begin filming in that country in June, it was announced by Goffredo Lombardo, president of the company. Granted use of the original Goya paintings, the film will be produced in Technicolor and CinemaScope, and directed by Alberto Lattuada. Titanus has been negotiating with Jose Ferrer for the title role of Goya and Gina Lollobrigida for the role of the Duchess of Alba, the subject of his world-famous Maja nude painting.



VALENTINE GREETINGS

FOR FEBRUARY

FROM Columbia

RANDY SCOTT'S BIGGEST!

TEN TIMES THE SIZE...TEN TIMES THE EXCITEMENT!

Ten men nobody wanted to face run into the one man they can't face down!

RANDOLPH SCOTT "Ten Wanted Men"

with

JOCELYN BRANDO · RICHARD BOONE

SKIP HOMEIER · DONNA MARTELL · ALFONSO BEDOYA

A SCOTT BROWN PRODUCTION

Screen Play by KENNETH GAMET

Produced by HARRY JOE BROWN

Directed by BRUCE HUMBERSTONE

Color by **TECHNICOLOR** · A COLUMBIA PICTURE

And everybody's watching those pre-release

BLAZING BARBARY ADVENTURE!

COLUMBIA PICTURES presents

Pirates of Tripoli

GLORIOUS ADVENTURE!



SEE the underwater fight for sunken treasure!	**SEE** an armada sink in flames!
SEE the sack of a whole teeming city!	**SEE** the theft of a princess — the most dangerous game of all!

COLOR BY TECHNICOLOR

starring

PAUL HENREID · PATRICIA MEDINA

Story and Screen Play by ALLEN MARCH • Produced by SAM KATZMAN

Directed by FELIX FEIST

BARE PRISON LOVE NEST!



THIS ONE'S DYNAMITE!

WOMEN'S PRISON

IDA LUPINO

JAN STERLING

CLEO MOORE

AUDREY TOTTER

PHYLLIS THAXTER

and

HOWARD DUFF

Screen Play by CRANE WILBUR and JACK DeWITT • Produced by BRYAN FOY • Directed by LEWIS SEILER • A COLUMBIA PICTURE



February engagements of Columbia's **THE LONG GRAY LINE**



Daddy Long Legs



A Man Called Peter



The Seven Year Itch

Fox Release Roster Boasts 17 In CinemaScope, Color

Setting its sights on the goal of 24 CinemaScope productions for release this year, 20th Century-Fox announced this week an 8-month, multi-million-dollar program of 17 CinemaScope attractions covering the period of February through September. The entire line-up will be in color.

Emphasizing the presentation of important subjects with major casts and lavish production values, the line-up is drawn from best-selling novels and hits from the Broadway stage and reportedly represents the most ambitious distribution program in the company's history.

An average of two CinemaScope pictures will be released each month during the 8-month span, pre-sold by large-scale promotional campaigns employing and harnessing every principal media of contact with the public, the company maintains. CinemaScope productions featured in the release roster are:

"The Racers," starring Kirk Douglas, Bella Darvi, Gilbert Roland, Cesar Romero, Lee J. Cobb and Katy Jurado. Directed by Henry Hathaway, with backgrounds filmed in Europe; produced by Julian Blaustein, and scripted by Charles Kaufman from the novel by Hans Ruesch; a February release.

"White Feather," a Leonard Goldstein presentation starring Robert Wagner, John Lund, Debra Paget and Jeffrey Hunter. Directed by Robert Webb, produced by Robert L. Jacks, scenarized by Delmer Daves and Leo Townsend from a story by John Prebble; a Panoramic Production, being released in February.

"Untamed," starring Tyrone Power, Susan Hayward and Richard Egan. Directed by Henry King, with backgrounds filmed in South Africa, produced by Bert E. Friedlob and William A. Bacher. Scenarized by Talbot Jennings, Frank Fenton and Michael Blankfort from the novel by Helga Moray; a March release.

"A Man Called Peter," starring Richard Todd and Jean Peters, will be the company's Easter attraction. Produced by Samuel G. Engel and directed by Henry Koster, the screen play was written by Eleanore Griffin from Catherine Marshall's book which topped the nation's best-seller list for 128 weeks.

"Violent Saturday," starring Victor Mature, Sylvia Sydney, Richard Egan and Dorothy Patrick. Directed by Richard Fleischer and produced by Buddy Adler; an April release.

"The Magnificent Matador," starring Maureen O'Hara, Anthony Quinn and Richard Denning. A National Pictures Corp. production produced by Carroll Case and directed by Budd Boetticher; a May release.

"That Lady," filmed in Spain and starring Olivia de Havilland, Gilbert Roland, Paul Scofield, Francoise Rosay and Dennis Price. Directed by Terence Young and produced by Sy Bartlett. An Atalanta Production, to be released in May.

"Soldier of Fortune," starring Clark Gable and Susan Hayward. Directed by Edward Dmytryk with backgrounds filmed in Hong Kong and produced by Buddy Adler. Based on the novel by Ernest K. Gann, the picture marks Gable's first starring appearance for 20th Century-Fox; a May release.

"Daddy Long Legs," musical production starring Fred Astaire and Leslie Caron. Directed by Jean Negulesco, produced by Samuel G. Engel, scripted by Henry and Phoebe Ephron from the book by Jean Webster; a June release.

"House of Bamboo," starring Robert Stack, Robert Ryan, Shirley Yamaguchi and Brad Dexter. Directed by Samuel G. Fuller, with backgrounds filmed in Japan, produced by Buddy Adler; a June release.

Scheduled from the months of June through September will be:

"The Seven Year Itch," starring Marilyn Monroe and Tom Ewell. A Charles K. Feldman—Billy Wilder production, directed by Wilder, who scripted it with George Axelrod from the latter's long-run Broadway production.

"Sir Walter Raleigh," directed by Henry Koster, produced by Charles Brackett, starring Bette Davis, Richard Todd, Joan Collins, and Jay Robinson. Scenarized by Harry Brown.

"The Left Hand of God," starring Gene Tierney and Humphrey Bogart, produced by Buddy Adler. Based on William E. Barrett's best-selling novel.

"A Many Splendored Thing," starring William Holden and Jennifer Jones, produced by Buddy Adler. Scenarized by John Patrick from the book by Dr. Han Suyin.

"The Tall Men," starring Clark Gable and Eleanor Parker. Directed by Henry King, produced by William Hawks and William Bacher. Based on Clay Fisher's novel.

"How To Be Very, Very Popular," starring Betty Grable and Sheree North, written and produced by Nunnally Johnson, and "Pink Tights," musical production starring Sheree North, Dan Dailey and Tommy Noonan. Directed by Henry Levin, produced by Samuel G. Engel.



White Feather

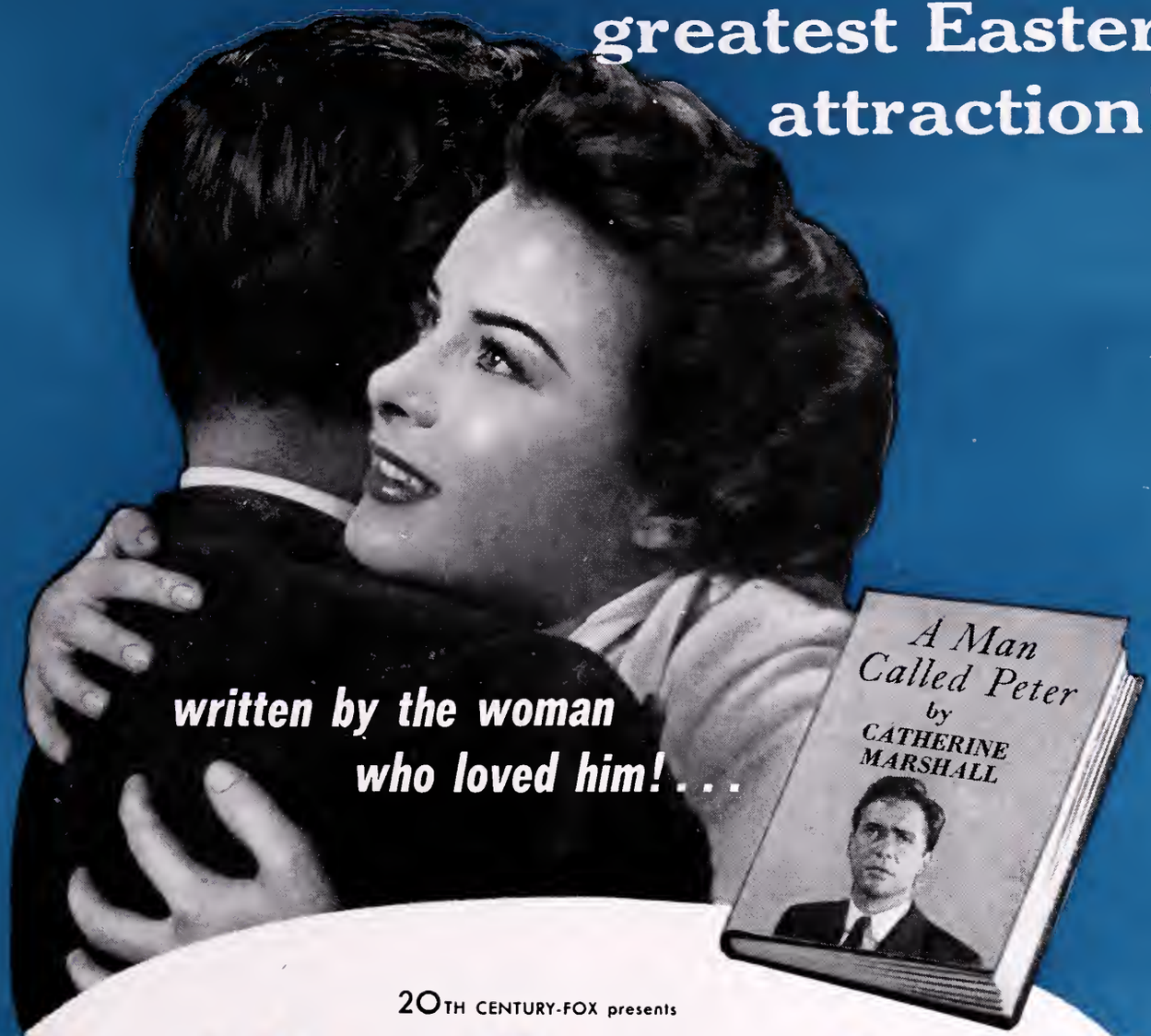


Soldier Of Fortune



Untamed

For 128 weeks the nation's top best-seller! It will be your greatest Easter attraction!



20TH CENTURY-FOX presents

A Man Called Peter

IN

CINEMASCOPE

STARRING

RICHARD TODD · JEAN PETERS

PRODUCED BY SAMUEL G. ENGEL · DIRECTED BY HENRY KOSTER · SCREEN PLAY BY ELEANORE GRIFFIN

COLOR BY DE LUXE



"It'll be a pleasure to celebrate Easter with 20th!"

YOU'LL FEEL BETTER AND PROUDER FOR PLAYING IT!

Independent Trade Reviews

"Battle Cry"

(Warner Bros.) CinemaScope-WarnerColor 149 Min.

Cast: Van Heflin, Aldo Ray, Mona Freeman, Nancy Olson, James Whitmore, Raymond Massey, Tab Hunter, Dorothy Malone, Anne Francis, William Campbell, John Lupton, Justus E. McQueen, Perry Lopez, Fess Parker, Jonas Applegarth, Tommy Cook, Felix Noriego.

Credits: Directed by Raoul Walsh; Screen play by Leon M. Uris from his novel of the same name.

An epic of the Marines in World War II, "Battle Cry" surges forth as one of the mightiest and most commercial pictures of its category to reach the screen. The story is based on the best-selling novel of the same name and, like the novel, deals with a multitude of personalities and their reactions to that major war. Tying the narrative together is a commentary by one of the players, James Whitmore, who portrays a tough master sergeant, the man who puts into effect the orders of his superior, battalion commander Van Heflin. As pivotal characters, these two professional Marines begin to shape up an outfit of recruits in 1942, participate with them in the battles for Guadalcanal, Tarawa and Saipan. Prior to the battle sequences of this long picture a variety of compelling romances involving the men of the outfit takes place. Here Aldo Ray, Tab Hunter, William Campbell and John Lupton play opposite Mona Freeman, Nancy Olson, Dorothy Malone and Anne Francis. These early sequences possess moments of passion, lust, tenderness and humor; wisely, they serve to counterpoint the later battle scenes with a warmth that should find favor with the women in the audience.

The vast American public will discover "Battle Cry" to be highly entertaining. Drama is continuous throughout the proceedings, which sometimes border on the talky side but rarely drag. Action crops up intermittently to whet the edge of most of the early sequences, when the Marine outfit is in training and far from the South Pacific spot where the final battles occur. Veteran director Raoul Walsh imbues each action scene with the correct degree of zest while the romantic portions lean heavily on the suggestive side for dramatic effect.



Tab Hunter and Aldo Ray in Warner Bros.' "Battle Cry," CinemaScope-Warner-Color

Performances are excellently in keeping with the broad and sweeping atmosphere of the film. Heflin, particularly, excels in lending a deep, personal insight to the role of the fighting Marine commander. His death on Saipan is one of the high points of a film that frequently moves the emotions. Miss Olson, playing a New Zealand war widow in love with Ray, one of the Marines, also contributes a stirring performance. The distaff side will find much sympathy with her portrayal and will react strongly to her dilemmas.

In regard to production, "Battle Cry" registers with scenic splendor due to fine Warner-Color tinting and adroit CinemaScope photography. Shots of endless lines of Marines in combat, on the parade ground and boarding ship are magnificent to behold. Directional sound adds a great deal of realism to these vistas and enhances particularly the drama of exploding shells and scorching flame throwers. Chalk up "Battle Cry" as one of the really big pictures about World War II and a sure-fire general audience grosser as well.

"Jupiter's Darling"

(M-G-M) CinemaScope-Eastman Color 96 Min.

Cast: Esther Williams, Howard Keel, Marge and Gower Champion, George Sanders, Richard Haydn, William Demarest, Norma Varden, Douglas Dumbrille, Henry Corden.

Credits: Produced by George Wells; Directed by George Sidney; Screen play by Dorothy Kingsley; Based on "The Road to Rome" by Robert E. Sherwood; Songs by Burton Lane and Harold Adamson.



Howard Keel and Esther Williams in M-G-M's "Jupiter's Darling," CinemaScope-Eastman Color

With the accent strongly on fun and frolic, "Jupiter's Darling," a bright and spirited CinemaScope-Eastman Color musical, seems likely to brighten the hearts of both movie-goers and exhibitors alike. Strong marquee values are present in star names of Esther Williams and Howard Keel, while solid support is offered by Marge and Gower Champion. The picture is based on Robert E. Sherwood's political satire, "The Road to Rome," but the scripters have left out the serious implications of the original play to concentrate on the comedy and songs. In doing so, the top-drawer score of songwriters Burton Lane and Harold Adamson is allowed to come to the fore, and the witty and tuneful songs spark the entire picture. In addition to affording excellent entertainment in themselves, they should prove a valuable aid in exploiting the film.

Set in ancient Rome, the picture purports to tell, tongue-in-cheek, why the Carthaginian leader Hannibal and his army stopped their victory march at the gates of Rome rather than conquer the city. The answer, of course, is Miss Williams, fiancee of the Roman Emperor and seductress who steals the heart of the mighty warrior. With Keel playing Hannibal in a style harmonious with the general spoofing tone of the plot, the whole thing is never to be taken too seriously. In the course of the proceedings, Miss Williams gets the chance to perform an underwater ballet and participates in an excitingly lensed underwater chase.

The major share of the vocal chores are handled by Keel, while the Champions lead most of the dance numbers. One of their routines, "The Life of an Elephant," in which they dance with a group of these animals, is a sheer delight. The film contains a rousing victory march, catchy love ballad and several humorous songs. Sets and costumes are colorful, and director George Sidney has used his CinemaScope-Eastman Color photography with great skill. It all adds up to a highly pleasant show that should leave all concerned with a feeling of general good humor.

"The Racers"

(20th-Fox) CinemaScope-DeLuxe 112 Min.

Cast: Kirk Douglas, Bella Darvi, Gilbert Roland, Cesar Romero, Lee J. Cobb, Katy Jurado, Charles Goldner, John Hudson, George Dolenz, Agnes Laury, John Wengraf.

Credits: Produced by Julian Blaustein; Directed by Henry Hathaway; Screen play by Charles Kaufman; From a novel by Hans Ruesch; Song by Jack Brooks and Alex North, sung by Peggy Lee.

An exciting romantic adventure melodrama about auto sports car racing in Europe is dished up by 20th Century-Fox in this CinemaScope, DeLuxe Color presentation. Boasting a tremendous number of fascinating sport racing scenes and the star name of Kirk Douglas, the picture should acquit itself very well with the action fans. An equal amount of footage devoted to the up-and-down romance between Douglas, who plays a champ racer, and Bella Darvi, as a ballet dancer, should find appeal with the distaff side, thus greatly broadening the audience potential for "The Racers."

Plot has been painstakingly contrived and smoothly enough executed to surmount most of the obvious situations that a picture of this sort usually would contain. Douglas, with his main ambition to become a champ racer, receives ample opportunity from the script to develop a strong character and thus wrest understanding and often sympathy from the audience. His arrogance, selfishness and downright meanness is dramatized with a fresh and convincing slant. Reasons for the changes in his character are sound. A racing accident brings him a crippled leg, and his success at being a champion despite the handicap causes him to become socially obnoxious. His romance with Miss Darvi consequently suffers and only when he goes out of his way to help a rival racer in distress, and thus lose his own race, does he redeem himself in her eyes. Adding punch to this story are the performances of Gilbert Roland, Cesar Romero, Lee J. Cobb and Katy Jurado.

Picture comes through with strong atmospheric flavoring due to location shooting at the sites of some of the most famous auto sports car racing in Europe. CinemaScope adds to the sensation of reality in depicting the broad and winding stretches of road on which the cars surge along. Stereophonic sound and coloring also contribute greatly to achieving the desired effects. The above-mentioned technical aides help build quantities of suspense during each



Kirk Douglas, Cesar Romero, Bella Darvi in 20th-Fox's "The Racers," CinemaScope-DeLuxe Color

race—and there are many. These contests are daring and violent, and the mood of each is caught by the main players for successful melodrama. Interspersed with the action sequences are bits of comedy effectively handled by Roland, who plays a Don Juan type of auto racer who changes girl friends every season. Romero, also portraying an auto racer, plays straight.

"Unchained"

(Warner Bros.) 78 Min.

Cast: Elroy Hirsch, Barbara Hale, Chester Morris, Todd Duncan, Johnny Johnston, Peggy Knugsen, Jerry Paris, John Qualen, Tim Considine.

Credits: Produced, directed and written by Hall Bartlett; Suggested by the life and work of Kenyon J. Scudder and by his book, "Prisoners Are People;" Songs by Hy Zaret and Alex North.

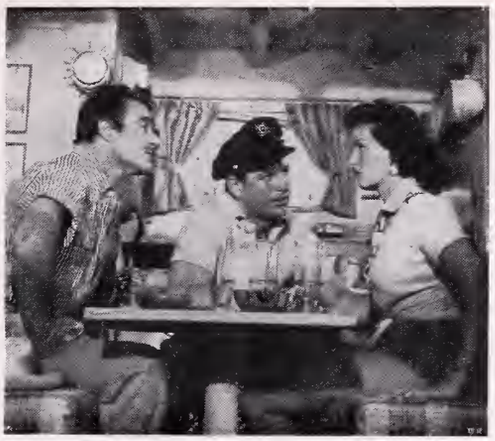
A gripping and often inspiring tale about the inmates of the California Institution for Men at Chino, called the "prison without bars," is punched out of celluloid by Hall Bartlett, acting in triple-threat capacity as producer-director-writer. This film has basic honesty, genuine feeling for people and strong emotional impact. It is put together in keen, workmanlike fashion; suspense, characterization, drama are all there to hold the viewer spellbound. Although it was filmed on a modest budget and boasts little in the way of name value, "Unchained" should prove itself a "sleeper" with the general audience. It can be handsomely exploited to become a box office success with most categories of patrons. Picture has violent action in the form of brutal beatings; cops thrash prisoners and inmates fight one another. There is also a good deal of romantic impact to the scenes between the inmates and their wives and sweethearts "outside." As a sort of social document on life in the "prison without bars," this film more than fills the bill.

Playing the real-life character of Kenyon J. Scudder, the man who founded the Chino institution and became its first superintendent, Chester Morris lends a strong note of authority to his role. Elroy Hirsch, all-American football hero, who portrays an impulsive inmate, is highly convincing. Others in the cast, including Todd Duncan, the Negro singer, and Barbara Hale, as Hirsch's wife, also lend stature to their roles and the film.

Tight editing, which is sometimes too jarring for comfort, helps personalize the story by serving as a rapid-fire release in keeping with the cooped-up emotions of men in jail. Each of the characters envisions himself participating in a successful jailbreak, but the better side of his nature opposes the attempt. Men in the Chino institution, as shown in this film, are on their honor. If any escape (and the way over the wall is an easy one) and are recaptured, their fate becomes the four-walled San Quentin. Hirsch's thoughts about escape and his decision to take action on that subject, are the central points of the story. Only at the last minute does Hirsch, a first offender and not a hardened criminal, realize that serving out his sentence would be wiser than antagonizing the law, which is shown as slightly less than perfect.



Elroy Hirsch is one of the stars in Warner Bros.' "Unchained"



Gilbert Roland, Richard Egan and Jane Russell in "Underwater!" SuperScope-Technicolor

"Underwater!"

(RKO) SuperScope-Technicolor 99 Min.

Cast: Jane Russell, Gilbert Roland, Richard Egan, Lori Nelson, Robert Keith, Joseph Calleia, Eugene Iglesias, Ric Roman.

Credits: Produced by Harry Tatelman; Directed by John Sturges; Screen play by Walter Newman; Story by Hugh King and Robert B. Bailey.

A search for sunken treasure in the Caribbean, with all the dangers involved, is carried on with a fair share of excitement in "Underwater!" photographed in SuperScope and Technicolor. Exhibitors should be able to profit from all the publicity this Jane Russell starrer has received in national publications as a result of the press junket in which the picture was previewed under water in Florida's Silver Springs. For her co-stars, Miss Russell has Gilbert Roland, Richard Egan and Lori Nelson, and they all prove expert at this sort of adventure on the tropical seas. More than half of the feature was actually filmed underwater, and the chief excitement comes from this footage. Underwater cameras take the audience along as the stars search for the treasure and then into the hulk of the ship, when it is finally found. Here the principals have to protect themselves from sharks, explosions, rotting beams, attacks of faulty breathing and various other dangers.

In addition to the underseas adventure, there is another plot developed above the water, with a group of native shark hunters after the treasure also. Egan and Roland take on the opposing crew in a series of battles, but this difficulty is finally solved by sharing the treasure between the two groups. Miss Russell is the wife of Egan in the picture, and their romantic difficulties provide another sub-plot. Miss Russell, playing a Cuban, loves her husband but she is afraid that he has become so mercenary that he loves the treasure more than anything else. This situation is finally resolved at the end, when Egan decides that his love for his wife is worth more than any treasure.

Miss Russell's famous form is shown to good advantage in the bathing suits, which constitute her chief costumes. Her Spanish accent is on-again-off-again, but this point is never central to the plot. There are relatively few love scenes in the picture, but she does have one or two romantic scenes with Egan that should please her fans. The picture, as photographed in SuperScope, appeared most like a CinemaScope image when seen in a screening room by this viewer.

"Many Rivers To Cross"

(M-G-M) CinemaScope-Eastman Color 92 Min.

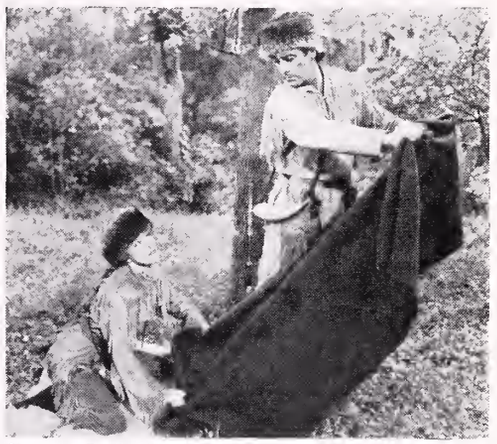
Cast: Robert Taylor, Eleanor Parker, Victor McLaglen, Jeff Richards, Russ Tamblyn, James Arness, Alan Hale, Jr., John Hudson, Rhys Williams, Josephine Hutchinson, Sig Ruman, Rosemary DeCamp.

Credits: Produced by Jack Cummings; Directed by Roy Rowland; Screen play by Harry Brown and Guy Trosper; Based on a story by Steve Frazee.

An off-beat CinemaScope-Eastman Color comedy western, "Many Rivers to Cross" offers entertaining and novel film fare that should find good response among the general public. Possessing two good star names in Robert Taylor and Eleanor Parker, the picture could conceivably catch the public's fancy and turn in exceptionally strong box office returns, especially if word of mouth gets going on it. The script, a rather sophisticated spoof on westerns, offers the two stars a chance to display their comedy talents, and they are both up to the demands. Miss Parker, especially, proves to be a comedienne of the first order, showing once again that she is a very talented actress as well as a great beauty. In a blustering comic role, Victor McLagen offers strong support, while several of M-G-M's upcoming young male actors get right into the spirit of the production to provide Miss Parker with a caricature of a frontier family.

The basis of the plot is Miss Parker's determination to marry Taylor, a wandering frontiersman who is attractive to all the ladies. This red-head will stop at nothing to trap her man, and some of her attempts make for uproarious situations. Of course, set in the western frontier, there is bound to be some action in the picture, but even this is done in the comic rather than the melodramatic vein. In fact, one of the funniest sequences in the film involves a life-or-death battle in which Taylor, Miss Parker and an Indian all get tangled together in a melee. Taylor, a hard-slugging character, engages in several brawls, but they always end on a comic note.

The production has been conceived and executed with wit and style throughout. Most of the jokes are quite obvious, but it is just possible that some less discerning movie-goers will miss the gentle satire. These patrons, however, will appreciate the film's action more, so it should even itself out. Since so much of the picture finds Miss Parker hiking after Taylor, the wide sweep of the CinemaScope cameras have been of considerable help to director Roy Rowland.



Eleanor Parker, Robert Taylor in M-G-M's "Many Rivers to Cross," CinemaScope-Eastman Color

"Smoke Signal"

(Univ.-Int'l.) Color 88 Min.

Cast: Dana Andrews, Piper Laurie, Rex Reason, William Talman, Gordon Jones, Milburn Stone, Douglas Spencer.

Credits: Produced by Howard Christie; Directed by Jerry Hooper; Screen play by George F. Slavin and George W. George.

An off-beat outdoor action drama, detailing how an Army captain of post-Civil War days rights himself in the eyes of those who have accused him of deserting, is unfolded with workmanlike skill in "Smoke Signal." Sporting the names of Dana Andrews and Piper Laurie, plus the promise of Indian menace hinted at by the title, the picture should acquit

(*Continued on page* 21)

PERSONALITIES

. . . . . in the news



Robert Taylor is greeted at the New Haven premiere of M-G-M's "Many Rivers to Cross" by local branch manager Phil Gravitz, (third from left), while Dr. Jack Fishman, head of Fishman Theatres, (right of Gravitz) and other local theatremen look on.



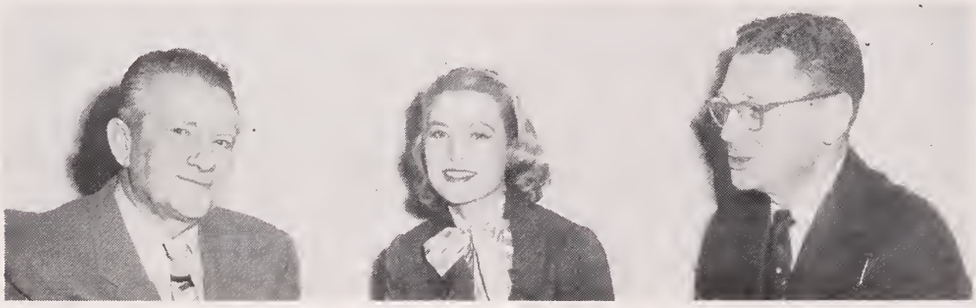
Tyrone Power, after a screening of a Savings Bond short made by the stars of Columbia's "The Long Gray Line," receives the Minute Man award for distinguished service from the Treasury Dept. Award is presented by Dr. W. Randolph Burgess, Under Secretary for Monetary Affairs, as Paul N. Lazarus Jr., Columbia vice-president, looks on.



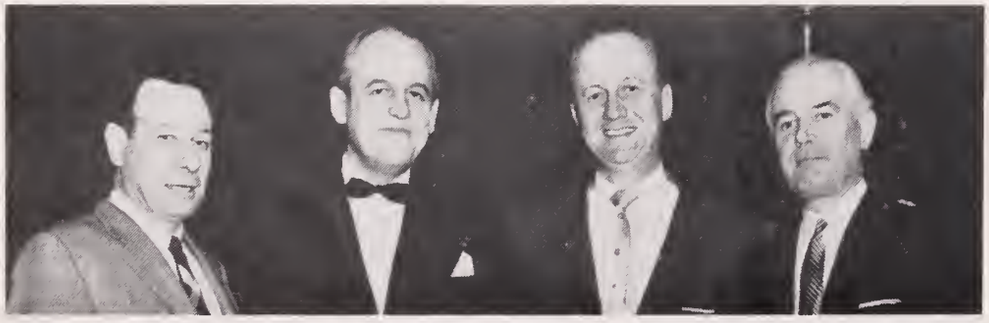
Director John Huston, who will film "The Man Who Would be King" for Allied Artists, enjoys a cocktail party with Steve Broidy, AA president, (left) and Harold J. Mirisch, AA vice-president. Huston will begin "King" either late this year or in 1956 on location in India. He has just completed "Moby Dick" for Warner Bros. release and will supervise editing on the film from Ireland, where he makes his home.



Dr. Herbert T. Kalmus, (left) Technicolor president and general manager, and Charles Brackett, president of the Motion Picture Academy of Arts and Sciences, examine a print of the first color film to use live actors, "La Cucaracha," presented to the Academy to commemorate 4,000,000,000 feet of release print 35mm film.



Receiving news of the 16th annual Redbook Award on behalf of Paramount for "the excellence of its 1954 product" are Don Hartman, Paramount vice-president (left) and Grace Kelly, star of "The Country Girl," shown with "Redbook's" editor, Wade Nichols.



In Cleveland, attending the gala opening of 20th-Fox's "Prince of Players," were (l to r): Glenn Norris, 20th-Fox eastern sales manager; Howard Higley, manager of the Allen Theatre; T. O. McCleaster, 20th-Fox central division manager, and Dick Wright, district manager, Stanley-Warner Theatres.



Sophia Loren, star of "Aida," presents a special citation to E. R. Zorgniotti, IFE executive, from the Italian Motion Picture Newspaperman's Guild, as a tribute to IFE's activities in promoting Italian films in the U.S.

News And Views . . .

Rosenfield on "Aida"

DETROIT. — An audience of 5,000,000 in the U. S., many of whom are not regular film theatre goers, is ready to support opera films such as "Aida," according to Jonas Rosenfield, Jr., IFE vice-president in charge of advertising, publicity and exploitation, who addressed a group of local film critics here.

Rosenfield's estimate is based on a national survey being conducted by IFE, covering thus far over 250,000 patrons attending performances of "Aida" in New York, Chicago, Baltimore, Cleveland, Philadelphia, and New Orleans. Survey indicates that 56 percent of these patrons had never seen an opera, while 27½ percent had not been in a motion picture theatre for three years. As a result of "Aida's" success, Rosenfield reveals, Italian producers are readying "Madame Butterfly," "Carmen," "Joan at the Stake," and other operas for the American screen.

Lubin on "Rebound"

Reduction by two-thirds in the cost of production can be accomplished by shooting a picture in England, it was pointed out by Arthur Lubin, director, at an interview with the trade press. Lubin has just completed shooting "Rebound" in England for Producer Mike Frankovich and starring Stewart Granger and Jean Simmons. Columbia will release.

Planned by Lubin, who is best known for his comedies about Francis, the talking mule, which he made for Universal, is a second picture for production in England. Film is "Ghost of Drury Lane." Frankovich will again produce and Columbia release.

Regarding Francis, the director said that he will make another and sixth talking mule subject for Universal. Tentative title is "Francis Weighs Anchor," with Donald O'Connor again starring.

Huston on "King"

Producer-director John Huston has completed "Moby Dick" for Warner Bros. release and is already outlining plans for "The Man Who Would Be King," upon which shooting will commence either late this year or early 1956 for Allied Artists release.

In town last week, Huston furnished some pertinent data on his most recent picture, which was produced by Monlin-Elstree Productions. "Moby Dick," he said, was some two years in the making, was brought in for "about $4,000,000" or one million above budget, and could have used even more funds to increase the research and reconstruction of certain sailing ships needed for the production.

Huston will supervise the editing of "Dick" in Ireland, where he lives, then begin on "King," which is based on a Rudyard Kipling story. No budget has yet been set but Peter Viertel will write the initial script and Humphrey Bogart will play one of the starring roles.

Kaufman on "Silver"

It is the duty of exhibitors to learn what merchandising aids the producer has available on a picture and to utilize these aids, stated producer Joseph Kaufman at a meeting with the trade press. Kaufman, who is currently working on a promotion campaign for "Long John Silver," a DCA release, outlined the exhibitor aids he has prepared on that CinemaScope-Eastman Color production.

A 12-minute black and white short and a six-minute version of the same subject have been made on the production problems encountered on "Silver." The 12-minute short is being given to schools, auditoriums, etc. while the six-minute film is for use in theatres as a pre-trailer.

Television and radio spot announcements, a series of half-hour radio programs and a serialization of the film's story for insertion in newspapers have all been created as selling helps on the picture, Kaufman revealed. He appealed to exhibitors to make use of these exploitation and promotion helps.

The producer has writers currently working on four screen plays, which he plans to produce within the next two years. These include "Medicine Whip," "The Sundowners," "Come Away, Pearler," and "Spanish Main." These pictures will be shot in some process and color and will be filmed in Australia, Kaufman disclosed.

Rhoden on "Patronage"

HOLLYWOOD.—"We must sell our attractions for dear life," President Elmer C. Rhoden warns National Theatres managers in the latest issue of the organization's house organ.

"Our theatres," wrote Rhoden, "are no longer privileged to cater to the movie-going public, but rather, we are hosts to a discerning public that selects its pictures very carefully. I presume they weigh the pictures that we have to offer with the shows that can be seen gratis at home in their own parlors, and if it is a question of making up their minds as to whether they should 'go out to see a show,' or should sit it out before their TV sets, then the only deciding factor is the quality of the picture.

"You have read the report of our first research project. . . . We believe that this first study will convince the producers that they must take advantage of TV to pre-sell, and that today, greater emphasis must be made on the pre-selling of motion picture attractions.

"Please don't believe that all of the job of pre-selling can and will be done by the producer. You must do a follow-up job as well. The moment you get a booking of an attraction, start to sell it!"

Frayne on "Personnel"

Dr. John G. Frayne, president of the Society of Motion Picture and Television Engineers, has made known the Society's plan to set up a committee to look into the problem of the growing need for trained technical people in the motion picture industry. Dr. Frayne explained that the motion picture industry is becoming more and more technical, and that work that once could be done by unskilled people is now too complicated and requires the skill of trained personnel.

Three Films On 'War and Peace'?

Three production companies have definitely announced their intention to film Leo Tolstoy's monumental novel, "War and Peace." In Hollywood, the Michael Todd Company, through its president, Phil Reisman, has announced that Fred Zinnemann will direct, and Robert E. Sherwood will write the screenplay. Film will be processed in Todd-AO and budgeted at $7,500,000. The script is expected to be completed in June, and the film will be shot in Yugoslavia with the full cooperation of the Yugoslav Army and Government.

In New York, Dino DeLaurentiis, of the Italian firm of Ponti-DeLaurentiis, which made "Mambo" and "Ulysses," forthcoming Paramount releases, also announced a production of "War and Peace," in VistaVision, to start in June. Film will be the most expensive ever made in Italy, with a budget of $4,500,000 to $5,000,000, and will be photographed in Yugoslavia, Finland, and Italy.

King Vidor Signed

DeLaurentiis, who has a signed contract with Avala Film of Belgrade, has designated King Vidor to direct the Tolstoy film. DeLaurentiis is negotiating with three top American stars for the leads.

David O. Selznick, who revealed last June that he had Ben Hecht working on the treatment of "War and Peace," said he had "no comment" on the Todd announcement, but expected to make his own statement soon.

M-G-M has also filed claim to the work with the Title Registration Bureau of the MPAA. Ordinarily, conflicts such as this are resolved by the title bureau, which determines priority of rights to stories in the public domain on the basis of application for clearance made by producers. Todd said that he was an "outsider"—a non-member of the association—and therefore did not feel required to seek clearance. Ponti-DeLaurentiis also operate outside the area of the agreement.

Film Firm Dividends Show Substantial Rise

WASHINGTON. — Dividends publicly declared by film corporations last year reached $28,289,000, far above the $23,405,000 paid out in 1953, according to the Department of Commerce. Dividends during December of last year exceeded dividends of December 1953 by $656,000, with 20th-Fox and Loew's accounting for the increase. Fox paid $1,108,000 plus a special $277,000 dividend in December 1954 compared to $692,000 in the same month of 1953, while Loew's paid $1,286,000 in December 1954 compared to $1,029,000 paid in the final month of 1953.

Admish Prices Drop

WASHINGTON. — Film theatre admission prices declined an unspecified amount during December, according to the Labor Department's consumer price report. The drop was ascribed to a return to regular admission prices after showing of special features in a number of cities.

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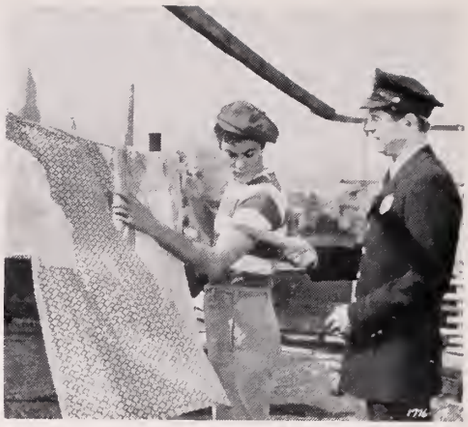
Written by PHILIP YORDAN • Produced by SIDNEY HARMON • Directed by JOSEPH LEWIS



Ruth Roman, John McIntire and James Stewart in "The Far Country," Technicolor



Kirk Douglas serenades Jeanne Crain in "Man Without A Star," color



George Nader subpoenas Tony Curtis in "Six Bridges To Cross," story of a bank robbery

Variety Of Entertainment Available From U-I In Forthcoming Seasons

Action and comedy films spark the product line-up of Universal-International, which has planned a "Golden Baker's Dozen" for the first part of 1955. Two of the first eight releases are in CinemaScope, while six of the pictures have been tinted by Technicolor. A roster of stars, both from within and without the Universal studio, has been gathered to provide marquee values to exhibitors.

First of the releases is "Six Bridges to Cross," the story of a modern bank robbery. Tony Curtis and Julie Adams play the leads in this Aaron Rosenberg production that was directed by Joseph Pevney. Sydney Boehm wrote the screen play from a story called "They Stole $2,500,000 — And Got Away With It."

Action of an earlier period, set in the wide outdoors, sets the keynote of the next release, "The Far Country." James Stewart, Ruth Roman and Corinne Calvet are starred in this Technicolor production, with Walter Brennan in the fourth role. Rosenberg produced, and Anthony Mann directed the Borden Chase screen play.

The CinemaScope-Technicolor production of "Captain Lightfoot" comes next on the list. Filmed on location in Ireland, "Lightfoot" stars Rock Hudson and Barbara Rush. Ross Hunter handled the production reins, while Douglas Sirk directed. The screen play is by W. R. Burnett and Oscar Brodney. The film tells a sprawling action tale of 19th Century Ireland.

Dana Andrews plays a U.S. Cavalryman to Piper Laurie's lady in distress in "Smoke Signal," Technicolor action picture. Howard Christie produced, and Jerry Hopper directed from a screen play by George F. Slavin and George W. George. The picture concerns an Indian attack on a western fort, with Andrews in additional trouble of his own.

A J. Arthur Rank presentation, "Land of Fury," starring a British cast headed by Jack Hawkins, follows next. This Technicolor production, set in New Zealand, also has Glynis Johns and Noel Purcell in the cast. This picture concerns the bringing of peace to a land beset by troubles between the white man and the native Maori tribes.

Another CinemaScope-Technicolor production, "Chief Crazy Horse," follows next on the release schedule. Victor Mature, Susan Ball and John Lund have the leads in this western produced by William Alland and directed by George Sherman. Mature is cast in this title role in the screen play written by Franklin Cohen.

Marjorie Main and Percy Kilbride are once again teamed as "Ma and Pa Kettle at Waikiki." Lori Nelson supplies the feminine interest in this Leonard Goldstein production. The film was directed by Lee Sholem from a screen play by Harry Clark and Elwood Ullman.

Kirk Douglas, Jeanne Crain and Claire Trevor have been topcast in "Man Without a Star," western produced by Rosenberg. Direction is by King Vidor with a Borden Chase screen play. Action and romance are highlighted in this production.



William Talman holds the gun on Dana Andrews and Piper Laurie in "Smoke Signal," color



Susan Ball, John Lund and Victor Mature in "Chief Crazy Horse," CinemaScope-Technicolor



Jack Hawkins and Glynis Johns sail to a new country in "Land of Fury," Technicolor



Rock Hudson and Denis O'Dea flee across a rooftop of 19th Century Ireland in "Captain Lightfoot," CinemaScope-Technicolor adventure romance which also stars Barbara Hale and Jeff Morrow

Independent Trade Reviews

(Continued from page 15)

itself well in the action market. Ambuscades, fist fights and various other scenes of fast movement supply the necessary requirement for a picture of this sort. The tinting, on Eastman Color stock with print by Technicolor, catches the wild outdoors of the Colorado River area, where the story was photographed, with splendor.

Unusual gimmick in the story has a handful of Army men take a couple of small boats down the uncharted Colorado River in order to escape marauding Indians. A major Indian uprising is in the making and only one of the passengers, Andrews, can thwart it. Andrews, however, is being taken to his court martial on charges of desertion. He had lived with the Indians in order to find better ways by which to keep peace with them. Andrews' feats of bravery while on the river journey serve to clear him of guilt and endear him to Miss Laurie, only woman on the trip.

"Ten Wanted Men"

(Columbia) Technicolor 80 Min.

Cast: Randolph Scott, Jocelyn Brando, Richard Boone, Alfonso Bedoya, Donna Martell, Skip Homeier.

Credits: A Scott-Brown Production; Produced by Harry Joe Brown; Directed by Bruce Humberstone; Screen play by Kenneth Gamet; Story by Irving Ravetch and Harriet Frank, Jr.

The team of Producer Harry Joe Brown and Star Randolph Scott have come up with another box office winner in "Then Wanted Men," their ninth film together since they formed their own production company. Loaded with action, carefully cast from a well-written script, this Technicolor film deals with the efforts of a powerful, but benevolent cattle baron to maintain law and order in an empire obtained by sweat and guns in the late 80's. The title is a natural for exploitation and also a lure to the action fans. Scott, of course, is one of the biggest outdoor stars in the business and this film will enhance his reputation.

Cattle baron Scott brings his brother, Lester Matthews, and his daughter to the town of Ocatilla, which he has built himself, Matthews also brings his son, Skip Homeier, who is attracted to a Spanish girl, Donna Martell, who is the ward of Richard Boone, who is jealous of her. When Donna flees Boone for sanctuary at Scott's ranch, Boone hires gunmen headed by Leo Gordon. He then acquires a ranch next to Scott's and his gunmen raid Scott's cattle. He also engineers a gunfight to look as if Homeier has murdered a man in cold blood. All this treachery, plus the killing of Matthews, spurs Scott into action. Scott fights it out with Boone's gang, law and order is restored with Homeier marrying Donna and Scott marrying Jocelyn.

"The Good Die Young"

(United Artists) 100 Min.

Cast: Laurence Harvey, Gloria Grahame, Richard Basehart, Joan Collins, Rene Ray, Stanley Baker, Margaret Leighton, Robert Morley, Freda Jackson.

Credits: A Remus Production; Associate producer, Jack Clayton; Directed by Lewis Gilbert; Screen play by Vernon Harris and Gilbert; based on a novel by Richard Macauley.

A collection of top young talent, both British and American, has been collected for this British melodrama of disillusioned youth in the post-war world. The film should be best suited for art house runs, although it could go into more general houses as a supporting feature on the strength of some of the names involved. Familiar names in the cast include Gloria Grahame, Laurence Harvey, Richard Basehart, John Ireland and Robert Morley. The film starts out on a high note of suspense, showing four young men on their way to what is obviously an act of violence. It then flashes back to show how each of them arrived at this situation. The picture then tells four separate stories, constantly cutting back and forth from one to another until the four interlink towards the end.

Three of the four are good, honest persons on whom destiny has played some sort of trick. Richard Basehart, an American with an ill, pregnant wife, needs money desperately to get his wife back to America. John Ireland has deserted from the American Air Force because of his overwhelming love for his unfaithful wife, Miss Grahame. Stanley Baker is a once-famous fighter who has had one of his hands amputated. These three men fall under the influence of Laurence Harvey, a young gentleman of leisure who takes pleasure in gambling, cheating and killing. The four tales are told with skill, although they are all fairly predictable. Final portion of the film is devoted to a robbery, which ends in the death of the four young men. Performances are fine throughout, with excellent actors cast in the smaller roles so that a performer of the stature of Morley plays one bit scene.

"Sabaka"

(United Artists) Technicolor 81 Min.

Cast: Boris Karloff, Nino Marcel, Reginald Denny, Victor Jory, Lisa Howard, Jay Novello, Lou Krugman, June Foray.

Credits: Produced, directed and written by Frank Ferrin; Associate producer, Ralph Ferrin.

This Technicolor adventure tale, filmed on location in India, boasts some exciting jungle photography that helps to make up for a routine script. The picture does have exploitation possibilities and can help fill the bottom half of the double bill. Familiar names in the cast include Boris Karloff, Reginald Denny and Victor Jory, but they all play relatively small parts, with the lead role going to a 15-year old boy, Nino Marcel. The plot concerns Nino's attempts to avenge the death of his sister, who has been burned alive by a band of scoundrels posing as religious fanatics. The latter have terrified the principality into the worship of Sabaka, the fire-demon, for their own selfish purposes. With the aid of his pet tiger and his loyal elephant, Nino manages to destroy the group, but not before a series of close calls.

In addition to the excellent jungle photography, the picture contains some interesting footage of an elaborate and sumptuous religious ceremony in progress at the palace. For this sequence, the elephants have been painted and decorated in gorgeous colors and the palace personnel dressed in ornate costumes. However, the bulk of the excitement comes from the jungle scenes, where the wild animals make more believable villains than the people do. The action is backed up by an exotic Indian score. Production values are generally high.

"Abbott And Costello Meet The Keystone Kops"

(Univ.-Int'l.) 79 Min.

Cast: Bud Abbott, Lou Costello, Fred Clark, Lynn Bari, Frank Wilcox, Maxie Rosenbloom, Henry Kulky, Sam Flint, Mack Sennett, Heinie Conklin, Hank Mann.

Credits: Produced by Howard Christie; Directed by Charles Lamont; Screen play by John Grant; Story by Lee Loeb.

A huge portion of slapstick, mixed with a bit of nostalgia, provides the framework for this latest Abbott and Costello starrer, in which the comedy duo cavort in early vintage Hollywood. In this one the boys rely primarily on physical tomfoolery rather than any verbal quips, and the results should best be aimed at the juvenile market. Oldtimers may be intrigued by the film's title and the brief appearance of Mack Sennett, who throws a pie in the boys' faces for old time's sake. The script keeps the two comics, who get involved in the early days of movie-making, up to their ears in trouble, with Costello taking the brunt of the fooling. While trying to track down a thief who is posing as a movie director, he gets talked into accepting a job as stuntman at a movie studio with near-fatal results. The boys go wild in an airplane, have narrow escapes with railroads, runaway horse-carriages and undergo a variety of other mishaps.

The Keystone Kops, or really their modern equivalents, are called in at the end of the picture for the final chase after the villain. Fred Clark plays the latter role, with Lynn Bari cast as his girl friend and Maxie Rosenbloom in a villainous-comedy part. Trouble starts when Clark sells the boys the Thomas A. Edison "Black Maria." To recover their money they take out after him and Miss Bari, who have fled to California. At the picture's end the villains are apprehended, but the money they have stolen is scattered to the four winds by the whirring of airplane propellers. At fadeout Abbott, Costello and all the Kops are scrambling for the money.

"Women's Prison"

(Columbia) 80 Min.

Cast: Ida Lupino, Jan Sterling, Cleo Moore, Audrey Totter, Phyllis Thaxter, Howard Duff, Warren Stevens.

Credits: Produced by Bryan Foy; Directed by Lewis Seiler; Screen play by Crane Wilbur and Jack DeWitt; Story by DeWitt.

Columbia has a highly exploitable, well-made prison melodrama here. The picture's gimmick, a prison with women inmates on one side and men on the other with only stone walls between them, is strong theme and is well developed. Another factor is the lineup of femme toppers, all of whom mean something at the marquee; Ida Lupino, Jan Sterling, Cleo Moore, Audrey Totter and Phyllis Thaxter. Thrown in for good measure is Howard Duff, himself a potent ticket seller. The general overall top performing of all these players gives the film a tautness and a sense of the melodramatic, which make its unreeling pass quickly. The literate screen play has no cliche and no plot flaws and hold the audience's interest all the way.

Ida Lupino, head of the women's prison, works in conjunction with the mens' warden, Barry Kelley. When both of these officials are responsible for the inhuman treatment of Phyllis Thaxter, a nerve-shattered housewife who has come to prison on a manslaughter conviction after running over a child in her automobile, Duff warns them. When Audrey Totter, who has been visited by her husband, an inmate in the men's side of the prison, discovers that she is pregnant, Kelley tells Ida that she must find out how Audrey's husband, Warren Stevens got over to the women's side. In her zeal to get this information, Ida mistreats Audrey, and is responsible for her death. The women inmates, led by Jan Sterling and Cleo Moore, stage a revolt, while Stevens, out to revenge his wife, stalks Ida. Before things get too far out of hand, Ida's mind cracks and she is set for a future as a mental patient. Following this, Duff informs the warden that he will no longer have a job and looks to a future of seeing the brutal prison conditions corrected.

"They Were So Young"

(Lippert) 80 Min.

Cast: Scott Brady, Johanna Matz, Raymond Burr, Ingrid Stenn, Gisela Fackeldey, Kurt Meisel, Katherina Mayberg, Eduard Linkers, Gordon Howard.

Credits: A Corona Films Production; Produced and Directed by Kurt Neumann; Screen play by Felix Luetzkendorf and Neumann; Based on an outline by Jacques Companeez.

"They Were So Young" is a well-done exploitation film which should do good business everywhere. Dealing with mannequins, who are

recruited from all parts of the world to be sent to Rio, the film shows what happens when the models find that there is a vice angle involved along with posturing expensive fashions. Handled tastefully, the picture makes its points about the oldest profession in Rio with great skill, which can be attributed to Kurt Neumann's direction. Scott Brady and Raymond Burr are the only two names who mean anything in the U.S., however, Johanna Matz comes across powerfully as a mannequin who will not accept her "extra" duties and will make quite an impression on audiences here with this film. Quite a few of the exteriors were shot in Italy with the interiors being lensed in Germany. There is some voice dubbing, but it is well-done and doesn't detract at all from the proceedings.

When Johanna Matz arrives at fashionable mansion in Rio with her fellow mannequins, she soon discovers that the modeling is a blind for red light activities. She flees the establishment with her girl friend, Ingrid Stenn. Ingrid is recaptured by members of the modeling group and Johanna cannot convince the authorities of their plight. She ecapes with the aid of mining engineer Scott Brady, who takes her to his South American boss, Raymond Burr, for help. Brady goes on to what is supposed to be a flooded mine. Johanna discovers Burr is the boss of the procuring mob, and runs away; she meets Brady, who is on his way back having discovered that his trip was a ruse. Johanna is drugged and taken to one of Burr's pleasure boats. With the aid of a Brazilian undercover man, he rescues Johanna and the agent gets enough on Burr to put him behind bars.

"The Intruder"

(Associated Artists) 84 Min.

Cast: Jack Hawkins, Michael Medwin, George Cole, Dennis Price, Duncan Lamont.

Credits: Produced by Ivan Foxwell; Directed by Guy Hamilton; Screen play by Robin Maugham and John Hunter; Additional scenes by Anthony Squire; From the novel, "Line on Ginger," by Maugham.

An intriguing art house entry, this British production, with Jack Hawkins starring, combines flashbacks with a chase for dramatic effect that should hold audiences interested throughout. Story concerns an ex-colonel's attempt to help one of his former troopers, who has become a lawbreaker. Performances are sound all around, with Hawkins, playing the ex-colonel, and Michael Medwin as the lawbreaker, outstanding. War footage, including some well-staged battle scenes, may springboard this picture into the action market, but lack of a romantic interest may create a stalemate on broader bookings.

Plot gets better as it goes along. Hawkins discovers Medwin, a former trooper of his, to be a housebreaker and sets out to help him reform. Medwin, however, is antagonistic and flees. In order to locate him, Hawkins tracks down and interviews each of his other former troopers. When Medwin is reached, it turns out that he has broken jail while serving a manslaughter charge. Hawkins induces him to surrender and promises help when his term ends.

"Tender Hearts"

(Hugo Haas) 78 Min.

Cast: Hugo Haas, Francesca de Scaffa, June Hammerstein, Jeffrey Stone, Ken Carlton, John Vosper, Tracy Roberts, Tony Jochim.

Credits: A Hugo Haas Production; Produced, Directed and screen play by Hugo Haas.

"Tender Hearts" is an engrossing drama which Hugo Haas press previewed without a release. It is a poignant film that will appeal to children and will be very moving to adults, who know the vagrancies of life. Haas is now negotiating a release for the film, which is another four-ply credit for him. This warm, vibrant film deals with a begger and his dog, a performing dog, who enables the beggar to mooch his way through life. The picture is peopled with interesting characters from all walks of life and the seamy side of life is shown both humorously as well as realistically.

Haas, a former circus clown turned beggar, uses his performing dog on street corners to get pennies from passersby. He lives in the basement of an apartment peopled by a waitress, June Hammerstein; a street walker, Francesca de Scaffa, and her boy friend, Ken Carlton. When he becomes ill and the dog does too, Haas decides to take the offer for the dog by a rich man, John Vosper. Carlton, believing that Haas sold the dog at a lucrative price that he was first offered for him, joins up with a thug and arranges a holdup of Haas. When the holdup man finds that Haas has only 30 dollars, he slugs him hard enough to kill him. He dies at the same time as the dog and they are reunited in Heaven.

"Port Of Hell"

(Allied Artists) 80 Min.

Cast: Dane Clark, Carole Mathews, Wayne Morris, Marshall Thompson.

Credits: A William F. Broidy Production; Produced by Broidy; Directed by Harold Shuster; Screen play by Tom Hubbard, Fred Eggers and Gil Doud; Story by Doud and D. D. Beauchamp.

"Port of Hell" is a well done suspense melodrama, highlighted by the top performances turned in by its cast toppers. Although the plot has a tinge of formula about it, it is handled so well that there is an aura of realism to the proceedings. This can also be attributed to the location shooting in the Los Angeles harbor.

Dane Clark is the port warden of L.A. harbor, who runs the port by the rule book and with an iron hand with the aid of his crippled assistant Marshall Thompson. Because of his policy he antagonizes all the sailors and fishing boat men in the vicinity especially Carole Mathews' brother, Wayne Morris. When he discovers that a freighter has docked in the harbor with an atom bomb aboard which will be set off within 24 hrs., by a communist detonating ship at sea, he keeps it quiet and sets out to find someone to aid him to tug the ship out to sea, in order to avoid a panic. With the help of Morris, his former adversary, Harold Peary, another former enemy, and Thompson, they accomplish this via Morris' tugboat and it explodes at sea with no damage to anyone or anything. Clark returns to Carole's arms.

"Pirates Of Tripoli"

(Columbia) Technicolor 70 Min.

Cast: Paul Henreid, Patricia Medina, Paul Newlan, John Miljan, Mark Hanna, Jean Del Val, Lillian Bond, Mel Welles, Louis G. Mercier.

Credits: A Sam Katzman Production; Produced by Katzman; Directed by Felix Feist; Screen play and story by Allen March.

"Priates of Tripoli" is a familiar enough swashbuckler dealing with pirates. This time it's Tripoli and, as usual, there is a beautiful princess who is having her troubles. This will do best going out as a supporting feature and as such is good for any bill. Paul Henreid and Patricia Medina handle their roles well. Production work is very good on this feature, giving it a plushy appearance befitting its story. Title is a good sales point as well as the Henreid and Medina names. There are plenty of action fans who go for this type of fare.

Patricia Medina, a princess, is forced to flee her country when it falls to John Miljan's army. She runs to Tripoli for help, hearing that the famous pirate, Henreid, will sail to her cause for money. Henreid, despite some obstacles, gets Patricia back her kingdom and Patricia as a result gets Henreid.

"Sunderin"

(Producers Rep.) 80 Min.

Cast: Hildegarde Neff, Gustav Froehlich, Anne Bruck.

Credits: Produced by Cellini Films; Directed and screen play by Willy Forst; Story by Gerhard Menzel.

This German drama, dubbed into English and with an English narration telling most of the story, could serve to satisfy product needs of some art houses. The film's star, Hildegrade Neff, has acquired a name in this country, and that factor, plus the exploitable sex angle, could help sell the film. "Sunderin," sub-titled "the story of a sinner," is a vehicle for the adult audience alone. It tells in flash-back style the story of a tragic romance between Miss Neff, a beautiful woman of the streets, and a painter who is going blind. The tragedy, though a poignant one, is unrelieved and makes for heavy going in spots. The story, ending in a double suicide, is made easier to take because it gives Miss Neff a chance to dominate the picture with her acting ability and her special type of beauty. The star makes the most of her chance. For the rest, the production is a good one with all the cast up to their roles. Director Willy Forst achieves some interesting and

"Siam"

(Buena Vista) Color 32 Min.

Credits: A Walt Disney Production; Associate producer, Ben Sharpsteen; Directed by Ralph Wright; Script by Winston Hibler, Ted Sears, Cecil Maiden and Wright; Narrated by Hibler.

Another entry in the "People and Places" series, this Walt Disney live-action featurette presents an eye-filling view of modern Siam, or Thailand, in Southern Asia. Here the land is flooded by river waters half the year, and when the torrents recede the natives plant and harvest rice. The picture, accompanied by a good narration, presents the life of the Siamese peasant under these conditions with a good deal of interest and understanding. Audiences should find "Siam" a rewarding program filler that will send them away with something fresh to think about. Work and play are alternated in the proceedings to present a balanced story. Shots of elephants, whose brute power is used to push and tote tremendous weights, are fascinating. Scenes of ancient and colorful dances are unique. A sequence in which two Siamese cats tussle in the mud is a gem of candid camera humor. As reproduced via Technicolor printing, this featurette carries the Disney quality stamp and should appeal to young and old alike.

Mass Booking Slated For VistaVision Short

Approximately 20,000 U.S. and Canadian theatres, both conventional and drive-ins, will show "Paramount Presents VistaVision," 20-minute Technicolor product featurette which is being made available to exhibitors free-of-charge, A. W. Schwalberg, president of Paramount Film Distributing Corp. said this week.

Representatives of the trade press previewed the VistaVision subject at the Paramount home office screening room. Film presents scenes from the first 10 Paramount pictures produced in VistaVision: "White Christmas," "Run For Cover," "The Trouble With Harry," "To Catch a Thief," "The Seven Little Foys," "We're No Angels," "The Far Horizons," "Three Ring Circus," "Strategic Air Command" and "Lucy Gallant."

Schwalberg said a total of 500 prints will be put in circulation throughout the country by mid-March. "At present, approximately half that number has been delivered and put into circulation and we are looking forward to receiving the additional 250 prints as quickly as Technicolor can possibly make them because the exhibitor demand for this entertaining product subject is truly tremendous," he said.

Topping its unprecedented product for '54...

NO. 3 IN A SERIES OF ADS





UA HAS THE BIGGEST PRODUCTION NEWS FOR THE 1955 SEASON

FACT #7

NOW IN PRODUCTION

ALEXANDER THE GREAT

CINEMASCOPE · Color by Technicolor
Starring Richard Burton · Fredric March
Claire Bloom · Danielle Darrieux
Written, Produced and Directed by Robert Rossen



RICHARD BURTON



FREDRIC MARCH

FACT #8

NOW CUTTING

SUMMERTIME

(Based on the Broadway hit, "The Time of the Cuckoo")
Color by Technicolor
Starring Katharine Hepburn · Rossano Brazzi
Produced by Ilya Lopert · Directed by
David Lean · A Lopert Films Presentation



KATHARINE HEPBURN

FACT #9

NOW CUTTING

THE NIGHT OF THE HUNTER

Starring Robert Mitchum · Shelley Winters · Lillian Gish
Based on the best-seller by Davis Grubb
Produced by Paul Gregory
Directed by Charles Laughton



ROBERT MITCHUM

Attendance Figures Climb Higher As M-G-M Workshops Push Ahead



Steven Pankow, Mayor of Buffalo, recognizes M-G-M's "Salute to Theatre Owners" in his territory by signing a proclamation setting February as the "Go To The Movies Month." Five prominent area theatremen witness the signing; (l to r): Arthur Krolick, district manager for Paramount Theatres for Buffalo and Rochester; Vincent R. McFaul, general manager for Shea Theatres; George H. MacKenna, managing director of Basil's Lafayette; Robert T. Murphy, managing director of the Century Theatre, and Edward Meade, advertising manager for Shea Theatres.

M-G-M's seventh in its series of one-day Ticket Selling Workshops, scheduled for next week (Tuesday) at the Jefferson Hotel, Richmond, will have an anticipated audience of between 250-300 Virginia area exhibitors, according to Mike Simons, director of customer relations for the major.

The event will precede workshop sessions in Oklahoma City and Milwaukee by the film company on March 30 and 28, respectively. The Oklahoma City affair is newly scheduled. It will be conducted with Ed Thorne, city manager for Cooper Foundation Theatres, in charge, Thorne is also newly elected Theatre Owners of Oklahoma president

The Milwaukee session, originally scheduled for May 2, was advanced in order that it be held in connection with the Wisconsin Allied's annual convention, set for March 28-30.

Workshops in Jackson, Miss., and Memphis were held meanwhile last week with Jack Bruno, manager of Cooper Foundation's Main Theatre, Pueblo, Colo., guest panelist at both.

Outstanding among the exhibitor leaders from other territories who participated actively in the Memphis session were C. V. "Buck" Jones, home office executive, and W. L. Pullen, district manager of the Rowley United Theatres, Dallas; M. B. Smith, advertising ad-publicity head for Commonwealth Theatres, Kansas City, and Beverly Miller, head of the Kansas-Missouri Allied unit.

Touring various areas of the nation in conjunction with the workshops and M-G-M's 1955 Motion Picture Theatre Celebration are Robert Taylor, John Ericson, Anne Francis and Esther Williams. A baby elephant was employed for publicizing openings of "Jupiter's Darling."

For next week's Richmond workshop, Bob Walker, owner-manager of the Uintah Theatre, Fruita, Colo., has been enlisted as small-town theatre panelist.

At the Detroit workshop, scheduled for Feb. 22, Lou Brown, ad-publi-exploi chief for Loew's Poli New England Theatres division, will be a panelist along with L. J. "Bill" Williams of Union, Mo.

Metro announced that the Columbus, Ohio, area will observe its second workshop March 1, with a delegation of 10 Jamestown Amusement Inc., representatives expected to attend.

Following up the Columbus session will be one at Kansas City on March 3.

Columbia Signs Writers

Columbia has signed five young writers, all new to Hollywood, to long-term contracts, executive producer Jerry Wald has announced. The signings are in line with Columbia's established policy of bringing out fresh talent and giving it an opportunity in all departments of production.

The writers signed currently are awaiting their initial assignments at the studio under the direction of Arthur Kramer, story department head. They are Edmund Morris, Sonya Claire Levene, Raphael Hayes, James Whitfield Ellison and Gil Orlovitz.

Retail Windows Plug Metro's Celebration

Milwaukee.—A multitude of Green Bay retailers were enlisted here to furnish store window space which was utilized to promote the inauguration here of Metro's 1955 Motion Picture Theatre Celebration Year. For example, one lunch room set up two signs pushing "Green Fire Sundaes" and "Black Rock Sundaes."

A number of the co-operative promotions were encouraged via letters sent out by Green Bay's Association of Commerce, revealing the film company's plans. The exploitation was engineered by Louis W. Orlove, M-G-M publicity director for Milwaukee. He capped his campaign by surprising local theatre managers with mammoth blow-ups of their portraits at a dinner held in their honor.

Print Demand Increases For "Underwater!" Reel

The demand by exhibitors for the special trailer about the underwater premiere of Howard Hughes' "Underwater!" has upped the print order to 490, Walter Branson, RKO's world-wide sales manager, announced. Harry Brandt has ordered 151 for his theatres in New York, New Jersey and Connecticut. The trailer, which runs for 2½ minutes, shows the highlights of the underwater screening and some of the 200 leading press, radio and TV representatives and Hollywood celebrities who attended. RKO is also offering, for local-level exploitation by its fieldmen, a king-size promotion kit.

Film Entertainment Cited

WASHINGTON.—Ambassador to Italy Clare Boothe Luce, talking informally with reporters here, said she considers the showing of motion pictures one of the most "useful ways" by which an Ambassador can instruct and entertain guests in a foreign capital. She said she believes all American Ambassador's residences built in the future should include projection rooms.



At the Denver session of M-G-M's Ticket Selling Workshop are Emery Austin (right) company exploitation executive, and a group of his field men, (l to r): Alan Weider, Seattle and Portland; Bob Stone, Omaha and Des Moines; Ted Galanter, West Coast division press representative; William Blake, San Francisco; Ivan Fuldauer, mid-west division press representative; Howard Herty, Los Angeles, and Norman Pyle, Chicago.

RKO Pictures Carrying Forward Capital Loss Under Federal Law

RKO's estimated $30,000,000 capital loss-carry-forward figure was pointed out in the year-end financial statement of the company. The statement, signed by president James R. Grainger, said that RKO had been advised that, under the new Federal tax code, its substantial capital tax loss presently continues to be a capital-loss-carry-forward available under appropriate circumstances as a set-off against capital gains, if any, that might be realized in the future.

No indication was given of any change in the status of the company, with Howard Hughes and Atlas Corp. now owning the principal number of shares. The company's assets were put at $17,833,567, of which $17,796,958 were listed as cash and the remainder interest receivable. The report, covering a nine-month period, stated that of the $23,489,478 received from Howard Hughes for the sale of RKO Radio Pictures, $5,717,952 was utilized in redeeming 952,-992 shares of its stock.

Product-wise, Walter Branson, world-wide sales manager of the company, announced that RKO has embarked on one of the most active years in its history. Scheduled for release are 21 independently made films plus four top-budgeted pictures made by RKO.

Productions Scheduled

Among the independents are Ram Productions' "Treasure of Pancho Villa" and "Oh, Promised Land," starring Alan Ladd. Both will be in Technicolor and Superscope. Also, Benedict Bogeaus's "Escape to Burma," starring Barbara Stanwyck, Robert Ryan and David Farrar, and another Bogeaus production, as yet untitled.

David Butler will produce and direct three films this year. The first, "Miracle of Santa Anita," is in Technicolor. Two others are still untitled. The King Brothers will produce "The Boy and the Bull," in CinemaScope and Technicolor, and "Two-headed Spy," to be made in England.

Nat Holt has three pictures on his schedule. The first is a Superscope-Technicolor production, "Rage at Dawn," starring Randolph Scott. Slated for future production are "Louisiana Lottery" and "Texas Lady."

Sol Lesser has produced "Quest for the Lost City" and "Tarzan's Hidden Jungle." Another production, as yet untitled, is on his schedule for this year. Allen Dowling Productions have two films on their calendar, "People Like Us" and "The Sea is a Woman." Robert Stillman's production, "The Americano," is currently in general release, and his further plans will be announced shortly.

Winding up the list of independents is a list of three pictures, all untitled, to be filmed under the banner of Prize Pictures.

The RKO pictures to be released this year are "Underwater," starring Jane Russell; "The Conquerer," starring John Wayne and Susan Hayward; "Jet Pilot," starring Wayne with Janet Leigh, and "Son of Sinbad."

Universal 1954 Net Rises To $3,797,688

Universal Pictures has reported consolidated net earnings for the fiscal year ended Oct. 30, 1954 of $3,797,688 after provision of $5,600,000 for Federal taxes on income and $500,000 for contingent liabilities and after a write-down of investments in the amount of $414,812. After dividends on the preferred stock, such consolidated net earnings amounted to $3.58 per share on the 995,289 outstanding shares of common stock as of Oct. 30, 1954.

For the preceding fiscal year, consolidated net earnings were $2,616,356 after provision of $3,863,000 for Federal taxes on income and $500,000 for contingent liabilities. After dividends on the preferred stock, these consolidated net earnings were equivalent to $2.35 per share on the 1,010,411 shares of common stock then outstanding.

Film rentals and sales for 1954, according to the company's annual report, which has been mailed to stockholders, were $77,887,688 as compared with $70,490,254 for the previous year. It is noted in the report that the company continued the practice of reflecting in its accounts the operations of subsidiaries operating in foreign countries having exchange restrictions only to the extent that net earnings from such operations were realized in dollars, regardless of the periods in which such net earnings accrued.

The report also noted that during the calendar year 1954 regular quarterly dividends of 25¢ per share and an extra dividend of 25¢ were paid on the common stock.

Press Relations Better: Mandel

The industry's press relations have shown marked improvement in the last year, according to Harry Mandel of RKO Theatres, chairman of the COMPO Press Relations Committee, which has just released results of a nation-wide press questionnaire covering 102 cities.

Besides Mandel, those on the committee are Harry Goldberg of Stanley Warner Theatres, vice chairman; Oscar A. Doob of MGM; Jerome Pickman of Paramount; Ernest Emerling of Loew's; Gilbert Golden of Warner Bros. and Kenneth Clark of MPAA.

The replies reveal, Mandel said, that 50 newspapers give more space to industry news than they did a year ago. Only 15 have reduced their movie page coverage, and some of this reduction took place in locations where newspapers have acquired an interest in, or control of, local TV stations. Seventy-five replies stated that local newspapers were sympathetic toward the industry; only 14 reported local press as critical. Although TV coverage has increased, particularly in those areas where newspapers own an interest in TV stations, 74 replies indicated that movie space has not suffered as a result, while 28 replied that it had.

Contacts Help

"Personal contacts with newspaper editors established by industry representatives during the tax campaign," said Mandel, "unquestionably resulted in a better editorial understanding of the industry problems. . . . I think that industry representatives, particularly exhibitors in small situations, are missing an important bet in not bringing to the attention of local editors the series of COMPO ads now being published, as not all of them have had the opportunity to see and read these ads. Extra copies are always available at COMPO headquarters."

The latest (36th) COMPO advertisement in Editor and Publisher, under the headline, "Bigger Audiences Mean More Readers," urges newspapers to give more space to movie news. Ad comments that several papers have already rearranged their entertainment sections to give greater space to movies. Some reasons, says COMPO, are better pictures, technological advances, and reduction in the federal admission tax. "So don't underrate your movie editor," concludes the ad. "He will get you new readers and at the same time will make the movie pages one of the most-read departments in your paper."

Dividends . . .

Columbia Pictures Corp. declared a cash dividend of 50¢ per share and a 5 percent stock dividend, on the common stock and the voting trust certificates for common stock, payable Feb. 25 to stockholders of record as of Feb. 9. . . . Republic Pictures Corp. declared a dividend of 25¢ per share on preferred stock, payable Apr. 1, to stockholders of record at the close of business on Mar. 10. . . . Roxy Theatre Inc. has declared a quarterly cash dividend of 37½¢ per share on outstanding preferred stock, payable Mar. 1 to stockholders of record at the close of business on Feb. 15. . . . Universal Pictures declared a quarterly dividend of $1.0625 per share on 4¼ percent cumulative preferred stock, payable March 1, to holders of record Feb. 15.

National Theatres, Justice Wind Up Divestiture Parleys

WASHINGTON.—National Theatres and the Justice Department have agreed to a "wind-up" divestiture order covering the 8 theatres remaining out of 110 to be divested under the consent decree, according to Justice officials.

National will have until February 28 to dispose of the four of the theatres it owns, and will be permitted to keep the four theatres it leases until the leases run out, subject to certain conditions. Main change with respect to the owned theatres is that National will now be able to sell them for any purpose, rather than only for use as theatres.

Three of the four leased theatres are closed, and they may not be reopened without the consent of the Attorney General. The fourth, in North Platte, Nebr., is subject to a limitation of only one first run in that town for National, with a provision that if any independent operator is not afforded equal opportunity for first run films, Justice will step into the picture.

In any event, the leases on the four houses cannot be renewed by National, which reported a $546,416 net for the 13-weeks ended Dec. 25.

Director Sidney Kids Child Stars

Children, who used to appear in drama only long enough to lisp out some inanity which somehow induced their estranged parents to reconcile, have emerged in recent years as almost inevitable and pivotal characters in screen, stage, TV, and magazine stories, George Sidney asserted in a talk before the Beverly Hills PTA Council.

The M-G-M director, whose latest release is "Jupiter's Darling," pointed up the fact that there is a marked inclination on the part of writers recently to saddle off some of the vilest villainies onto the shoulders of the small fry.

An example quoted was the current Broadway success, "The Bad Seed," which centers on a golden-haired, sweet-appearing little eight-year-old girl who turns out to be a vicious murderess perfectly willing to kill anyone who stands in the way of her desires or plans.

"A few more plays like this," Sidney told his hearers, "and I'll be afraid to turn my back on an innocent-looking little girl with pigtails for fear I'll get a carving knife between my ribs.

"Presumably, any time there is a particularly appalling murder, the police will respond by rounding up and questioning all known members of the pigtail-and-beany set in the neighborhood!"

Many other pictures and plays and novels of recent decades have explored the idea that children can be malicious gossipers and are adept at embellishing and passing on baseless rumors where they will do the most harm. "Maedchen In Uniform," "The Children's Hour," "Tomorrow the World," and other stories fit into this category.

Sidney is currently preparing to direct "The Eddy Duchin Story" on loanout to Executive Producer Jerry Wald at Columbia after which hhe returns to M-G-M to direct "St. Louis Woman."

Filmakers Schedules Five In Six Months

Five Filmakers features will be produced in the next six months for 1955 release, according to Irving H. Levin, president of Filmakers Releasing Organization, and Collier Young, president of Filmakers Productions, who described it as the company's most ambitious program for any comparable period.

The five new films are in addition to "Crashout" and "Mad at the World," which are completed and readying for release.

Following exhibitor reaction to "Crashout," Levin has signed Hal E. Chester to produce two more for Filmakers distribution. Chester will roll "Battle Hell" in March, from an original by Robert C. Lewin, an infantry story for which Chester has secured Army co-operation.

In May, Chester will start "The Smoldering Sea," based on the merchant marine novel by U. S. Anderson.

Young will personally produce "The Firebug" from his own original, described as another controversial subject of the type he has handled in previous efforts. Feature rolls in June, and Young has scheduled start of two more before Aug. 1.

HOLLYWOOD
. . . on the wire

RICHARD BERNSTEIN, *Editor*
Hollywood Offices:
4225½ Lockwood Ave.,
Hollywood 29. Tel.:
Normandie 2-6494

Twentieth Century-Fox purchased the film rights to William Inge's new play, "Bus Stop," and assigned Buddy Adler to produce the film version. The play, whose author also wrote the hits, "Picnic," which is going to be filmed by Columbia Pictures, and "Come Back Little Sheba," which was transformed from a hit play into an award-winning motion picture by Hal Wallis, will open on Broadway in March.

* * *

Robert Mitchum was inked for the lead in "The Deadly Peacemaker," a western, which will be produced by Samuel Goldwyn, Jr. for United Artists release. Richard Wilson, on loanout from Universal-International where he is a producer, will direct the screen play written by N. B. Stone and himself. The picture has a Mar. 1 starting date.

* * *

Robert Parrish was signed by Paramount to direct "Intermission," the biographical motion picture dealing with the life of the famous jazz trumpeter Red Nichols. Danny Kaye will star in the feature as Nichols. . . . Harold Hecht signed Gina Lollobrigida to co-star with Burt Lancaster in "Trapeze," which will be produced by Hecht-Lancaster Productions abroad for United Artists release. Carol Reed will direct the feature, which is based on a best selling novel by Max Catto. Film has an August starting date.

* * *

Novelist and screen writer Niven Busch will join Edmund Grainger Productions Inc. at RKO and his first assignment will be to write an untitled screen play from an idea which Producer Grainger has had under consideration for some time.

* * *

The King Brothers, who had planned to film "The Boy and The Bull" in Spain, have decided instead to make the Technicolor-CinemaScope production in Mexico, Frank King announced. Irving Rapper, who will direct the film, is currently in Mexico City and casting the forthcoming picture which will get underway Mar. 1.

* * *

Yvonne De Carlo and Howard Duff arrived in the Bahamas Islands, where they will location for Republic's "Rebel Island." The troupe will remain in the islands five weeks during the entire filming of the picture. The film is being directed by associate producer Edward Ludwig.

* * *

"Matador," which will star Jose Ferrer and which Ferrer will also direct and produce, will roll in Spain this summer. Allied Artists will distribute in the United States, with Columbia International taking over a large share of the foreign release, and Mike Frankovich's Film Locations Company participating in the below-the-line production.

* * *

Jack L. Warner announced the completion of a deal with the newly formed production company headed by Producer Julian Blaustein and Academy Award winner Daniel Taradash, who will function as writer and director. The new company, Phoenix Corp., will make as its first picture, "Guard of Honor," from James Gould Cozzens' 1948 Pulitzer Prize novel.

* * *

Elizabeth Taylor has been set for the title role in the film version of Daphne du Maurier's best selling novel, "Mary Anne." The romatic adventure film, set against the historical background of the England of 1789-1827, will be produced by John Houseman. "Mary Anne" has topped the best seller lists for almost a year and was a Book-of-the-Month-Club selection.

* * *

Virginia Mayo has been loaned to RKO by Warner Bros. for Ben Bogeaus' "Call of the Tropics," which rolls this week. Allan Dwan directs the feature. . . . David Lewis was signed to a producer's contract by M-G-M, it was announced by Dore Schary. Lewis produced "End of the Affair" in England starring Van Johnson and Deborah Kerr. Lewis at one time was under contract to M-G-M, serving as associate producer on "Camille" and "Riff Raff." . . . Carlos Arruza, considered the greatest matador since Manolete, may come out of retirement for the King Bros.' "The Boy and The Bull."



Dr. L. A. Donnell, mayor of Wichita, Kans., flew to Hollywood expressly to request that Allied Artists' "Wichita," Joel McCrea starrer now before the cameras, be given its world premiere in his city. Wearing glasses, the mayor is shown on the film set with, left to right: Mrs. Donnell, Vera Miles, who co-stars with McCrea; McCrea and Walter Mirisch, producer.

Handling Performers Termed Key Screen Factor: Director Fleischer

By Richard Bernstein

"When I look through the camera and place people, it is the same as an artist would try to balance light and shadow and place his models," Director Richard Fleischer explained. Sitting in his 20th Century-Fox office, the director stressed that "Violent Saturday," which he has just finished directing, and which Buddy Adler produced, is a different type of picture.

The film, which stars Victor Mature, Sylvia Sidney and Tommy Noonan, is part melodrama and part straight drama. It is the story of a small town in which we see from four to five vignettes of various individuals and families that live in the town. This is a slice of life.

Each group is approaching a crisis in their lives as three strangers, bank robbers, arrive in town to stage a holdup. The stories are interwoven and the lines crisscross so that everyone involved in the overall pattern has to be at the bank at the same time. What happens at the bank changes the lives of all. The action takes place within a 24-hour period.

Prior to "Violent Saturday," Richard Fleischer directed what he calls "the most difficult picture ever made," Walt Disney's "20,000 Leagues Under The Sea."

"I spent a year and a half making the picture," the director said, "and every setup was a challenge; even the inserts were tough. This film has the biggest underwater stuff ever done. I had more people underwater at one time than there has ever been — 58 people."

Safety Setup Used

Fleischer had a safety setup that paid off; no casualties resulted from all this hazardous work. For every person underwater, he had a life guard underwater and one watching the same person from above water. Fleischer directed 30 feet under water. This is the second film version of "20,000 Leagues." Disney's film was shot in Nassau in the Bahamas over a coral reef.

This is the same location on which the first film, made 40 years ago by J. E. Williamson, was shot. Fleischer said that Williamson was on the scene watching him shoot and he found the man very interesting. Williamson 40 years ago was the first to photograph in black and white underwater, in color underwater and the first to make a motion picture underwater. He operated from a diving bell.

Fleischer believes in pre-production. He prepares thoroughly before shooting. "One thing a director must be able to do," he stated, "is handle actors. All the rest is a by-product. A director must be able to get performances out of the actors and be able to move his people for staging. How he does this is up to the individual actor."

In regard to visualizing a scene in his mind while he is shooting, Fleischer said: "I know how a scene will cut and break and play as I shoot it." He pointed out that composition must tell the story and it must have its own drama.

Fleischer, son of Max Fleischer, famous cartoonist who created "Out of the Inkwell,"



RICHARD FLEISCHER

"Betty Boop" and "Popeye," started his career at RKO. His first full-length film was "Child of Divorce," then he directed a series of low budget, action pictures.

"There isn't a better way of learning to direct," says Fleischer. "I had a newsreel background, a short-subject and low-budget feature background. You learn tightness of story, economy in money and the use of film, and in dramatic values, how to make things come alive quickly. It's the best training in the world and I wouldn't trade it for anything."

Two of these action pictures, "Trapped" and "Armored Car Robbery" (made on loan-out to Eagle-Lion) are up for re-release.

Stanley Kramer then borrowed Fleischer for his first film, "So This Is New York." After this he returned to RKO and made several more action melodramas. One of these, written by Earl Felton, was "The Narrow Margin," which became one of RKO's biggest "sleepers." Later, he re-teamed with Felton to work for Stanley Kramer on "The Happy Time."

Fleischer has just formed his own independent company, Nautilus Productions, and has already acquired a property, the name of which he will soon announce. He will both produce and direct under his own banner.

Sol Siegel, Para Split

Paramount Studios and Sol C. Siegel have jointly announced the termination of the contract whereby the producer would film 10 pictures over a five-year period for the major. The disclosure noted that the pact was terminated at the request of Siegel, who formerly had been with 20th Century-Fox.

HOLLYWOOD...

"The First and The Last," an original screen play by Laurence Stallings dealing with the most heroic chapters of Marine Corps history, has been added to Columbia's 1956 schedule, executive producer Jerry Wald announced. Roy Higgins was assigned to the feature as producer. Wald also announced that William Fadiman will produce "The Chain," film version of Paul I. Wellman's novel dealing with a Protestant minister in a Kansas town, whose congregation comes from both sides of the tracks.

* * *

Billy Wilder and Charles Lederer checked in at Leland Hayward headquarters to begin work on the screen play of "The Spirit of St. Louis." The film, which will be directed by Wilder, is based on the biography of Charles A. Lindbergh and will be released by Warner Bros.

* * *

Hal Wallis announced he has purchased a western which deals with the friendship between gentlemen-gunman Doc Holliday and Sheriff Wyatt Earp and which he will film in VistaVision under the title, "Gunfight at the OK Corral," starring Burt Lancaster and possibly Humphrey Bogart. The story, by George Scullin and published recentl in "Holiday" magazine as "The Killer," will present Lancaster as the colorful Earp.

* * *

William Dieterle, who relinquished the directorial reins on Columbia's Technicolor CinemaScope Rita Hayworth production, "Joseph and His Brethren," when prior committments prevented his meeting the March starting date deadline, has been able to rearrange his schedule and will once again take over the direction of the Bibical drama which Jerry Wald will produce. As a result, Otto Preminger, announced as director of the film earlier this month, bows out.

* * *

Larry Lansburgh left for Central America where he will direct "The Living Circle," a semi-doucmentary for John Sutherland Productions and United Artists release. . . . Doris Day and Jack L. Warner jointly announced that the actress has requested and has been granted a release from her Warner Bros. contract following an association of eight years. . . . Gottfried Reinhardt will produce and direct for Warner Bros. presentation a modern romantic comedy titled "Rosalinda," which will feature Johann Strauss music arranged by Mischa Spoliansky.

Title Changes

Allied Artists: **"Las Vegas Shakedown"** is the new title for "Neon Rainbow." (Stars Dennis O'Keefe, Charles Winninger, Coleen Gray and Thomas Gomez; Sidney Salkow directs).

Burt Kaiser Productions: **"Hangover"** is the new title for "Girl Murdered." (Stars Lawrence Teirney; Bruno De Sota directed).

REGIONEWS

ALBANY

The Board of Regents affirmed the ruling of Dr. Hugh M. Flick, dir. of the motion picture division of State Education Dept., that the "normal birth" sequence in "Mom and Dad" was "indecent" within the meaning of the governing statute and that the picture could not be licensed so long as the 30-second scene was a part of it. Ephraim S. London, atty. for the petitioning Capitol Ents., plans an appeal in the U. S. Supreme Court if necessary. . . . Harry Lamont, who conducted five automobile theatres last season, may expand for 1955. . . . Mrs. Catherine M. Shea, secy. to M-G-M mgr. Jack Goldberg, and Mrs. Carrie Rodgers, secy. to Warner mgr. Ray Smith, were the first to be honored by the local Variety Club in the "King and Queen For a Day" dinner series.

Mrs. Doris Senecal, Warner cashier, was elected pres. of IATSE Local F-43. . . . George Thornton closed the Windham in Windham for the winter. . . . Mrs. Lydia H. Van Buren, 72, for more than 25 years owner-operator of the Cairo Theatre in Cairo, died a few hours after attending a show in the Catskill theatre. . . . Joseph Marisola is currently operating the Warren in Warrensburg. The house is bought and booked by Upstate Theas, which is now also servicing the nine Smalley situations. . . . Projectionists Local 324 gave Charles A. Smakwitz, new S-W zone mgr. in Newark, N. J. a traveling bag as a token for his square dealing while Albany zone mgr.

ATLANTA

The deluxe twin-screen ozoner, planned by S. E. Britton for Tampa, Fla., will include a fully equipped studio for TV recording and sending, facilities for receiving large-screen TV, a playground and swimming pool. It will hold 700 cars and cost around $120,000. . . . Recent new ownerships in Fla.: Bill Kneip, Ruskin Theatre, Ruskin, from Hal Wills; N. H. Witschen, Ritz, Jacksonville, from M. C. Moore; Norman Djork, Boynton Theatre, Boynton Beach, from Loren Fenstermaker; John Hunt, Trail D-I, Sarasota. . . . Charlie Jernigan, 32, owner of the Ritz in Woodbury, Tenn., is free on $5,000 bond in the fatal shooting of his wife, which he maintains was accidental.

Construction is under way on a new 800-seat theatre to replace the 425-seat Pal destroyed by fire sometime ago, according to Preston Smith, spokesman for Pal Amuse. Co., Swainsboro, Ga. . . . Sunset Theatre at Ft. Lauderdale has been remodeled and furnished with new booth equipment and CinemaScope. Seating was increased to 925. . . . Buena Vista opened an office at 403 Walton Bldg., Atlanta, with Owen Vaughan as booker, Ken Laird as southern dist. mgr., and Harry Reinstein as Fla. sales rep. Territory includes Atlanta, Charlotte, and Jacksonville. . . . P. E. Shave reopened his Rose Theatre at Forsythe, Ga. . . . Linda Drive-In at Palatka, Fla. reopened by Adeline Gathrop and boasts new concession stand.

Cherokee Amuse. closed the Capital, Oneida, Tenn. and took over the Scott D-I there. Also closed: H. E. Moon's Gem, Anniston, Ala.; Lincoln D-I at Lincoln, Ala.; Mrs. C. W. Gross's Sunbright D-I at Sunbright, Tenn. . . . Garden Theatre, Tampa, one of the oldest in the city, closed for an indefinite period. Mgr. Evelyn Faris is now at the Spring, Sulphur Springs, Fla. . . . Walter Colby, city mgr. or Fla. State Theas., reports closing of the Roxy at Orlando, Fla. until good films become available. . . . Sid Reams, sales rep. for Republic before his illness, is improving and hopes to return to tho row soon.

A $50,000 suit was filed against the 28th St. Drive-In here by James R. Megular because of alleged injuries sustained in an accident while working on the screen, naming as defendants P. J. Jones, H. T. Spears, Esther Ferris Floyd and Marie C. Hecker. . . . Recent managerial appointments: Jerry D. Evans at Lam Amuse.'s Rockmart, Rockmart, Ga., succeeding R. C. Foster, who entered the Army; M. S. Hill, Weis Theatre, Savannah, Ga.; Luther J. Griner, Royal at Blackshear, Ga.; Roland Brooke, asst. at Tampa Theatre, Tampa, Fla. . . . P. E. McCoy, former city mgr. for Georgia Theas. in Augusta, appointed publicist for Columbia Picts., Atlanta. . . . Robert Burns back in booking dept. at Columbia. . . . Savannah, Ga. papers gave considerable space to the award of a six-months pass by Cecil McGlohon, mgr. of the Avon, to a boy who rescued his sister from their burning home.

Renovations under way on the Joy Theatre, Fyffe, Ala., damaged by fire to the extent of $50,000, according to owner J. C. Hipp. . . . Mrs. C. W. Murrell and mgr. J. E. Hendrix have rebuilt their Lakeland Drive-In, Lakeland, Fla. . . . United Theatre Supply, Tampa, Fla., installed large screen and CinemaScope in the Ruskin Theatre, Ruskin, Fla. United recently moved into new quarters at 206 Memorial Hyway. . . .



Spyros S. Skouras, Jr. (right), New York area chairman for Brotherhood Week, Feb. 20-28, receives the first 19,000 theatre promotion kits for the interfaith effort from Francis M. Winikus, ad-pub chairman for the Drive. The nation's theatremen will support Brotherhood Week with a membership drive, backed by lobby and marquee displays and merchant co-ops.

BOSTON

Smith Mgmt. Co. purchased a large tract of land in Jersey City, N. J. for erection of a 2,000-car ozoner to be ready for spring opening. It was designed and will be engineered by Wm. Riseman Associates of Boston. . . . During the second week's run of "Gang Busters," two of the four guards held as hostages in the recent Charlestown prison revolt appeared on the stages of the Paramount and Fenway theatres and were interviewed by an emcee. . . . Eddie Sokolowski, owner-operator of the Royal, Lowell, was elected pres. of the Lowell Lions Club for 1955. He will use the facilities of his theatre to raise funds for the club's favorite charity.

Mel Safner, Woonsocket exhibitor, now makes his office in the Bijou Theatre, which he took over the 1st of the year in association with Michael Lapchinski and John Pirani, his partners in the Laurier Theatre, also in Woonsocket. This house, operated for many years by the late Fred Greene, has been closed since 1952. Pirani recently took over operation of the Star in Pascoag, which he operates alone. . . . Loockwood & Gordon took over lease on the Westminster Playhouse, Providence, adding it to three other theatres which they handle in that city. Closed for the past few years, the Westminster was reopened in mid-Jan. by Fred Rogers and Howard Levin, who transferred the leaso to L&G.

Raphael Sandlow's Coolidge Theatre, Watertown, is sporting a new marquee, designed and installed by University Sign Co. of Cambridge. . . . Herbert Schaefer, Buena Vista mgr., held a screening of "20,000 Leagues Under The Sea" at the Fenway Theatre for trade and press before it opened at the Keith Memorial Theatre. . . . Mario and Henry Ciechese donated their Victor Theatre, E. Weymouth, for a benefit performance of the Sons and Daughters of Italy, Lodge 278, with proceeds going to a home for elderly people. . . . A third daughter, Susie, was born to the Roy Heffners, New Eng. distributor for Goodwill Award.

BUFFALO

Mayor Steven Pankow, in proclaiming Feb. "Go to the Movies Month," paid tribute to the industry as a "progressive business enterprise and community service." In the group which visited the Mayor to receive the proclamation were Vincent R. McFaul, gen. mgr. of Shea Theatres; Robert T. Murphy, managing director of the Century; Arthur Krolick, Paramount dist. mgr., and George H. Mackenna, managing director of Basil's Lafayette. . . . Shea's Teck Theatre has been closed for remodeling and will be equipped with Cinerama when it reopens in March. According to Lester B. Isaac, national exhibition director for Stanley Warner Cinerama Corp., it will be one of the best Cine-

BUFFALO (cont'd.)

rama outlets because it is a one-floor, stadium-type building. . . . Wm. E. J. Martin, motion picture critic of The Buffalo Courier-Express, was installed as chief barker of Variety Tent No. 7. Other new officers are Marvin Jacobs, 1st asst.; V. Spencer Balser, secy.; Myron Gross, treas.

CHARLOTTE

F. B. Grigg opened the Rocky at Lowell, N.C. with Irving Danzic as mgr. . . . Kay Exchange has taken over the new western, "I Killed Wild Bill Hickok." . . . IFE opened an office here with Jack Simmons as office mgr. . . . Howard Bynum, new mgr. of the 601 Drive-In, Salisbury, N.C. . . . A. C. Dandelake, Colonial Theatre, Tarboro, N.C., is back at his post after a sick spell since his return from Calif. He is also pres. of Theatre Owners of N. & S. Car. . . . Roy Champion installed a new screen in his Starlite Drive-In, Wilson, N.C. . . The Grove in China Grove, N.C., reopened after a year's closing.

A. T. Livingston remodeling the Auto Drive-In, Greenwood, S.C., and installing all new equipment. . . . A deluxe barbecue pit, added by F. B. Grigg to his 29 Drive-In, Gastonia, N.C., is doing good business. . . . Scott Lett, mgr. of Screen Guild and sales mgr. for Howco, left with the Mrs. for Memphis, New Orleans and then on to South America and back via Bermuda. . . . P. C. Osteen, Anderson, S.C., will open his deluxe theatre soon. . . . National Theatre Supply reports CinemaScope installations at the Colony, Raleigh, N.C., and Hallsboro, Hallsboro, N.C.

CHICAGO

Atty. Seymour Simon reports settlement of the Monroe Theatre anti-trust case against the film companies, B&K and Winston Theatre. Suit for $800,000 was filed in 1951. . . . "Battle Cry" gets first roadshow booking at Great States' Granada Theatre, South Bend, Ind., opening Feb. 18. . . . Judge Wm. Campbell set Sept. 12 for opening of the $25,000,000 Essaness anti-trust case against film companies, B&K and Winston Theatre Co. It was originally scheduled for March 1. . . . Sam Lesner, Chicago Daily News film editor, has a new 5-minute radio program, the Editors Desk, and will cover the theatre situation. . . . James Masterson, veteran executive of Operators Union, passed away.

Jack Kirsch, pres. of Allied of Ill., reports that the Roseland Theatre, Roseland; the Skokie, Skokie, and the Armitage, Chicago, enrolled as members of the organization and the buying and booking dept. . . . Coston theatres on the southside find it an attendance booster to print the time of their shows in daily newspaper ads. . . . Burtus Bishop, M-G-M div. mgr., also director, returned from his swing around the country, visiting M-G-M exchanges and boosting the company's 1955 sales drive. . . . Drive-In theatres in Cook County are quietly lobbying against Sheriff Joe Lohman's request for county censorship of films shown outside the city. . . . Charles Gaines returned to his duties at the North Shore Theatre after surgery. . . . Leo Starr of the Belmont Theatre is in Edgewater Hospital for surgery on his leg.

Art Gould is booking films for the State Theatre, Roseland, recently taken over by Nate Barger management. . . . Chris Theatre Co. now operating the Bugg Theatre. . . . Woodlawn Theatre closed for repairs after a bad fire last month. . . . National Screen reports closing notices from Aloha Theatre, Clifton; Rex, DePue; Cornell, Chicago. . . . Raymond A. Myler has taken over the Sidell Theatre in Sidell, Ill. . . . Starlite Drive-In, managed by Stanley Kohlberg, is operating week-ends during the winter; also the Y and W, Merryville, Ind., a suburb of Gary. . . . Joe Esler, film news editor, is recuperating at home following minor surgery.

Will Balaban, son of the B&K prexy, will be here in Feb. for the production of his TV show on the ABC network. . . . Despite weather handicap, "Toko-ri" did $70,000 in its first week at the Chicago. . . . New projection and sound equipment, also a wide screen were installed in Woody Proffer's Roxy Theatre, Ramsey, Ill.



New England exhibitors welcome touring Paramount producers William Perlberg and George Seaton ("The Bridges at Toko-ri" and "The Country Girl") at reception in Boston. L to R: Hy Fine, New Eng. Theas. dist. mgr.; Perlberg and Seaton; John Glazer, Western Mass. Circuit film buyer; Tom Fermoile, Am. Theas. film buyer; John G. Moore, Paramount asst. eastern div. mgr.; Jack Brown, branch mgr., and Morris Simms, mgr. of the Olympia Theatre, New Bedford.

CINCINNATI

Bob Dinkle, former owner of the Rand Theatre, Raceland, Ky., recently opened the Rand at Ashland, Ky. . . . Dick Martin installed CinemaScope in the Capitol, Ashland, Ky. . . . Mrs. Mary Semelroth, theatre owner in Dayton and Franklin, O., who underwent surgery several weeks ago, is still hospitalized but reported improving. . . . Sam Black opened his newly acquired Sunset Cruise-In Theatre, New Chicago, O., on Feb. 6. J. G. Chrisman was former owner. . . . Nat Kaplan, back in the city after a month in Florida, is readying his Woodlawn Drive-In for March reopening.

George Turlukis and associates announced construction of a new drive-in in Hamilton, O., where they now have the Ro-Na. . . . Charles Behlen, who operates theatres in Nicholasville, Stanford and Lancaster, Ky., is equipping all his situations for CinemaScope. . . . Gene Burke of the Lyric, Beckley, W. Va., who was elected to the State Legislature is devoting week-ends to his theatre. . . . Tony Cassinelli installing CS in his Pine Theatre, Pinesville, W. Va. . . . Paul Mitchell readying his new Knox Drive-In at Barbourville, Ky. for early spring opening.

B. W. Dixon, exhibitor of Decatur, Tenn., has taken over operation of the Lyric Theatre, Greenfield, O., which he reopened on Feb. 1. . . . Dave Cantor and Ralph Banghart, RKO publicists, were in the city with Richard Egan, star of "Underwater" in preparation for opening of the film at the RKO Palace on Feb. 9. . . . Frontier Drive-In, Charleston, W. Va., which Arthur Schruhl had planned to operate during the winter, was closed until the spring. . . . Harry Schwartz, Columbus exhibitor, is selling his ozoner at New Westville, O. to Robert Hudson, effective March 1.

Lester Rosenfeld, exhibitor in Charleston and St. Albans, W. Va., who drove to Florida with Mr. & Mrs. Ezra Skirboll, is under medical care there. . . . Sam Levin's new Sherwood Twin Drive-In, Dayton, which is right next to his Sherwood D-I, is being completely equipped by Mid-West, including in-car heaters. . . . CinemaScope and stereophonic sound were installed in W. T. Caine's Garden Theatre, Louisville, Ky., and the Sipp in Paintsville. . . . Al Sugarman, former partner in H&S Theas., Columbus, is seriously ill in a Miami, Fla. hospital.

CLEVELAND

Marty Grasgreen was promoted from office mgr. at Columbia to salesman, succeeding Jack Bruckner who resigned. Ann Walker was upped from booker to office mgr. and head booker. . . . Ernest Sands, Warner branch mgr. here, was transferred to head the New York branch and will take up his post there Feb. 7. He will be replaced by William Twig, who headed the Pittsburgh office. . . . Nat Wolf, Cleveland exhibitor who also operates the San Pedro Drive-In in San Antonio, Tex., is having that ozoner equipped for CinemaScope showings.

DALLAS

The anti-trust suit of Tivoli Realty, Inc. vs Paramount, et al, which was scheduled for a hearing in Federal District Court here on Jan. 20, has been continued to the May term by order of Judge Wm. H. Atwell. The first trial, which originated in Delaware in 1952, resulted in a decision in favor of the plaintiff, was later reversed following an appeal in 1953, and then transferred to the Dallas district. . . . Terrific demand by colored people to see "Carmen Jones" first-run at the Majestic, Houston, led the management to reserve the entire upper and lower balcony for their patronage. . . . Nat Wolf, Cleveland, O. exhibitor who also operates the San Pedro Drive-In in San Antonio, is having the ozoner modernized for showing of CinemaScope features.

DENVER

Two film companies, Bel-Air and Camden Productions, affiliates of United Artists, are considering an offer of a film lot as well as studio space if they will move their activities to Canon City, Colo. The offer was made by Ralph J. Wann, pres. of the Chamber of Commerce, and Karol Smith, theatre mgr. . . . Mickey Gross, former mgr. of the Orpheum, Denver, has joined Gross-Krasne, Inc., Hollywood, where he will head several phases of studio operation. . . . Tommy McMahon, former RKO salesman here, has

DENVER (cont'd.)

joined Buena Vista in Salt Lake City.

The Aircadia, being built in Colorado Springs by Westland Theas., headed by Larry Starsmore, is reported to be one of the most beautiful in the country. . . . 20th-Fox is installing CinemaScope in its screening room. . . . Dorrance Schmidt, owner of the Trail, Bridgeport, Neb., is building a 250-car ozoner there for spring opening. . . . Chas. Creamer of Minneapolis Theatre Supply, heads the company that is building a 600-car project between Deadwood and Lead, S. D., scheduled for a spring opening.

John Griffith, new son-in-law of theatre owner Basil Smith, was made mgr. of the Mesa Theatre, La Junta, Colo. . . . Mr. & Mrs. Sam Rosenthal, owners of the Bison, Buffalo, Wyo., and their two sons, Fred and Frank, vacationed in Las Vegas, Nev. . . . The Ogden is being sued for $50,000 for injuries alleged to have been incurred by a passerby when hit by snow and ice falling from the marquee. . . . Ann and Stanley Dixon bought the Motor Vue Drive-In, Delta, Colo., from Max Storey. . . . Robert Lotito, mgr. of the Denham, was named as "The Young Man of the Year" at the annual luncheon of the Junior Chamber of Commerce.

DES MOINES

F. W. (Doc) Naulteus sold the Maple Theatre in Mapleton to Charles D. Vickers of Cudahy, Wis. . . . Mr. and Mrs. Bob Holdridge, owners of the State in Shenandoah, were hosts to athletic letter winners and their coaches from five schools for a screening of "The Bob Mathias Story." Coin, Northboro, Essex, Farragut and Shenandoah schools were represented and athletes gained admittance by wearing their letter sweaters. . . . Gov. Leo A Hoegh has proclaimed Feb. as "Go To the Movies Month" in Iowa.

The Watson Theatre in Graettinger, owned and operated by Sam Watson, has been closed for modernization and installation of new equipment, to include a giant panoramic screen and CinemaScope projection lenses. The theatre's acoustics will also be improved. . . . Thirty members of the Laurense consolidated school faculty were guests of the Sioux Theatre management in Sioux Rapids recently. . . . The Varsity in Ft. Dodge was closed for several days because of damage from a fire in apartments above the theatre. Sound and projection equipment was water soaked as firemen fought the blaze.

Variety Club held its annual inaugural ball at the Standard Club in Des Moines and Frank Rubel was installed as chief barker. George C. Hoover, International chief barker, was speaker at the banquet. Other officers are William Feld, 1st asst. chief barker; Charles Isles, 2nd asst; Lou Levy, dough guy; Don West, property master; and Ed Utay, William DeFrenne, Don Conley, Ralph Olson, Robert Sandler and Dave Gold, crew members.

DETROIT

A new, 1200-car drive-in is being planned for May opening by Joe Denniston, to be located at No. Monroe and Telegraph Roads. Denniston also operates two indoor houses in Monroe, the Family and the Monroe. . . . Another new ozoner, to be opened in the spring, is planned for Saginaw by Ashmun Brothers. . . . Film Exchange Employees Local B25 scheduled a mid-winter dance for Feb. 19 in the Elks Temple Ballroom. . . . Katherine Kidder, former head inspectress of old Pathe pictures and sister of Helen McColl, an inspectress at Columbia, passed away in Atlanta, Ga.

Allied Theatres of Mich. will hold its annual convention at the Hotel Statler Feb. 22-23, with Alden Smith acting as chairman. The first day will be devoted to the M-G-M Ticket Selling Workshop and the second is reserved for Allied business matters. . . . Frank Upton, div mgr. of the local Cinerama at the Music Hall, announced Feb. 15 as opening date for "Cinerama Holiday," with a special charity showing. The first unit played to more than 1,200,000 establishing an all-time longevity record for any performance in the state. Upton, incidentally, is the proud father of a new baby girl. . . . Albert Dezel and George Rossman of Detroit and Sam Kaplan, representative of Albert Dezel, Inc., will attend the Favorite Films convention at the Warwick Hotel in N.Y.C. . . . William G. Thick of Marshall, Mich., owner of the Bogar and Garden theatres, passed away.

Paramount installed a new and much larger screen in its projection room at 479 Ledyard. . . . James Herd, second shipper at Paramount, was given a farewell party and gifts upon leaving to be inducted into the Army. . . . Hal Pingree of Universal was transferred to the newsreel dept. of the home office in N.Y.C. . . . Milton Zimmerman, Columbia branch mgr. is convalescing at home following surgery.

KANSAS CITY

Mildred Blackmore reopened the Jet Theatre at Grandview, Mo. . . . The Regent at Newton, Kans. is being remodeled and the Chief at Newton opened with CinemaScope. . . . The Roxy at Waterville, Kans., owned by Mr. and Mrs. Merle Faulkner, has been equipped with new lenses and CinemaScope. . . . New equipment was installed in the Regent at Blue Rapids, Kans., the Globe at Savannah, Mo. and the Dream at Russell, Kans. . . . Jayhawk Theatre at Salina, Kans. is being remodeled for other use. . . . The Vista, damaged in an explosion that destroyed three Kansas City shops, reopened.

R. R. (Tommy) Thompson resigned from Warner's sales staff to join Buena Vista as the Disney organization's representative in Kansas City, Des Moines and Omaha. . . . Woody Longan is new asst. to Lloyd Morris, film buyer for Commonwealth, and is supervising buying for theatres not served by K. C. exchanges. . . . M. A. Levy, 20th-Fox, held a K. C. meeting for managers and salesmen from Minneapolis, Milwaukee, Omaha, Des Moines, St. Louis and K. C. . . . Geo. Regan, former Fox salesman, is mgr. of the Omaha branch of Fox Midwest, filling the post of the late J. E. Scott.

Bill Flynn's 50-S Drive-in at Emporia, Kans. installed CinemaScope. . . . Grand Theatre at Concordia, Kans. has new concession equipment. . . . Rogers Theatre at Caruthersville, Mo., managed by Tony Luckenback, has CinemaScope. . . . Steele Theatre at Steele, Mo. has new equipment. . . . Fox Midwest scheduled special midnight and juvenile shows in recognition of Mardi Gras week, Feb. 19-25. . . . In Jackson County, Mo., 26 theatres were granted licenses in the past year. In 1953, licenses were issued for 64.

LOS ANGELES

A $1,704,500 treble damage anti-trust suit has been instituted against the film companies in the New Jersey Federal District Court in behalf of Ruth Kurstin and the 950-seat Boulevard Theatre here. Damages are sought from Jan. 1938 to May 1949, with plaintiffs charging that the Boulevard was limited to a run anywhere from 21 to 84 days after first-run Los Angeles.

MIAMI

Olympia Theatre, last of the vaudeville houses in the Miami area to close, will reopen Feb. 11 with "Battle Cry." Jim Barnet will resume as mgr. . . . Sonny Shepherd of Wometco and Al Weiss are getting the annual "Show of Shows" under way for Feb. 12 at the Miami Beach Auditorium. Arthur Godfrey will be the emcee. . . . Mr. & Mrs. Edward Claughton celebrated their 30th wedding anniversary. . . . T. C. Yearwood, projectionist at the Carib in Jackson Memorial Hospital. Ethel Mitchell, cashier at the Surf, convalescing at home from injury.

Charles Whittaker, mgr. of the Paramount, elected pres. of Florida State Theas. employees credit union. . . . Gene Mathews new asst. mgr. at the Town. . . . Jim Frazer to Center Theatre for additional training as asst. mgr.

MILWAUKEE

The Warner Theatre will carry the ANTA Album March 28 on a closed theatre TV circuit. The show will begin at 9:30 P.M., Milwaukee time, and run two hours. . . . Phil Newman is the new mgr. at Standard's Delevan Theatre in Delevan. Former mgr. Erv Steffens was killed in a car accident. . . . Paul Zimmerman, former head booker at the Universal exchange, is now managing



Janet Leigh, in New York for publicity appearances in connection with "My Sister Eileen," pays a surprise visit to meeting of Columbia district managers while in session at the Savoy Plaza Hotel. Shown (l to r): George Berman, Sydney Singerman, Nat Goldblatt, Vincent Borelli, A. Montague, Janet Leigh, George Josephs, Lou Astor, Rube Jackter, H. C. Kaufman, Joseph Freiberg and Seth Raisler.



At trade press conference following his 24-day survey of Latin America, Arnold M. Picker (left), foreign distribution chief for United Artists, predicts that the company will double its 1954 gross in that market during the coming year. Seated beside him is Louis Lober, general manager of the foreign department.

MILWAUKEE (cont'd.)

the Honey Bear Farm. . . . Exhibitors in this area are urged to contact their assemblymen in an effort to kill the proposed daylight savings bill introduced in the State Legislature at Madison. . . . A new booker at Universal is Paul Schober.

The Franklin Theatre, owned by Tony LaPort and E. Schwanke, is now featuring dinnerware Tuesdays, Wednesdays and Thursdays. . . . Wisconsin Variety Tent #14 announced official opening of its new clubrooms at the Schroeder Hotel and starting Feb. 7, weekly luncheons will be held every Monday. Saturday afternoons will be turned over to business and pleasure. . . . The Century Theatre on N. 3rd is scheduled to reopen early in Feb., according to Major Theatres Circuit, headed by L. E. Gran, which controls the house.

MINNEAPOLIS

Remodeling was begun on the Gopher Theatre, to include a new marquee, sign and box office. Interior will be completely redecorated and recarpeted. Project is expected to cost around $75,000. . . . Minn. Amuse. Co. had a grand opening for the remodeled Empire, formerly the Paramount, at Grand Forks, N. D. It now has a new lobby, front, sign and CinemaScope equipment. . . . Claire Barto, M-G-M dist. mgr.'s secy, is engaged to Lloyd Schneider. . . . Variety Club of the Northwest honored International chief barker George Hoover at a banquet at the Nicollet Hotel.

Al Fritz, operator of the Lyric at Watertown, S. D., was named "outstanding boss" by the local Junior Chamber of Commerce. . . . Ivan Fuldauer, M-G-M's midwest press rep., was in showing the ropes to Norman Levinson, new regional press man. . . . IFE will handle distribution of "Mr. Hulot's Holiday" in this territory. . . . Paramount will completely remodel its screening room and install a VistaVision screen. . . . Melvin Dhein purchased the Royal at Stratford, Wis. from Frank Cartwright. . . . Universal expects to be in its new building on film row by March 7.

Ben Berger, pres. of North Central Allied and Berger Amuse. Co., was reappointed local co-chairman for the 1955 Crusade for Freedom campaign. . . . Lyle Hendrix reopened the Little America Theatre at Carthage, S. D. under lease from C. N. Munger. . . . Sun Theatre, operated by H. D. Mayer at Emery, S. D., closed after a two-month trial operation failed. . . . At Belgrade, Minn., the local Commercial Club is reported to be studying a proposal to buy the old Bell Theatre property and operate it as a civic project.

NEW HAVEN

Jason Theatrical Ents., Inc., a new Conn. corporation which has filed a certificate of organization, lists David Jacobson as pres.; Irving Jacobson, treas., and Ida Jacobson as secy. . . . Seating capacity has been reduced from 700 to 546 following extensive remodeling at the Strand, Hamden, operated by Adolph Johnson. . . . George H. Wilkinson, Jr., pres. of MPTO of Conn. and operator of the Wilkinson Theatre, Wallingford, was reelected to the board of directors of the First National Bank of Wallingford. . . . Albert Coury, new asst. mgr. at Loew's Poli, Hartford, succeeding Norm Levinson, who joined the M-G-M exploitation staff. . . . Application for a drive-in theatre site, filed by Jack Leitao, E. Hartford businessman, has finally been approved by the Glastonbury Zoning Board of Appeals.

A proposed ordinance, which would have prohibited the local showing of movies not carrying the MPAA stamp of approval, has been turned down by New Haven Aldermanic Committee on Ordinances. Herman M. Levy, gen. counsel for TOA and exec. secy of MPTO of Conn., and other industry spokesmen appeared at a recent public hearing to protest the measure. . . . Certificate of incorporation was filed by Bridgeport Drive-In Theatre, Inc., 39 Prout St., New Haven, listing Arthur H. Lockwood as pres.

James B. McClellan was named pres of IATSE Local 439 for his 10th term. Fred Nowell is business agent. . . . Sol Karp and Mike Masselli, Hartford theatre men, leased the 500-seat Baltic Theatre, Baltic, from Ed Lord. . . . Newington Theatre, Newington, and the local Police Dept. marked start of the fourth year of a cooperative traffic safety drive for school children. Each week mgr. Walter Kordek provides the Dept. with two free tickets for pupils chosen by traffic officers. Winners are announced in Hartford newspapers.

Watch These Dates!

Feb. 8-10: St. Louis—National Allied Drive-In Theatres convention—Chase Hotel.

Feb. 13-15: Washington, D.C. — Theatre Owners of America board and executive committee mid-winter meeting — Mayflower Hotel.

Feb. 22-23: Detroit — Allied Theatres of Michigan convention—Statler Hotel.

Feb. 28-March 1: Oklahoma City — Allied Theatre Owners of Oklahoma convention —Skirvin Tower Hotel.

March 1: Boston — Independent Exhibitors of New England annual meeting.

March 1-2: Columbus — Independent Theatre Owners of Ohio convention—Deshler-Hilton Hotel.

March 2-3: Kansas City—Kansas-Missouri Theatre Assn. drive-in session and convention.

NEW ORLEANS

The Joy Theatre at Plaucheville, La., closed permanently. . . . The Bruce Theatre, Crowley, La., reopening February 1 after being closed for two months. This theatre was to have opened as a colored house, but plans were changed. . . . Mr. J. C. Kellar, Community Theatre owner at Reserve, La., returned to work after spending some time in the hospital. . . . Twenty-two advance sheets were posted for the Feb. 18 opening of "Underwater" at the Saenger.

NEW YORK

An out-of-court settlement for an undisclosed "substantial" sum was made in the action brought by Walter Reade, Jr., circuit head, against William Scully, former Universal sales head; James Thompson, operating head of Eastern Drive-In Theas., and Monroe E. Stein, m.p. atty., wherein Reade sought to compel them to convey six N. J. drive-ins to him. The settlement permits defendants to sell the theatres to other purchasers. Simultaneous with the settlement, Reade announced acquisition of property on Route 46, near the Totowa Drive-In, one of the six involved in the suit, for erection of the first twin-screen ozoner in the east, to hold 1400 cars and equipped for year-round operation.

The Reade organization has also applied for a three-year lease on Convention Hall in Asbury Park. . . . Richard Brandt, Brandt Theatres executive and a vice-president of Trans-Lux Theatres, became the father of a boy, named David. Brandt also has a 2½-year-old daughter, named Claudia.

Sam Einhorn, pres. of the Motion Picture Bookers Club, reports that "The Desperate Hours" has been selected by the club for its theatre party on March 30. Chairman for this affair is Max Fried. . . . Robert Nashick, TV-radio contact for Loew's Theas., is resigning to become ad-pub head of station WGBS-TV in Miami, Fla. His duties will be taken over by Teddy Arnow and Ann Bontempo.. . . . A contract consummated between Marty Wolf, Altec asst. sales mgr., and Walter Dunn of Century Circuit, calls for servicing, maintenance, repair and replacement of the stereophonic and optical sound systems in Century theatres.

Edward L. Fabian, chief barker of the N. Y. Variety Club, announces that the club will not reopen its penthouse at the Picadilly but that the first of a series of luncheon meetings will be held Feb. 15 at Toots Shor's for the purpose of electing new club officers. Slate submitted includes Wm. J. German as chief barker, Fabian as 1st asst.; Larry Morris, 2nd asst.; Martin Levine, property master, and Jack Hoffberg, dough guy. . . . The Journal-American has instituted a series of promotional ads designed to bring more patrons to the boxoffice, emphasizing that movies can be viewed in a theatre without interruption; where you see the newest and best pictures, etc. . . . Charles B. Moss, exec. dir. of the Criterion Theatre and B. S. Moss, was elected a member of the board of Broadway Assn. for a term of three years. . . . Smith Mgmt. Co. is readying plans for construction of a 2,000-car drive-in on Route 1 in Jersey City.

OKLAHOMA CITY

Following resignation of Morris Loewenstein as TOA and COMPO representative, Ed Thorne was appointed to the TOA assignment and Ralph Drewry to COMPO. . . .

OKLAHOMA CITY (cont'd.)

Buena Vista opened an office at 623 W. Grand, sharing space with the Oklahoma City Shipping and Inspection Bureau. . . . Clyde Wallace purchased the Madill Driv-In, Madill, from Mrs. Edgar Peak and the Alex Theatre at Alex from W. E. White. . . . The Ritz at Fairland was acquired by Albert Tourtillot from Lila Gist.

OMAHA

George Regan, for 18 years with 20th-Fox in Kansas City, has been named mgr. of the company's Omaha office to succeed the late J. E. (Joe) Scott. . . . Omaha theatre chain owner Ralph Blank is the father of twin boys, named Richard and Douglas. . . . A. Jim Burruss, 79-year-old Crete motion picture theatre owner since 1920, passed away.

Mr. and Mrs. Frank Swereczek reopened the Strand at Newman Grove, which they recently purchased from Ed Opocensky. . . . Wide screen installations were recently made at Wayne Johnson's Center at Harvard, T. A. Carter's Crystal at Araphoe, and John Irwin's Avon at Elgin. . . . A scholarship fund for the four daughters of the late Joe E. Scott, 20th-Fox mgr., was set up by the Cooper Foundation. . . . Lauren McConnell was appointed mgr. of the Bison Theatre at McCook, Neb.

PHILADELPHIA

The Charles Sweets Co. instituted a treble damage anti-trust action against a group of defendants alleged to be "affiliated and related to each other." They are Jacob Beresin and Samuel A. Alesker, individually and trading as Beresin & Loeb, ABC Vending Corp.; Berlo Vending Co.; Peoples Service News Co.; Automatic Sales & Service, Popcorn Sez Co., Raceway Concessions, Shipyard Concessions and Roth Concessions Corp. . . .

Budd F. Ashbridge is the new owner of the Palace in McClure, Pa., formerly known as the Star. . . . Sherwood Theatre in Phila., has reopened. . . . Michael Fonde and Nicholas Capone are new owners of the Centre in Trenton, N. J.

The City of Phila. increased its assessment on the Aldine Theatre, now called the Viking, from $375,400 to $484,100. . . . DeLuxe Theatre Service is now booking and buying for Shankweilers Drive-In in Orefield, Pa. . . . Joy Theatre in Newmanstown closed indefinitely. . . . Sheldon Trimberg is a new student salesman at Republic. . . . Barbara Ellen Sweigert, daughter of Earle W. Sweigert, who now manages a booking combine, became engaged to Wm. Burdsall Potts of Swarthmore, Pa. . . . Lincoln Theatre will be torn down and used temporarily as a parking lot. . . . Model Theatre, sold by Stanley Co. to Richard Gordon Corp. for $42,500, will be converted for retail store purposes.

Wm. Goldman signed a long-term lease on the Erlanger Theatre. Announcement was made by Goldman just prior to his departure for conferences with his West Coast production associates. It is anticipated that the theatre will go into a policy of showing long-run motion pictures. . . . DeLuxe Motion Picture Theatre Service and DeLuxe Premiums moving to new quarters at 1237 Vine St. . . . Nelson Wax, new owner of the Globe Theatre, reopened it after extensive renovations. . . . A. M. Ellis acquired the Egyptian Theatre in Bala Cynwyd from Stanley Co. . . . Marion Theatre in Bordertown, N. J., previously konwn as the Fox, reopened. . . . John Daly, Warner booker, is recuperating from a serious operation. . . . Bill Israel, former mgr. of the Savar Theatre in Camden, is new booker at Allied Artists, succeeding Florence Weiner. . . . At a hearing before the City Council, Al Sindlinger, speaking for the motion picture interests, told the Finance Committee that the tax savings would be passed on to patrons.

PITTSBURGH

Lou Hanna's theatre booking service merged with Bert Stearn's Cooperative outfit. . . . "20,000 Leagues" beating "Star Is Born" record at the Stanley. . . Pete DeFazio, former Warner salesman here, has been transferred from Paramount's Indianapolis branch to the company's local exchange. He'll cover the Main Line and Erie territories. . . . Eastern top brass of Paramount will attend the Variety Club banquet honoring Harold Cohen, named critic of the year by Hollywood directors. . . . Stanley to have a closed circuit TV set-up March 28 under the auspices of CARE. . . . Jack Kalmenson comes back to Pitts. from Milwaukee as mgr. of the Warner exchange, in a move that sends Bill Twig from Pitts. to Cleveland as head of the company's office there. . . . Junior Chamber of Commerce will sponsor the premiere performance of "Cinerama Holiday," with proceeds used to combat juvenile delinquency.

Harris Amuse. Co. will take over operation of the Penn Theatre here for George Skouras and United Artists, who recently acquired the house from Loew's. Jim Balmer and Bill Zeillor will supervise physical management; John McGreevey the bookings. . . . Henry Burger accepted Moe Silver's "Man of the Year" in entertainment award at the Jaycee's recent banquet. . . . "Sign of the Pagan" running wild at the Fulton boxoffice. It's the biggest thing at the house since "Glenn Miller Story" a year ago. . . . Frank Arena returning to Cleveland and the Ohio Theatre. . . . Grace Benitz, with 25 years of service for Paramount, was named head inspectress to succeed Nellie C. Dunn who resigned after 36 years with the company. . . . The Labor Committee of Allied MPTO of Western Penn. reports signing of a two-year contract with members of Operators' Local 171, concluding amicable negotations that started Aug. of last year.

PORTLAND

Admission prices at Portland's Century Theatre were cut from 50¢ to 35¢ at all times. Mgr. Frank Breall also inaugurated a "Get Acquainted" week, involving a free coupon carrying a 10¢ service charge. . . . The new roster of Local 159 officers includes M. L. Brown as pres. and J. W. Hickey as business agent. . . . Don Prince, RKO publicist, was in town in connection with exploitation on "Underwater," which is scheduled to open early in Feb. at Parker's Broadway Theatre, managed by Herb Royster. . . . Cleo Morelock sold his half interest in the Arcade and Diane theatres at Cottage Grove to his brother, Willie Morelock. . . . Dean Schilling is now managing the Waucomah Theatre at Philomath, Ore.

PROVIDENCE

Albert J. Siner, mgr. of the Strand, recently celebrated two events—his 25th year in show business and his 25th wedding anniversary. . . . Albert Cipriano, mgr. of the Uptown, invited police chiefs from every R.I. city and town to be his guests at a private showing of "Gangbusters." . . . Edward M. Fay, dean of R.I. showmen, is recovering after an operation performed in a local hospital. . . . E. M. Loew's Olympia, in the Olneyville section, reopened after extensive redecoration and refurbishing. Under a new policy, the house will operate weekdays from 6:15 P.M. to 11; Saturdays and Sundays continuous from 1 P.M.

Burton Bonoff, gen. mgr. of the Court Square Theatre in Springfield, Mass., has petitioned the Warwick City Council for a permit to erect a 2,000 seat tent for presentation of musical comedies. . . . Lockwood & Gordon interests have taken over the Westminster Playhouse and indicated that it would temporarily be operated on an art policy. . . . Dave Levin, mgr. of the RKO Albee, recently introduced a special 3-day bargain show comprising 12 Disney cartoons plus the current two-feature program on Thurs., Fri. and Sat. Children were admitted for 25¢.

SALT LAKE CITY

P. A. Speckart, after many years as mgr. of the Tower Theatre, recently resigned. The Tower is now operated in conjunction with management of the World Playhouse, both featuring art films, with Tania Karol as mgr. . . . Ronald Mullen, booker for U-I, became the father of a baby boy. . . . Over 1,500 letters were received on the "Vera Cruz" contest sponsored by United Artists here, headed by W. W. McKendrick, the Telegram and Deseret News, and the Lyric Theatre, managed by Mat Knighton. Winner

FILMS TELEVISED JAN. 22 TO FEB. 4

EDITOR'S NOTE: *The films listed below have been shown gratis on different television networks in the New York area and have not been previously used. A complete listing of titles of films already shown is available to our readers upon request.*

Title	Cast	Original release date
The Bells Go Down	James Mason	
The Black Forest	Peggy Ann Garner	
Captain's Daughter	Vittorio Gassman	
City Of Violence	Alan Curtis	
Force of Evil	John Garfield	M-G-M 12-28-48
Friday Serpent		
Girl on the Pier	Ron Randell	
Hangman's Wharf	Genine Graham	
Hot Ice	Barbary Murray	
The Hunted	Preston Foster	Allied Artists 4-3-48
I'll Turn To You		
Japanese War Bride	Don Taylor	Fox 1-1-52
Jim The Penman	Beatrice Kane	
Let's Live A Little	Robert Cummings	Eagle Lion 10-28-48
Matinee Idol		
Roaring Westward	Jimmy Wakely	Monog. 9-19-49
Romance A La Carte	Leslie Perrins	
The Scarlett Webb	Griffith Jones	
Scotland Yard Investigator	Erich Von Stroheim	Rep. 10-18-45
Symphonie Pastorale	Michele Morgan	Int. Films 9-1-48
That Brennan Girl	James Dunn	Rep. 12-22-46
The Woman In Green	Basil Rathbone	Univ. 7-20-45

SALT LAKE CITY (cont'd.)

will receive a trip to Vera Cruz "with all the trimmings." . . . Marvin George, mgr. of the Capitol, is taking mail orders for the stage presentation on Feb. 10 of The Ballet Theatre. . . . Not a single day was lost during installation of CinemaScope and an RCA Dynalite screen at the Dome Theatre, Libby, Mont. . . . Sunset Drive-In at Miles City, Mont., installed CinemaScope and new lamps, also enlarged its screen tower.

SAN FRANCISCO

George Mitchell, Republic branch mgr. and chief barker of Tent 32, is confined to Sequoia Hospital, Redwood City, due to traffic injuries. . . . Walter Lange, Paramount office mgr., returned to work after serious auto accident, and Robert Pacini is new bookers asst. in same office. . . . The threat of a proposed bill for night harness racing was successfully removed due to the efforts of the legislative rep. of the movie industry at Sacramento. . . . George Mann, Redwood Theas. exec., will send a pink dyed baby elephant to tour the circuit in promoting "Jupiter's Darling." . . . Carol Layne, latest addition to the Universal booking dept., replaces Blanche Zolezzi who left to be married. . . . Fully recovered from a recent operation, head booker Jesse Wright is back at Warner's.

Gerald Hardy disposed of his interest in five Westland theatres to H. B. Rotus Harvey and R. W. Harvey. Hardy will continue to operate seven theatres under the name of Hardy Theatres. . . . A mutual assistance plan is underway between Fox Theas. and Manning's Restaurants in the Bay Area. Posters list the current film and announce that patrons taking the $1.95 dinner will receive a ticket to any Fox theatre. . . . At mid-season in the Variety Club bowling league, the tie for first place between Allied Artists and Westland Theas. was broken in favor of AA—all members of which are recruited from UI film exchange office.

George M. Mann, theatre executive, was appointed a director of the Cow Palace. . . . Sam Sobel, owner of Tower Picts., acquired the Astor franchise for N. Calif. . . . Fox West Coast tested the drawing power of a wide-spread promotional effort to insure good attendance for "Prince of Players," unfortunately tagged by Newsweek as "unusually adult," with five screenings for selected groups, a 75¢ student rate, school posters and 4500 mailing pieces. . . . Tioga Drive-In at Merced closed for the winter. . . . Bill Blake, M-G-M pub. dir. for N. Calif., was in Sacramento to receive official designation from Gov. Knight, proclaiming Feb. as "Go To The Movies" month.

Max Hadfield, new salesman at Republic, replaces Bill Tomlinson who joined the Walt Disney Corp. in Seattle. . . . Jesse Wright, head booker at Warner, is recuperating from an operation. . . . The recent passing of Isadore Wolfe, 63, National Screen salesman for over 20 years, is deeply mourned by his host of friends. . . . George Mitchell, Tent 32's chief barker, reports their Great Heart Award, only the second given in eight years, was presented to Lee Giroux, well known sportscaster and newsman, in recognition of his outstanding work with Cerebral Palsy telethons.

ST. LOUIS

Howard Busey sold his stock interest in El Fran Theas., Inc., comprising the Times at Jacksonville, Ill., Plaza at Marion, and Star at Benton, to his associate, Ben Montee,



M-G-M exploitation manager Emery Austin (right) and M-G-M star John Ericson watch as Colorado's newly inaugurated Governor Johnson signs proclamation designating February as "Go To The Movies Month."

who will continue operation of the three houses. . . . Oliver Winet, owner of the 300-car Air Park Drive-In at Highland, Ill., which has been operated by Adolph List, may take over the project himself and start a modernization program. . . . Bill Powell, div. mgr. for Midwest Drive-In Theas., was a guest panelist at the M-G-M Ticket Selling workshops in Jackson, Miss. and Memphis, Tenn., speaking on drive-in problems. A similar workshop is scheduled for the Chase Hotel here on June 6. . . . Screen is being widened to 80′ and CinemaScope equipment added to the 21 Drive-In near Ellington, Mo., owned by Harold Larkin and Claude Davis.

CinemaScope equipment was bought by Mrs. Catherine Beckemeyer for the Gem at Trenton, Ill., and by Leo Pavish for the Rio in Cottage Hills, Ill. . . . Ray McCaffery, Republic branch mgr., making a fine recovery from his recent emergency appendectomy. . . . Jablonow-Komm planning extensive modernization for their New Shenandoah Theatre in St. L. . . . Howard Alperson, mgr. for F&M Amuse. Co., is home from the hospital. . . . The late Sol Hankin, retired exchange owner here, left half of his estate, valued at from $25,000 to $50,000, to a sister, Mrs. Sarah Rifkin, who lives "somewhere in Russia" and executors are faced with the task of locating her.

Toll TV is on the agenda of the National Allied Drive-In convention to be held here, Feb. 8-10, and will be discussed by expert on the subject Trueman T. Rembusch of Ind. Convention chairman Jeff Jefferis has asked drive-in owners throughout the country to advise him at the Chase Hotel what problems they would like discussed at the NADTA meeting. . . . MITO recently voted to take in as honorary members Arnold Gould, resident mgr. in Jeff City for Durwood Theas; Jim Castle and Frances Lohmeyer of Paramount's publicity staff. Incidentally, pres. Les Krop and Mrs. Kropp left for a Florida vacation of several weeks. . . . The Variety Club, in conjunction with MITO, is sponsoring a buffet dinner-dance in its new headquarters at the Chase Hotel to celebrate the 50th wedding anniversary of Joseph and Esther Ansell. Joe is treas. of MITO and a member of Ansell Bros. Theas. . . . Mrs. Hannah Tobin, owner of the Capitol in Waterloo, Ill., and mother of Thomas C. Tobin, film exchange and theatre owner, passed away.

F&M announced plans to develop 177 acres on the north side of Page Ave. here with residences and a 10-acre shopping center, including parking for 500 cars. . . . Wayne Stephenson, pres. of the local Colosseum of M.P. salesman, named the following committee for 1955: Executive—Bob Lightfoot, Hugh Nesbitt, Jim Hill and Lou Ratz; Grievance—Wm. W. Sharpe, Arthur McManus and Edw. J. Stevens. . . . "Cinerama Holiday" will open at the Ambassador on Feb. 21 as the record-breaking "This Is Cinerama" terminates a run of one year and 10 days. . . . Russ Bovim, div. mgr. for Loew's Theas., and Art Hosier of St. L. Theatre Supply, recently became grandfathers.

SEATTLE

March 29 has been set for the all-industry testimonial dinner to honor J. M. Hone, retiring exec. secy. of the Theatre Owners of Wash., No. Idaho and Alaska. The location tentatively chosen is the Spanish Ball Room of the Olympic Hotel. Hone will represent the Association at the State Legislature until his retirement on April 1. . . . B. F. Shearer Co., mgrs. of the Varsity Theatre, reopened the house after two weeks of remodeling and installation of new seating and carpeting. . . . CinemaScope was installed at the Rose Theatre, Port Townsend. . . . Modern Theatre Supply installed CinemaScope and an RCA Dynalite screen in the Elwha Theatre at Port Angeles, Wash. . . . Modern also installed 135 ampere lamps in Chester Neilsen's Starlite Theatre, Tacoma.

John A. Riley of Nat'l Theatre Supply reports sale of a four-channel stereophonic sound system, anamorphic lenses and a Walker wide screen to A. J. Peechia, owner of the Narrows Theatre of Tacoma, which opened Jan. 27. National also installed a Walker screen, anamorphic lenses and stereophonic sound in Howard McBride's Granada Theatre, Spokane, and a Walker wide screen in the Avalon at Okonogan, Wash. . . . Frank Shannon has been placed in charge of the Concession Dept. of National.

Hugh Beckett has taken possession of the Moore Theatre, Seattle, and will remodel it to increase seating capacity from 1,671 to 2,000. The Moore has been used for several years by Seattle Revival Center as a church. . . . CinemaScope was installed in the Kamiah Theatre, Kamiah, Idaho. . . . John Butler's Towne Theatre at Quincy reopened with new equipment, including CinemaScope. . . . Alfred Anches equipped his Pacific Theatre at Pacific Beach with new lamps and rectifiers.

WASHINGTON

Arthur Levy resigned as mgr. of IFE to move to Detroit. Irving Shiffman, transferred from Boston, replaces him. . . . Eddie Fisher donated $1,000 to the Variety Club welfare fund after receiving the Tent's "Personality of the Year" award. . . . Sid Zinn, Columbia exploiteer, is setting up the world premiere of "Long Gray Line" at Keith's Washington for Feb. 9. . . . Jack Fruchtman, operator of the New Theatre, Baltimore, invited members of the Maryland Federation of Music Clubs to attend a showing of "Carmen Jones."

Hollywood Production

ALLIED ARTISTS

Shooting

DARK VENTURE
Cast: Frank Lovejoy, Forrest Tucker, Peggie Castle, Marjorie Garretson.
Producer .....Lindsley Parsons
Director .....Harold Shuster

LAS VEGAS SHAKEDOWN
Cast: Dennis O'Keefe, Coleen Gray, Charles Winninger, Thomas Gomez, Mary Beth Hughes, James Millican.
Producer .....William F. Broidy
Director .....Sidney Salkow

SPY CHASERS
Cast: Leo Gorcey, Huntz Hall, Lisa Davis.
Producer .....Ben Schwalb
Director .....Edward Bernds

Cutting

WICHITA
(CinemaScope) (Technicolor)
Cast: Joel McCrea, Vera Miles, Keith Larsen.
Producer .....Walter Mirisch
Director .....Jacques Tourneur

THE BIG COMBO
(Security Pictures-Theodora Productions)
Cast: Cornel Wilde, Richard Conte, Jean Wallace, Brian Donlevy, Helen Walker.
Producer .....Sidney Harmon
Director .....Joseph H. Lewis

THE WARRIOR
(CinemaScope)
Cast: Errol Flynn, Joanne Dru, Peter Finch.
Producer .....Walter Mirisch
Director .....Henry Levin

TWILIGHT ALLEY
Cast: Richard Conte, Constance Smith, Bruce Bennett, Cathy Downs, James Millican.
Producer .....William F. Broidy
Director .....Frank McDonald

COLUMBIA

Shooting

BRING YOUR SMILE ALONG
(Technicolor)
Cast: Frankie Laine, Keefe Brasselle, Connie Towers, Lucy Marlowe, William Leslie, Ruth Warren, Bobby Clark, Jack Albertson, Bob Hopkins.
Producer .....Jonie Taps
Director .....Blake Edwards

CALICO PONY
(CinemaScope) (Technicolor)
Cast: Van Heflin, Joan Woodward, Phil Carey, Raymond Burr, Allison Hayes, Richard Webb.
Producer .....Ted Richmond
Director .....George Sherman

Cutting

MY SISTER EILEEN
(CinemaScope) (Technicolor)
Cast: Janet Leigh, Betty Garrett, Jack Lemmon, Aldo Ray, Kurt Kasznar, Bob Fosse, Tommy Rall.
Producer .....Fred Kohlmar
Director .....Richard Quine

"REBOUND"
(Shooting in London)
Cast: Stewart Granger, Jean Simmons, Finlay Currie, William Hartnell, Belinda Lee, Bill Travers.
Exec. Producer .....Mike Frankovich
Producer .....Maxwell Setton
Director .....Arthur Lubin

THE PRISONER
(Shooting in London)
Cast: Alec Guinness, Jack Hawkins, Wilfred Lawson, Ronald Lewis, Jeanette Starke.
Producers .....Sidney Box and Vivian Cox
Director .....Peter Glenville

MASSACRE AT MOCCASIN PASS
Cast: Phil Carey, Audrey Totter, Charlita.
Producer ..... Wallace MacDonald
Director ..... Fred S. Sears

A PRIZE OF GOLD
(Warwick Productions; Technicolor)
(For Columbia Release; Shooting in Berlin)
Cast: Richard Widmark, Mai Zetterling, Nigel Patrick, George Cole, Donald Wolfit.
Producers .....Irving Allan and A. R. Broccoli
Director .....Mark Robson

THE MAN FROM LARAMIE
(CinemaScope) (Technicolor)
Cast: James Stewart, Arthur Kennedy, Cathy O'Donnell, Aline MacMahon, Donald Crisp, Alex Nicol, Wallace Ford, James Millican, Gregg Barton, Jack Elam, John War Eagle.
Producer .....William Goetz
Director .....Anthony Mann

INDEPENDENT

Shooting

GENTLEMEN MARRY BRUNETTES
(Russfield-Voyager Productions)
(Technicolor) (Shooting in Paris)
Cast: Jane Russell, Jeanne Crain, Scott Brady, Alan Young, Rudy Vallee.
Executive Producer.....Robert Bassler
Producers .....Richard Sale and Robert Waterfield
Director .....Richard Sale

THE BEAST OF HOLLOW MOUNTAIN
(Nassour Studios)
Cast: Guy Madison, Sarita Montiel.
Producers.William and Edward Nassour
Director .....Edward Nassour

THE LONESOME TRAIL
(Lyon and Bartlett Prods.)
Producer .....Earl Lyon
Director .....Richard Bartlett

Cutting

THE LITTLE RED MONKEY
Anglo-Guild-Tony Owen Production
(Shooting in London)
Cast: Richard Conte, Russell Napier, Rona Anderson, Sylva Langova.
Producer .....Alec Snowden
Director .....Ken Hughes

RETURN OF COLUMBUS
Paal-Real Film Productions
(Shooting in Germany)
Cast: Paola Loew, Eva Kerbler, Sydney Chaplin, Charles Chaplin, Jr., Ursula Herking.
Producer .....Alexander Paal
Director .....Alexander Paal

OKLAHOMA
(CinemaScope) (Todd-AO)
Cast: Gordon MacRae, Shirley Jones, Gene Nelson, Gloria Grahame, Charlotte Greenwood, Eddie Albert, James Whitmore, Rod Stieger, Barbara Lawrence, J. C. Flippen, Roy Barcroft.
Producer .....Arthur Hornblow
Director .....Fred Zinnemann

HANGOVER
(Burt Kaiser Productions)
Cast: Lawrence Tierney, Kathleen Crowley, John Carradine, Burt Kaiser, Jayne Mansfield.
Producer .....Burt Kaiser
Director .....Bruno De Sota

Lippert Pictures

Cutting

THE BLACK PIRATES
(Lippert Release)
(Shooting in El Salvador)
Cast: Anthony Dexter, Karen Wilde, Lon Chaney, Robert Clarke.
Producer .....Robert L. Lippert, Jr.
Director .....Allen Miner

THE GLASS TOMB
(Executive Films for Lippert release)
Cast: John Ireland.
Producer .....Anthony Hinds
Director .....Montgomery Tully

SHOCK
Cast: Brian Donlevy, Margia Dean, Jack Warner.
Producers .....Michael Carreras and Anthony Hinds
Director .....Val Guest

METRO-GOLDWYN-MAYER

Shooting

IT'S ALWAYS FAIR WEATHER
(CinemaScope) (Color)
Cast: Gene Kelly, Dan Dailey, Cyd Charisse, Michael Kidd, Dolores Gray.
Producer .....Arthur Freed
Directors Gene Kelly and Stanley Donen

LOVE ME OR LEAVE ME
Cast: Doris Day, James Cagney, Cameron Mitchell, Robert Keith, Harry Bellaver.
Producer .....Joe Pasternak
Director .....Charles Vidor

THE COBWEB
(CinemaScope) (Color)
Cast: Richard Widmark, Lauren Bacall, Gloria Grahame, Charles Boyer, Lillian Gish, John Kerr, Oscar Levant.
Producer .....John Houseman
Director .....Vincente Minnelli

THE KING'S THIEF
(CinemaScope) (Color)
Cast: Ann Blyth, Edmund Purdom, David Niven, George Sanders, Roger Moore, John Dehner, Isabel Elsom.
Producer .....Edwin H. Knopf
Director .....Hugo Fregonese

Cutting

THE GLASS SLIPPER
(Print by Technicolor)
(Eastman color; Wide Screen)
Cast: Leslie Caron, Michael Wilding, Roland Petit and the Ballets de Paris, Elsa Lanchester, Keenan Wynn, Estelle Winwood, Amanda Blake.
Producer .....Edwin H. Knopf
Director .....Charles Walters

BOULEVARD IN PARIS
(Shooting in Paris) (CinemaScope)
(Eastman Color; Print by Technicolor)
Cast: Anne Baxter, Steve Forrest.
Producer .....Henry Berman
Director .....Mitchell Leisen

HIT THE DECK
(CinemaScope) (Color)
Cast: Jane Powell, Debbie Reynolds, Ann Miller, Tony Martin, Vic Damone.
Producer .....Joe Pasternak
Director .....Roy Rowland

INTERRUPTED MELODY
(CinemaScope) (Technicolor)
Cast: Eleanor Parker, Glenn Ford, Cecil Kellaway, Roger Moore, Ann Codee.
Producer .....Jack Cummings
Director .....Curtis Bernhardt

THE SCARLET COAT
(CinemaScope) (Eastman Color)
Cast: Cornel Wilde, Michael Wilding, Anne Francis, George Sanders, Bobby Discroll.
Producer .....Nicholas Nayfack
Director .....John Sturges

THE BLACKBOARD JUNGLE
Cast: Glenn Ford, Anne Francis, Louis Calhern, Margaret Hayes.
Producer .....Pandro S. Berman
Director .....Richard Brooks

Paramount Pictures

Shooting

THE TEN COMMANDMENTS
VistaVision) (Technicolor
Cast: Charlton Heston, Yul Brynner, Anne Baxter, Yvonne De Carlo, Debra Paget, Nina Foch, Edward G. Robinson, Sir Cedric Hardwicke, Vincent Price, John Carradine, John Derek, Olive Deering.
Producer-Drector ....Cecil B. DeMille

THE COURT JESTER
(VistaVision) (Technicolor)
Cast: Danny Kaye, Glynis Johns, Angela Lansbury, Basil Rathbone.
Producers-Directors ..Norman Panama and Melvin Frank

THE GIRL RUSH
(VistaVision) (Technicolor)
Cast: Rosalind Russell, Fernando Lamas, Eddie Albert, Gloria De Haven, Jimmy Gleason.
Producer .....Frederick Brisson
Director .....Robert Pirosh

THE VAGABOND KING
(VistaVision) (Technicolor)
Cast: Kathryn Grayson, Oreste Kirkop, Sir Cedric Hardwicke, Walter Hampden, Rita Moreno.
Producer .....Pat Duggan
Director .....Michael Curtiz

Cutting

THE DESPERATE HOURS
(VistaVision)
Cast: Humphrey Bogart, Fredric March, Martha Scott, Arthur Kennedy.
Producer .....William Wyler
Director .....William Wyler

Hollywood Production

TO CATCH A THIEF
(VistaVision) (Technicolor)
(Shooting in France)

Cast: Cary Grant, Grace Kelly, Jessie Royce Landis, John Williams, Charles Vanel, Brigitte Auber, Georgette Anys.

Producer-Director ....Alfred Hitchcock

WE'RE NO ANGELS
(VistaVision) (Technicolor)

Cast: Humphrey Bogart, Peter Ustinov, Aldo Ray, Joan Bennett, Leo G. Carroll, Basil Rathbone, Gloria Talbott, John Baer.

Producer .....Pat Duggan
Director .....Michael Curtiz

THE SEVEN LITTLE FOYS
(VistaVision) (Technicolor)

Cast: Bob Hope, Linda Bennett, Jimmy Baird, Tommy Duran, David Kasday, Lee Erickson.

Producer .....Jack Rose
Director .....Melville Shavelson

YOU'RE NEVER TOO YOUNG
(VistaVision) (Technicolor)

Cast: Dean Martin, Jerry Lewis, Diana Lynn, Raymond Burr, Nina Foch, Mitzi McCall.

Producer .....Paul Jones
Director .....Norman Taurog

THE ROSE TATTOO
(VistaVision)

Cast: Burt Lancaster, Anna Magnani, Marisa Pavan, Virginia Grey, Ben Cooper, Jo Van Fleet, Flossie Sundstrom, Dorritt Kelton.

Producer .....Hal Wallis
Director .....Daniel Mann

RKO RADIO PICTURES

Cutting

SEVEN BAD MEN
(SuperScope) (Technicolor)

Cast: Randolph Scott, Forrest Tucker, Mala Powers, J. Carrol Naish, Edgar Buchanan, Ken Tobey.

Producer .....Nat Holt
Director .....Tim Whelan

Republic

Shooting

REBEL ISLAND
(Trucolor)

(Shooting in Nassau, Bahamas Islands)

Cast: Yvonne De Carlo, Howard Duff, Zachary Scott.

Associate Producer-Director
Edward Ludwig

Cutting

HELL'S OUTPOST

Cast: Rod Cameron, Joan Leslie, John Russell, Chill Wills, Jim Davis, Ben Cooper, Kristine Miller, Barton MacLane, Taylor Holmes.

Associate Producer-Director
Joseph Kane

SANTE FE PASSAGE
(Trucolor) (Shooting in Utah)

Cast: John Payne, Rod Cameron, Faith Domergue.

Assoc. Producer .....Sidney Picker
Director .....William Witney

THE ADMIRAL HOSKINS STORY

Cast: Sterling Hayden, Alexis Smith, Dean Jagger, Ben Cooper, Virginia Grey, Douglas Kennedy, Hayden Rorke.

Assoc. Producer-Director.John H. Auer

MAGIC FIRE
(Trucolor) (Shooting in Munich)

Cast: Yvonne De Carlo, Carlos Thompson, Rita Gam, Valentina Cortesa, Alan Badel.

Producer-Director ....William Dieterle

20th CENTURY FOX

Shooting

SOLDIER OF FORTUNE
(CinemaScope) (Color)

Cast: Clark Gable, Susan Hayward, Michael Rennie, Alex D'Arcy.

Producer .....Buddy Adler
Director .....Edward Dmytryk

Cutting

VIOLENT SATURDAY
(CinemaScope) (Color)

Cast: Victor Mature, Sylvia Sidney, Tommy Noonan.

Producer .....Buddy Adler
Director .....Richard Fleischer

MAGNIFICENT MATADOR
(CinemaScope)
(National Pictures Corp. for 20th Century-Fox release)
(Shooting in Mexico City)

Cast: Maureen O'Hara, Anthony Quinn, Richard Denning, Lola Albright.

Exec. Producer....Edward L. Alperson
Producer .....Carroll Case
Director .....Budd Boetticher

THAT LADY
(Atlanta Films for 20thCentury-Fox release)
(CinemaScope) (Shooting in London)

Cast: Olivia DeHaviland, Gilbert Roland, Francoise Rosay, Dennis Price.

Producer .....Sy Bartlett
Director .....Terrence Young

UNTAMED
(CinemaScope) (Color)

Cast: Tyrone Power, Susan Hayward, Victor Moreno, John Justin.

Producers .....Bert Friedlob and William Bacher
Director .....Henry King

THE RACERS
(CinemaScope) (Color)

Cast: Kirk Douglas, Gilbert Roland, Bella Darvi, Cesar Romero, Katy Jurado, Lee J. Cobb.

Producer .....Julian Blaustein
Director .....Henry Hathaway

A MAN CALLED PETER
(CinemaScope) (Color)

Cast: Richard Todd, Jean Peters.

Producer .....Samuel G. Engel
Director .....Henry Koster

DADDY LONG LEGS
(CinemaScope) (Color)

Cast: Fred Astaire, Leslie Caron, Terry Moore, Thelma Ritter.

Producer .....Sam D. Engel
Director .....Jean Negulesco

UNITED ARTISTS

Cutting

THE KENTUCKIAN
(Technicolor)
(Hecht-Lancaster Productions)

Cast: Burt Lancaster, Dianne Foster, Diana Lynn.

Producer .....Harold Hecht
Director .....Burt Lancaster

BIG HOUSE U.S.A.
(Bel Air Productions)

Cast: Broderick Crawford, Ralph Meeker, Red Hadley, William Talman.

Producer .....Aubrey Schenck
Director .....Howard W. Koch

MARTY
(Hecht-Lancaster Productions)

Cast: Ernest Bornine, Betsy Blair.

Producer .....Harold Hecht
Director .....Delbert Mann

NOT AS A STRANGER
(Stanley Kramer Productions)

Cast: Olivia DeHaviland, Robert Mitchum, Frank Sinatra, Gloria Grahame, Broderick Crawford, Charles Bickford.

Producer-Director .....Stanley Kramer

KISS ME DEADLY
(Parklane-Saville Productions)

Cast: Ralph Meeker, Paul Stewart, Maxine Cooper, Cloris Leachman, Gaby Rodgers, Marian Carr, Wesley Addy.

Producer-Director .....Robert Aldrich

Universal International

Shooting

ALL THAT HEAVEN ALLOWS
(Technicolor)

Cast: Jane Wyman, Rock Hudson, Agnes Moorhead, Conrad Nagel.

Producer .....Ross Hunter
Director .....Douglas Sirk

THE PRIVATE WAR OF MAJOR BENSON
(Technicolor)

Cast: Charlton Heston, Julie Adams, William Demarest.

Producer .....Howard Pine
Director .....Jerry Hopper

THE SPOILERS

Cast: Anne Baxter, Jeff Chandler, Rory Calhoun, Ray Danton.

Producer .....Ross Hunter
Director .....Jesse Hibbs

Cutting

FEMALE ON THE BEACH

Cast: Joan Crawford, Jeff Chandler.

Producer .....Albert Zugsmith
Director .....Joseph Pevney

DESTRY
(Technicolor) (Wide Screen)

Cast: Audie Murphy, Mari Blanchard, Lyle Bettger, Lori Nelson, Thomas Mitchell, Edgar Buchanan, Alan Hale, Jr., Wallace Ford, Mary Wickes, Lee Aaker, Walter Baldwin, George Wallace.

Producer .....Stanley Rubin
Director .....George Marshall

ABBOTT AND COSTELLO AS THE STUNT MEN

Cast: Bud Abbott and Lou Costello, Fred Clark, Lynn Bari, Frank Wilcox, Maxie Rosenbloom.

Producer .....Howard Christie
Director .....Charles Lamont

LADY GODIVA OF COVENTRY
(Technicolor)

Cast: Maureen O'Hara, George Nader, Victor McLagen, Rex Reason.

Producer .....Robert Arthur
Director .....Arthur Lubin
(Technicolor) (CinemaScope)

"AIN'T MISBEHAVIN'"
(Technicolor)

Cast: Rory Calhoun, Piper Laurie, Jack Carson, Mamie Van Doren, Reginald Gardiner.

Producer .....Sam Marx
Director .....Eddie Buzzell

TACEY
(Technicolor)

Cast: Anne Baxter, Rock Hudson, Julie Adams.

Producer .....Ross Hunter
Director .....Jerry Hopper

WARNER BROS.

Shooting

I DIED A THOUSAND TIMES

Cast: Perry Lopez, Walter Abel, Beverly Garland.

Producer .....David Weisbart
Director .....Walter Doniger

BLOOD ALLEY
(CinemaScope) (WarnerColor)

Cast: John Wayne, Lauren Bacall, Paul Fix, Anita Ekberg.

Producer .....Batjac Productions
Director.....William A. Wellman

THE McCONNELL STORY
(CinemaScope) (WarnerColor)

Cast: Alan Ladd, June Allyson.

Producer .....Henry Blanke
Director .....Gordon Douglas

Cutting

HELEN OF TROY
(CinemaScope) (WarnerColor)

Cast: Rossana Podesta, Jacques Sernas, Sir Cedric Hardwicks, Torin Thatcher, Robert Douglas, Nora Swinburne.

Producer .....Robert Wise

JUMP INTO HELL

Cast: Jacques Sernas, Kurt Kasznar.

Producer .....David Weisbart
Director .....David Butler

STRANGE LADY IN TOWN
(WarnerColor) (CinemaScope)

Cast: Greer Garson, Dana Andrews, Cameron Mitchell, Lois Smith, Walter Hampden.

Producer-Director ....Mervyn LeRoy

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It's your "captive audience"... an opportunity you can't afford to overlook... an advantage offered by no other advertising medium.

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NATIONAL *Screen* SERVICE
PRIZE BABY OF THE INDUSTRY

THE Independent FILM JOURNAL

DEVOTED to the BEST INTERESTS of the MOTION PICTURE INDUSTRY

In this issue

NEWS

TOA DEMANDS ROUND TABLE DISCUSS SERIATAL KILLER HERO

ALLIED POSTPONES REGULATION MOVE

FCC MACHINERY IN MOTION FOR TOLL TV RULE

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OBJECT LESSON

THE American Federation of Labor and the Congress of Industrial Organizations have shown that they mean business with their announcement that they will merge at the end of the year. Originally, the AFL represented the skilled crafts; the CIO, for the most part, unskilled labor. Never were two organizations further apart, despite a common denominator — the interests of labor as a whole. Over the years, there has been a blending of purpose which has come to the fore despite personality conflicts and other barriers. Now, there can be no doubt that in its new-found unity, labor will have a stronger voice in the scheme of things.

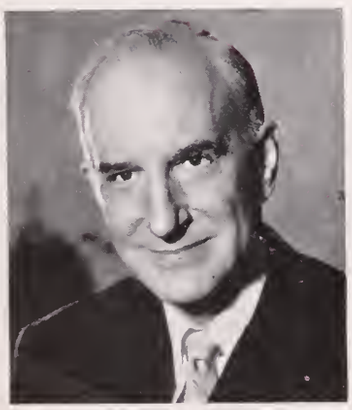
There is certainly an object lesson to be drawn

(See Page 5)

Vol. 28, No. 7 February 19, 1955

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It is predicted that Leslie Caron's new picture will be on 10 Best lists, just as "Lili" was.



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MICHAEL WILDING

with

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also starring

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PRODUCED BY JULIAN BLAUSTEIN · DIRECTED BY HENRY HATHWAY · SCREEN PLAY BY CHARLES KAUFMAN



...and IT'LL BE A BIG WINNER FOR YOU! DATE IT NOW!

February 19, 1955
Vol. 35 No. 3

THE Independent FILM JOURNAL

Editor: MORTON SUNSHINE

DEVOTED TO THE BEST INTERESTS OF THE MOTION PICTURE INDUSTRY

Object Lesson

(continued from cover)

from this analogy for the motion picture theatre industry. Exhibition has its counterpart in the two national organizations, TOA and National Allied. While one represents major theatre chains in addition to independents, the other now boasts many important circuits as well as small theatre owners in its ranks.

Since the Allied response to TOA overtures several months back that the two groups might start "keeping company" to see if their interests are compatible, the courtship has not been all that could be desired. However, National Allied at its recent board meeting selected a representative committee to meet with an equally impressive group of TOA for the limited purpose of discussing possible TOA support of the Allied declaration of emergency and the action of its Emergency Defense Committee.

At a time when distributors are taking full advantage of the product shortage to get every dollar they can from exhibition, it is unfortunate that responsible elements of both theatre owner groups cannot meet without restriction, and it is to be hoped that the limitations of authority prescribed by the Allied board will not preclude a full discussion of the entire problem.

There is a singleness of purpose in exhibition today. The differences between the theatre owner groups fundamentally lie in the approach to a solution of the problems perplexing both membership in equal degree. Again the Allied board, at its recent meeting, committed itself to the passage of legislation which seeks to make the Federal Trade Commission the czar of film rentals. This is the Allied remedy — and it is no secret that TOA leaders and other segments of independent exhibition are opposed to government regulation. They do not believe that the answer to theatre owners' woes lies in legislative halls or the on-and-off threats of government regulation.

Exhibition would certainly not be in the best position were it to go into Congressional halls for Federal regulation of film rentals at a time when it is also trying to demonstrate to the legislators the fallacies of the arguments advanced by sponsors of toll television. Nor is there any way of telling where the chips might fall once the government takes a hand. It is conservative to say that theatre admission prices are clothed with just as much public interest as film rentals and that regulation of prices would be the greatest deterrent to future independent production.

The point that we are trying to hammer home is that regardless of size and affiliation, the major problems of all exhibitors are the same today and one organization, merged from all existing groups, would more adequately represent the small theatre owner just as it would the large. Exhibition is currently dissipating its strength beyond belief in division. It is because of these artificial barriers that the theatre industry now has a "biteless bark." Unity would put teeth in the dictates of one national exhibitor group.

Whether the Allied resolution to proceed with Federal regulation is serious or bluff, it does precede a round table discussion between distribution and exhibition scheduled for the near future. Whether or not this will improve anyone's bargaining position, it is to be hoped that there can be a meeting of the minds of those representing the various industry segments in these talks and that the problems can be resolved within the confines of the business. The friction and bickering going on now will be nothing compared to what lies ahead if amicable agreement is not reached.

And who is there to doubt that exhibition's hand would be strengthened tenfold if it entered these talks under one banner?

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Allied-TOA Meet To Air Problems

WASHINGTON.—The first meeting of the TOA and National Allied committees set up to advance the common interests of the two groups and to ascertain possible TOA support of Allied's declaration of emergency and the actions taken by its Emergency Defense Committee has been postponed to an unspecified date, it was learned this week at the joint mid-Winter meeting of the TOA board and executive committee at the Mayflower Hotel.

The TOA committee, comprising of E. D. Martin, Walter Reade Jr., Alfred Starr and Pat McGee was to have met with Allied's committee, consisting of Jack Kirsch, Ben Berger, Abram F. Myers and Ben Marcus late this week. It will now take place within three weeks.

The meeting was said to have been postponed when Rube Shor, Allied's new president, expressed a desire to sit in at the session after he had a chance to rest up following the recent Allied board meeting and drive-in convention in St. Louis. The Allied committee had been selected before Shor's election to the Allied presidency.

No Date Set

No new date for the meeting between TOA and Allied representatives was reported to have been set.

The TOA proposal that representatives of the two organizations meet in the hope of finding a solution to their mutual problems was voted upon favorably by the Allied board at its St. Louis meeting and a committee was named immediately. Committee is supposed to restrict itself to the Allied declaration of emergency.

However, E. D. Martin, TOA head, said at a press conference that all problems affecting both groups would be explored at the meeting. Even arbitration would be on the agenda, he explained. Martin said he was happy that Shor planned to participate in the meeting. No TOA leader would comment on the Allied plan to seek government regulation.

Walter Reade Jr., chairman of the TOA board, who was also present at the press conference, said that the meeting will afford TOA an opportunity of deciding whether it would want to "go along" with Allied in supporting the actions of the latter's EDC.

FCC Machinery In Motion For Ultimate Toll-TV Rule

WASHINGTON.—FCC took its first major step this week toward ruling on the legality and practicality of pay-as-you-see TV. The commission rejected a petition by the Zenith Radio Corp. and Teco Inc. for authorization of immediate commercial operation of toll TV, and announced that it would go into the whole matter formally.

Interested parties were asked to file comments on box office TV by May 9. The commission will then decide whether to hold hearings or to decide on the basis of petitions or other means. Indications pointed to protracted public hearings, which have been urged by the Joint Committee on Toll TV, the NARTB, and various exhibitor groups.

FCC explained that the written filings do not prelude oral hearings. The expected result of the written material is to narrow the issues, and prepare an agenda should it be found desirable to open the subject to oral argument. (*see story below*)

Both supporters and opponents of toll TV appeared pleased with the decision.

Comdr. Eugene F. McDonald Jr., president of Zenith, said he was "delighted," asserting in Chicago that the commission's action followed one of the three alternative procedures suggested in Zenith's second petition filed last November.

See Eye-To-Eye

Arthur Levey, president of Skiatron, affirmed "too much time has been lost in useless pro-and-con discussions on various aspects of subscription-television."

Paul McNamara, president of International Telemeter, which is affiliated with Paramount Pictures, declared in Los Angeles that "we welcome notice of the proposed rule making issue by the FCC."

Seeing eye to eye with toll TV's proponents this time, co-chairman Trueman Rembusch and Alfred Starr of the Joint Committee on Toll TV applauded the FCC decision. The decision, they said, "seems evidence that the Commissioners feel the issues of the public interest should be investigated thoroughly and broadly before serious consideration is given to such a radical change in the traditional philosophy of free broadcasting."

The co-chairman stated that the investigation will reveal "tremendous latent opposition" to toll TV. They reiterated that the joint committee is not against toll TV *per se*, but against the use of free air waves for this scheme. They pointed out that the pay-as-you-see promoters could go ahead immediately using low-cost coaxial lines, without needing FCC approval, if toll TV is all they say it is.

Notice of decision was adopted by the Commission *en banc* — Commissioners McConnaughey (chairman), Hyde, Webster, Hennock, Bartley, Doerfer and Lee—with Commissioner Hennock issuing separate views.

In her separate statement, Miss Hennock declared that public hearings should be held at the earliest possible moment. She also stated that the FCC could not arrive at a "well-founded" conclusion "on the basis of written comments alone." The commissioner said that since hearings will be needed anyway, it would be preferable to hold them immediately and not wait until written comments are filed. However, because of a backlog of commission business, early hearings are not anticipated.

Allied On Record

National Allied went officially on record against toll TV at its drive-in convention last week with a resolution that "full public hearings be held by the FCC before any action is taken. . . ." Trueman Rembusch, speaking at the convention, branded as an out-and-out falsehood the claim of toll TV's proponents that pay-as-you-see TV will roll up fantastic grosses for motion picture producers. He charged further that other "big lies" put forth are that toll TV will bring into existence an instantaneous and very economical electronic distribution system, give the public a free choice over what they want to see, increase the broadcasting business, and make theatre owners one of its principal beneficiaries.

William C. Gehring, 20th-Fox assistant general sales manager, another speaker, made a significant statement when he said: "I tell you now that 20th-Fox will place films on toll TV only when the Government forces it to. . . . Our fight is not amongst ourselves but . . . for the public's entertainment dollar."

May 9 Deadline For FCC Written Comment

WASHINGTON.—The FCC, asking for broad and all-inclusive written comments on toll TV this week, said that before it could decide the issue it must look into certain questions of law and fact. Among these, it said, were whether safeguards would be necessary to make sure that the public generally continued to get "well-balanced programming without charge" and whether the service would be in the public interest. The commission expressed the desire that comments be directed to the following questions:

LAW—Whether the FCC has the authority to authorize and regulate subscription TV; whether the latter constitutes "broadcasting" under the FCC act, or whether it is a common carrier or other type of service, and whether the FCC has the authority to permit it to use channels assigned to TV

(*Continued on page 25*)



Attending meeting held at the Cincinnati Club, where checks were donated to the Joint Committee on Toll TV, were these Allied exhibitors: (seated, l to r) Elstun Dodge, Bud Ackerman, Lou Wiethe, Wess Huss, Jack Goldman, Willis Vance, Nat Kaplan, Rube Shor; (standing, l to r) Robert Wile, Dan Spiegel, William Onie, James McDonald, Herman Hunt, Vance Schwartz, Gordon Pape.

Allied Postpones Regulation Move

Although National Allied again reiterated its determination to seek federal regulation of film rentals, at its recently concluded board meeting in St. Louis, the possibility arises that such action may be forestalled, at least temporarily, because of the forthcoming round table conference of industry leaders.

After Allied's board had "reluctantly" resolved to press for legislation because the rental situation had steadily deteriorated since the interim report of its Emergency Defense Committee a month and a half ago, retiring president Ben Marcus reported receiving a telephone call from Al Lichtman, 20th-Fox distribution director, who promised to renew his efforts for a round table discussion. Marcus stated that if differences could be ironed out at such a meeting, Allied would, in all probability, abandon its efforts to seek passage of its bill.

William C. Gehring, 20th-Fox assistant general sales manager, addressing the Allied meeting thereafter, promised that such a conference would take place "within three weeks." Gehring said, "Go from this meeting to the courts if you want to. Maybe the judge can make better pictures and knows how to sell them for less money than they cost. If you find that judge, Fox will hire him. But until that judge is discovered let's not stop trying to do a real job together and for the benefit of us all." The 20th-Fox executive urged exhibitors not to be "impatient," and advised his listeners to "try for conciliation."

Encouragement Seen

Further encouragement that a round table meeting might prove rewarding was seen in the news that changes in EDC membership, because of the recent Allied elections, would cause a delay before further moves could be taken in connection with legislation.

Explaining its action toward legislation, Allied's board said that their decision was taken due to distribution's demands for at least 50 percent of the gross for all desirable pictures released since the interim report was completed; because some companies have failed to follow through on promises to sell flat to their smaller accounts; and because of failure to live up to assurances of fair and equitable terms to all. Such developments have made the interim report obsolete, the board reported.

The statement further added that the board's decision to press for legislation stemmed mainly from the fact that distribution policies had nullified the intent of the tax bill passed last year to aid exhibition and have virtually confiscated the benefits of that measure.

Abram F. Myers, Allied general counsel, also voiced the hope that "final action" on the bill for federal regulation of rentals may be spared. Myers said that "it is not going to be a very pleasant fight. It would be terrible," he said, "if the exhibitors have to go before a Congressional committee and present evidence that the tax benefit has been confiscated by the film companies through higher rentals."

The belief was voiced that the interest and

(*Continued on page* 8)

TOA Demands Round Table Discuss Rental Relief Need

WASHINGTON.—The TOA board and executive committee meeting here this week accepted the invitation of the producer-distributors to attend a proposed all-industry "trade practices" conference. However, it emphasized in its resolution that the agenda must be headed by an all-out discussion of the need for exhibitor "relief from prohibitive film rentals and other inequitable conditions of licensing films."

A conference that does not go into these problems would not be a "full and wholesome conference," TOA spokesmen told newsmen. They stressed that in accepting the invitation, TOA acknowledges there are a number of other issues which should be considered, but wants to make it clear that it is interested only in a meaty conference and not a repetitious "bull session."

A good part of the proceedings were concerned with the fight against toll television. Alfred Starr, national co-chairman of the Joint Committee on Toll TV, read a report on the subject. It was decided that TOA should back up the Joint Committee to the hilt. Also, it was predicted that industries allied with film theatres would join the fight, as well as advertising agencies, TV stations now in operation, and organizations seeking to save city downtown areas by attracting "a free flow of people" to the trading areas for recreation and shopping.

The meeting approved alerting "grass roots" exhibitors to follow the "incredible propaganda" in favor of pay-as-you-see in their own newspapers and to use their newspapers to counteract the arguments. It was recommended that kits be prepared for this purpose. Also recommended was a nationwide clinic to prepare anti-toll-TV speakers.

Arbitration consumed a major portion of the meeting. Exhibitor executives mulled over the latest draft of an arbitration plan, and concluded that, with the exception of a few points which ought to be clarified, the program is within reach of culmination.

Expressing hope that enactment of an arbitration system is "imminent," Starr said the board had accepted "in principle" the latest plan, which the five-man exhibitor committee, including TOA members Herman Levy, Si Fabian and Mitchell Wolfson, along with representatives of MMPTA and ITOA, would present to a meeting with their five distributor counterparts.

They would not disclose details of their recommendations in advance of this conference, but agreed that "there are no points of difference which appear to be beyond solution." They ducked all questions regarding inclusion of film rentals under arbitration.

They voiced enthusiasm, however, over the progress of achieving a workable system made in joint exhibitor-distributor discussions—a system that would prove "effective, inexpensive and available to all exhibitors." The proposed system, they pointed out, "covers much more ground than the 1952 plan."

A committee made up of Starr, president E. D. Martin, Wolfson and Walter Reade met with officials of the antitrust division of the Justice Department and asked them to permit divorced exhibitor circuits to invest money in the newly formed Exhibitor Film Financing Group, organized to promote independent production of more film product.

The committee receded from its original intention of asking Justice to go along with its previous resolution that such "consent decree" companies be permitted to engage directly in production, but with continued protection against monopoly, on the grounds that it was not qualified to speak for such firms. The Justice officials were requested to specify conditions under which such permission would be granted, and asked to reply before May 15, when the first stockholders' meeting of EFFG is scheduled. TOA spokesmen were promised the matter would be given careful consideration.

In other actions, the Board set an annual

(*Continued on page* 19)

Opposition Rises To Drive-In Buys By Divorced Circuits

Opposition continues to mount in exhibitor circles against further acquisition of drive-ins by major circuits.

Following close on the heels of SCTOA's resolutions calling upon the Justice Department to restrain the "divorced" circuits from the acquisition of drive-in theatres, National Allied's board passed a resolution approving the action of SCTOA.

Allied's general counsel, Abram F. Myers, urged exhibitor leaders to further resist such acquisitions by developing political power through contacts with Senators and Congressmen.

"You are no longer hat-in-hand boys," said Myers, referring to the important contributions of drive-ins to industry welfare as a whole. Myers pointed out that July and August have replaced the fall months as box office leaders, because of the tremendous grosses of the drive-ins during the height of their season.

Federal District Court last week approved the acquisition of the Twin-Oak Drive-In Theatre, Oak Lawn, Ill., by Loew's Theatres. Loew's is a divorced circuit. Also, RKO Theatres' president, Sol Schwartz, said that while RKO owned no drive-ins at present, the company would be interested in acquiring some. He made it clear that he did not regard such "interest" as a program of expansion, but that if an attractive offer were made RKO would seek court approval. "We might even build a drive-in," he added.

A similar position was taken this week by Elmer Rhoden, National Theatres president, who told the press that while his circuit does not own any drive-ins, it might consider purchase of airers if good deals present themselves.

The Department of Justice recently rejected SCTOA's charges of monopolistic trends in the drive-in business, stating that there has been no attempt to violate the court order. "Decree compliance (is) under constant surveillance," Justice stated. The consent decrees allow the divorced circuits to acquire new theatres if such acquisitions will not unduly restrain competition.

LowGothamBO Tax Yield: NYC

New York City Controller Lawrence E. Gerosa reported to the Board of Estimate and the City Council this week that the 5 percent amusement tax would yield only $10,816,487 in the current fiscal year instead of the $16,700,000 estimated by Budget Director Abraham D. Beame. For 1955-56, Gerosa was able to project only $14,000,000 from the tax.

He cautioned, however, in estimating the tax return, that "the first few months of the imposition of a new tax is not a true indication of future collections."

This week, in a final 650-page report to the Governor of New York, the Temporary Commission on the Fiscal Affairs of State Government, headed by Dr. Frederick Bird, completely sidestepped the study of the effects of the 5 per cent tax. City the erroneous estimated city tax revenue of $16,700,000, the Bird Commission urged that all permissive legislation now existing, including the admissions tax, should continue to be available to all localities. Exhibitor testimony before committee members as to the effects of the tax and potential revenues were ignored in the report because of "disagreement among members of the Commission as to the staff's findings," Dr. Bird stated.

In Mid-June of last year, Gov. Dewey directed the Bird Commission to undertake a study of the probable tax yield to New York City of such a tax. The commission was to determine whether it was unsound, and if the legislature should be asked to invalidate the tax.

Probe Reviewed

At that time, the exhibitor emergency committee believed that the investigations of the commission would justify exhibitor protests against the amusement tax.

The Appellate Division has granted New York City permission to appeal its decision on the local admissions tax to the Court of Appeals in Albany. Assistant Corporation Counsel Stanley Buschbaum said he hoped to have the case heard during the first week in March. He will argue that the "breakage" or major fraction clause in the tax law calls for the "practical" method employed in business and banking.

In a three to two decision reversing a lower court, the Appellate Division on Jan. 31 ruled the "breakage" clause was illegal, since it caused the tax to exceed the 5 percent limit authorized by the 1947 State Enabling Act. Theatre attorneys opposed the city's move to appeal to Albany, contending that the Appellate rule was not a final order and that the case would have to be returned to Queens Supreme Court for trial of all the issues.

Columbia Earnings Tops

Columbia Pictures this week announced the greatest six-months earnings in the company's history with a net profit of $5,153,000 before taxes for the period ending Dec. 25, 1954. The net profit after taxes was given as $2,823,000. This also was a new high for the corporation, as was the $3.40 earned per share of common.

Comparative figures for the first six months of last year showed $4,759,000 in net profit before taxes, $1,910,000 net profit after taxes.

Buying Co-operative Trust Rule Sought

Washington.—The Supreme Court was asked this week to find that a film buying co-operative violates the anti-trust laws when it serves theatres in both open and closed situations. G. & P. Amusement Co., operators of the now-closed Moreland Theatre in Cleveland, lost the case in the lower courts.

G. & P. is suing Regent Theatre, its competition in Cleveland, other companies owned by the same people, 20th Century-Fox, Loews, Warners and Universal, and Co-operative Theatres of Ohio, which was the central booking agent for the exhibitors sued. G. & P. charged that Co-op Theatres used its closed-situation buying power as a lever over the four distributors to secure choice films for the Regent, forcing the Moreland out of business.

MoveForRegulation Postponed By Allied

(*Continued from page 7*)

sympathy of Congress can be gained because the issue does not involve merely a dispute over the price of film. Rather, the board contended, it involves arbitrary curtailment of production and the creation of a starved market which enables the film companies to impose upon the theatres film rentals so exorbitant and conditions of license so onerous that they threaten the forced closing of upwards of 5,200 sub-run and small town theatres. There would be a resultant loss to the American economy from the destruction of investments and unemployment, the board stated.

At the convention, Ruben H. Shor, of Cincinnati, was chosen as National Allied's new president. He succeeds Ben Marcus, who declined the traditional second term. Abram F. Myers, who has long filled the post of chairman of the board and general counsel, was renamed once again. Irving Dollinger, of Linden, N.J., was elected treasurer, and Julius Gordon, of Beaumont, Tex., is the new secretary. William Carroll, of Indianapolis, becomes recording secretary.

Shor Pledges Help

Shor was chairman of the final business session. He pledged to do everything in his power to help Allied members. He said he hopes that conditions may be improved.

Gordon, in a joint report of large and small drive-in clinics, said that current distribution policies are putting many exhibitors out of business. Furthermore, he noted that many others are threatened with a similar fate. Gordon called some of the distributors "octopi" and denounced sales policies for "White Christmas" and "The Country Girl." He said that the two clinics unanimously wanted Paramount and Warners cited.

The board shelved the Allied plan to consider entering the theatre equipment business, for the present at least. One item which had been considered was a low-cost stereophonic sound unit. Also it was announced that Allied's 1955 annual meeting will be held in Chicago from Oct. 5-9. The 1956 annual meeting will be held at the Hilton Statler Hotel in Dallas in November of that year, and the 1956 drive-in convention will be held at Cleveland from Feb. 13-15, 1956.

McGee Clarifies Group's Purpose

Pat McGee, president of Rocky Mountain COMPO, commenting on National Allied's resolution to stop the "misuse" of the name COMPO, explained that his organization's name was changed from Colorado Association of Theatre Owners only in order to strengthen the association, and broaden its base of membership.

"We are soliciting memberships from segments of the industry which formerly were denied representation because they didn't own theatres," said McGee.

McGee pointed out that board members of Rocky Mountain COMPO include members of both TOA and Allied.

"I must emphasize," stated McGee, "that (we are) not out to replace any exhibitor organization, but the fact remains that (we are) the outgrowth of the largest exhibitor organization in the Rocky Mountain area. Our single purpose is to defend our mutual industry against all adverse factors," he said.

Only two regional exhibitor organizations use the COMPO name at the present time. One is Texas COMPO, the other Rocky Mountain COMPO.

Texas COMPO is currently selling a six-week campaign that would encourage movie patrons to identify forthcoming Academy Award winners. The Texas group is offering trailers and other promotional materials to exhibitors on a nation-wide basis.

Snaper Receives Instructions

Allied's resolution instructed Wilbur Snaper to initiate action within COMPO to end "misuse by any group or individual seeking to form a regional exhibitor or association to function outside the public relations field to which national COMPO is restricted, to trade on the good will of that organization or to enter into competition with the established exhibitor associations in the field of trade practices."

Snaper, who is Allied's representative on the COMPO triumvirate, was also instructed to impress upon COMPO the need for exercising rigid economy in the administration of the council, so that additional assessments will not be necessary.

Allied's board also approved all actions taken by COMPO to date and voted to remain in the council and continue its support.

However, the board indicated its displeasure with COMPO's neutral attitude toward toll TV. Ben Marcus, retiring Allied president speaking for the board, asserted that if it should come to a question of financial support for either COMPO or the anti-toll TV campaign, Allied would have to support the latter.

COMPO is a great vehicle for protecting and advancing the interests of the industry, Marcus stated, but it can't draw a line. It must get behind all projects except those having to do with trade practices.

Corwin Buys SW Houses

HOLLYWOOD. — Metropolitan Theatres Corp., headed by Sherrill C. Corwin, has purchased the entire Stanley Warner theatre interests in Santa Barbara. Houses involved are the 1,700-seat Granada; 900-seat California; also, an eight-story office and store building. Corwin's circuit will assume operation the end of the month and theatres will be modernized in the Spring, it was noted.

1955 BOOKING CALENDAR

REPUBLIC ACCEPTS THE CHALLENGE...

TO DELIVER THE BIG PICTURES EXHIBITORS WANT... WHEN EXHIBITORS NEED THEM MOST...



with a guarantee of consistent and regular release throughout 1955 of the greatest number of top money productions in Republic's 20 years of picture making!



My optimism for the future of motion pictures is expressed by putting more money into expansion and production at Republic for 1955, than at any time in the history of the company.

HERBERT J. YATES



TIMBERJACK

STERLING HAYDEN · VERA RALSTON · DAVID BRIA
ADOLPHE MENJOU · HOAGY CARMICHAEL · CHILL WILLS
Associate Producer-Director JOE KANE · **TRUCOLOR** by Consolidated



TEXAS LEGIONNAIRES

STERLING **HAYDEN** · ANNA MARIA **ALBERGHETTI** · J. CARROLL **NAISH**
Directed by FRANK LLOYD · **TRUCOLOR** by Consolidated



THE ETERNAL SEA

STERLING **HAYDEN** · ALEXIS **SMITH** · DEAN **JAGGER**
Associate Producer-Director JOHN H. AUER



MAGIC FIRE

YVONNE DeCARLO · CARLOS THOMPSON · RITA GAM
VALENTINA CORTESA · ALAN BADEL
Produced and Directed by William Dieterle · **TRUCOLOR** by Consolidated



SANTA FE PASSAGE

JOHN **PAYNE** · ROD **CAMERON** · FAITH **DOMERGUE**
Directed by BILL WITNEY · **TRUCOLOR** by Consolidated



MAN FROM TEXAS

JOHN PAYNE · MONA FREEMAN · LEE J. COBB

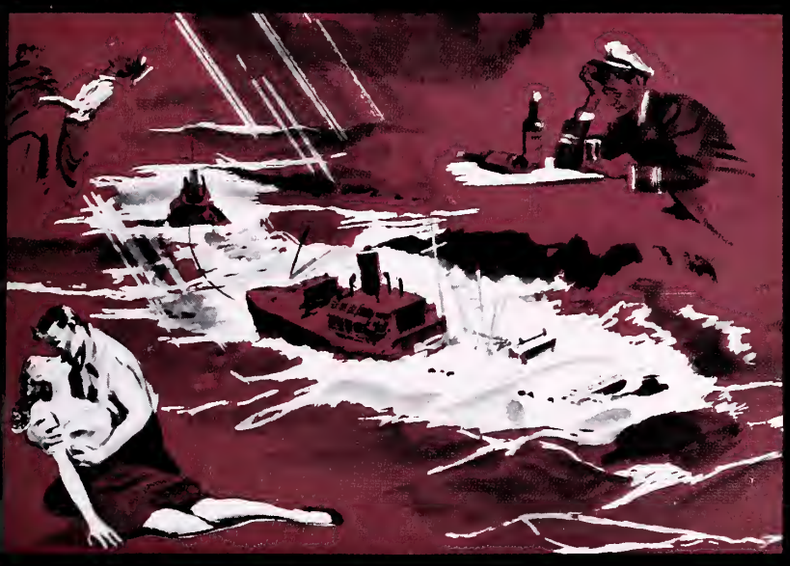
Associate Producer-Director JOE KANE • **TRUCOLOR** by Consolidated



REBEL ISLAND

YVONNE DE CARLO · ZACHARY SCOTT · HOWARD DUFF

Associate Producer-Director Edward Ludwig • **TRUCOLOR** by Consolidated



THE LONG WATCH

TRUCOLOR by Consolidated

ADVENTURE EPIC OF THE YEAR... FROM ROBERT F. MIRVISH'S BEST-SELLER!



THE GUNMAN

starring **RAY MILLAND**

Directed by Ray Milland • **TRUCOLOR** by Consolidated



THREE LEAVES of a SHAMROCK

A JOHN FORD PRODUCTION

starring TYRONE POWER · MAUREEN O'HARA · BARRY FITZGERALD



ANNIE JORDAN

TRUCOLOR by Consolidated

FROM MARY BRINKER POST'S BEST-SELLING NOVEL OF THE SEATTLE WATERFRONT!

PICTURE AFTER PICTURE FOR RELEASE WEEK AFTER WEEK!

Productions listed below are but a part of the box-office pictures that will make up Republic's 20th year of entertainment.

Today, more stories are in preparation or in work at the Studio than ever before . . . Best sellers to be produced with famous stars and top directors.

1. **TROUBLE in the GLEN**
Starring Margaret Lockwood, Orson Welles, and Forrest Tucker. Produced and directed by Herbert Wilcox in Trucolor by Consolidated. A romantic adventure by the author of "The Quiet Man."

2. **The ATOMIC KID**
Co-starring Mickey Rooney and Robert (Stalag 17) Strauss. A laugh explosion when someone slips a "Mickey" into atomic tests. A Mickey Rooney Production, directed by Leslie H. Martinson.

3. **HELL'S OUTPOST**
Rod Cameron, Joan Leslie, Chill Wills. The most explosive action picture of the year. From the novel, "Silver Rock," by Luke Short. Associate Producer-Director Joe Kane.

4. **AFRICAN MANHUNT**
Danger and excitement as the hunt for a killer reaches into the untamed jungles of Africa.

5. **TROUBLE IN STORE**
With the great international comedian, Norman Wisdom, and Margaret Rutherford. A real belly-laugh comedy.

6. **CAROLINA CANNONBALL**
Hi-jinks with the inimitable Judy Canova in another great laugh hit.

7. **The SQUARE RING**
Heart, sweat and tears, in a punch-packed drama of the fight game.

8. **DOCTOR in the HOUSE**
Universally acclaimed as the smash hit of the year, with the stars of "Genevieve." An irreverent story of medical students—their trials, their errors, their loves.

9. **A DAY to REMEMBER**
A fast-moving story of light-hearted romance.

10. **TIMBERJACK**
Robust adventure as wild as the north country which is its magnificent setting. From the novel by Dan Cushman.

11. **DON JUAN'S NIGHT of LOVE**
Passion and intrigue in the romantic days of Madame Pompadour.

12. **The ETERNAL SEA**
The romance of the sea, the love of a woman, and the dramatic story of the courage of a gallant Navy hero.

13. **YELLOWNECK**
Rare suspense as five deserters escape from the battlefield, only to face death in the Everglades. Trucolor by Consolidated.

14. **SANTA FE PASSAGE**
The dynamic story of fighting men and beautiful women, with heart-stopping action, thrills and romance.

15. **I COVER THE UNDERWORLD**
Trigger-fast action as a priest invades the underworld to reclaim his twin brother, a big-shot racketeer.

16. **MAGIC FIRE**
Three women thrilled to his romantic fire, the world to his genius. The story of the life and loves of Richard Wagner.

17. **MYSTERY of the BLACK JUNGLE**
The terror of the untamed, as men stalk the mysterious jungle country.

18. **MAN FROM TEXAS**
Roaring outdoor saga of the early frontier, from the Saturday Evening Post story that thrilled millions.

19. **PHANTOM RACKETEER**
Mystery and suspense of a hidden killer in a crime-ridden town.

20. **The BIG JACKPOT**
A fast moving comedy romance of a big money payoff that made a marriage of Lady Luck and Dan Cupid.

21. **REBEL ISLAND**
Romance and intrigue in the lush tropical setting of the fashionable Bahamas.

22. **TEXAS LEGIONNAIRE**
The immortal story of the Alamo and the Texans' never-to-be-forgotten fight for freedom.

23. **CIRCUS GIRL**
The spectacle of circus life against the exotic background of Ceylon and India.

24. **THE GUNMAN**
Academy Award-winning Ray Milland will star in and direct this off-beat story, an original by Talbot Jennings and John Tucker Battle. Big-scale outdoor drama, in Trucolor by Consolidated.

25. **The BIG WHISPER**
Virginia Van Upp will write and produce the film version of her original story, a high suspense drama of continental intrigue.

26. **THREE LEAVES of a SHAMROCK**
John Ford, the only four-time Academy Award-winning director, once again brings his magic touch to Ireland, setting of his boxoffice hit, "The Quiet Man."

27. **The VILLAGE DOCTOR**
A warm, human-interest drama about medicine and faith in a small town. Trucolor by Consolidated.

28. **ANNIE JORDAN**
The Mary Brinker Post novel has sold millions of copies. To be filmed with a cast of great star names.

29. **The LONG WATCH**
Action and excitement aboard an old tramp steamer flying an outlaw flag. From Robert F. Mirvish's best-seller. Filmed in Trucolor by Consolidated

Discuss Republic's plans for you in '55 with "Mr. Republic" in your territory

PRINTED IN U.S.A.

Exhibs Host "Journal" Contest Winners



The third annual New York "Journal-American" movie contest winners were hosted for the third consecutive year by metropolitan exhibitors at a cocktail party at the Roxy Theatre executive offices. (Top, l. to r.): Samuel Rosen, Stanley Warner vice-president; Eva Marie Saint, star of Columbia's "On the Waterfront"; Emanuel Frisch, Metropolitan Motion Picture Theatres Association, and Russell Downing, Radio City Music Hall managing director. (Bottom, l. to r.): Ray Rhone, Rhone Theatres; Richard Brandt, Trans-Lux Theatre Corp. vice-president; Rita Gam, appearing in U-I's "Sign of the Pagan"; Martin Levine, William Brandt Theatres general manager, and John C. Bolte, Bolte Theatres.

Reade Houses Offer BO Cuts To Oldsters

An interesting experiment to encourage older people to attend movies has been inaugurated by the Walter Reade Theatres in Plainfield and Freehold, N. J. The plan admits "senior citizens" over 65 to these theatres at a substantially reduced admission price.

Welfare agencies, recreational groups, and other organizations who work with older age groups will distribute the discount cards. It is expected that most recipients will be in the limited income group.

The experiment was adapted from a similar program developed by Stanley Sumner, manager of the University Theatre in Cambridge, Mass. If it proves successful, it will be extended next Fall to all communities in which the Reade organization has theatres. For many years, Reade has offered year-round discount cards to students from 12-18, and recently extended this privilege to teachers in the 10 communities served by the theatres.

New COMPO Ad Digs Burial Of Trade News

The latest COMPO advertisement in "Editor & Publisher" takes a dig at the tendency of newspapers to bury constructive motion picture industry news in the back pages. Reprinting a paragraph from a recent issue of "The New York Times" that told of the help Hollywood personalities had given worthy causes, the ad carries the headline, "Just A Stick of Type On Page 28. . . ."

The paragraph was in the Hollywood news column of the "Times" and quoted statistics of personal appearances made by Hollywood people at national and local patriotic and public service activities.

Add Justice Charges In 16mm. Trust Suit

HOLLYWOOD.—The Justice Department has amended its complaint in its 16mm. trust suit against the majors by tagging the charges of blacklist and boycott of exhibitors. Earlier, Justice had added the names of six theatre-exhibitor organizations as co-conspirators in the case.

Justice pointed out in its boycott-blacklist charge that the "defendants have maintained an intricate system to police and enforce, and with the assistance of co-conspirators have policed and enforced license restrictions imposed upon exhibitors of 16mm. feature films, and have blacklisted or boycotted exhibitors who disregard such restrictions."

Named as co-conspirators were: National Allied, Independent Theatre Owners Association, Metropolitan Motion Picture Theatres Association, Southern California Theatres Owners Association, PCCITO and COMPO. Theatre Owners of America had earlier been designated by Justice as the sole exhibitor co-conspirator in its case against the 12 distributor-defendants.

The exhibitor organizations named as co-conspirators in the case meanwhile are reportedly considering the possibility of interpleading as defendants in the case. If such decision is made, the exhibitor groups would gain the right to present evidence, call witnesses, etc.

Fox Studio For TV

Several million dollars have been allocated by 20th-Fox toward the complete retooling of the company's Western Ave. Studios in Hollywood for television production. Sid Rogell, 20th-Fox executive producer, will head the project of transforming the lot's 10 stages into a modern and complete studio for the production of TV films. Announcement was made following a board meeting this week.

Survey Cites CS Over Flat Films

Survey by 20th Century-Fox of box office performance for its CinemaScope features in comparison with grosses on a top non-anamorphic feature discloses an overall percentage increase in all types of situations for pictures filmed anamorphically, the company pointed out this week. An even greater increase would be registered for anamorphic features over 2-D features, the company predicted, if more theatres in the categories tested were equipped with CinemaScope.

Five classes of indoor and outdoor theatres were evaluated by 20th-Fox in the survey. Theatres in Class 1, where rentals on "Song In My Heart," the 2-D feature, were $200 or better, showed an average increase, when compared with comparative bookings of any of six CinemaScope features, of 159.34 percent. Without figuring in bookings on "The Robe," the percentage increase was 56.6 over "Song In My Heart."

Rentals Compared

For theatres in Class 2, where rentals on "Heart" ranged from $199 down to $100, the percentage rise for the six CinemaScope features was 125.88; without "The Robe," 75.48. For Class 3 theatres, with rentals of $99 to $50, the increase was 137.14 percent; without "The Robe," 89.56.

Class 4 houses, where rental did not exceed $49, showed a 192.3 percent rise with "The Robe"; 134.8 without; Class 5, composed of drive-ins, showed a 116.6 percentage boost with "The Robe"; 95.6 without. The film company noted that "the potential for expansion of CinemaScope installations is greatest in this group (drive-ins) for an inestimable amount of film rental based on results so far."

Areas tested were Albany, Boston, Cincinnati, Detroit, Philadelphia and Dallas. CinemaScope features were "How to Marry a Millionaire," "River of No Return," "Three Coins in the Fountain," "Demetrius and the Gladiators" "Broken Lance" and "The Robe."

Fox, Famous Players Sign Buying Contract

Twentieth Century-Fox and Famous Players Canadian, which controls and operates close to 200 theatres, have concluded a three-year block buying deal, estimated to result in more than $10,000,000 in film rentals for 1955-57, 20th-Fox announced this week. Agreement, the company stated, is the largest deal ever worked out on its CinemaScope product.

Deal was worked out in detail by John J. Fitzgibbons, president, and Rube Bolstead and Ben Geldsaler, all of the theatre firm. Representing 20th-Fox were Al Lichtman, director of distribution; Arthur Silverstone, assistant general sales manager, and Peter Myers, Canadian division manager.

Metro-Selznick Pact?

Reported nearing consummation is a deal whereby David O. Selznick would personally produce two top-budget pictures for M-G-M. Metro will finance and hold a partnership interest in the films, stories for which have yet to be determined.

THERE'S NEVE STORY

PARAMOUNT'S SUCCESS STORY FOR '54-'55

REAR WINDOW

Technicolor

It set new highs in Hitchcock grosses and Hitchcock thrills

White Christmas

VistaVision-Technicolor

The top money-maker of 1954 is even bigger in 1955

Sabrina

Its three Academy Award stars awarded exhibitors with big pay-off



Exciting "Pages" Ahead

INCLUDE

MAMBO · **CONQUEST OF SPACE**

The picture with the boxoffice beat

With a Paramount presell out of this world

ASSIGNMENT CHILDREN · **RUN FOR COVER**

Danny Kaye as Fun Ambassador for the U.N.

Cagney, VistaVision and Western thrills

R BEEN A BOXOFFICE

LIKE IT!

The Bridges at Toko-ri

Technicolor

4th terrific week at Radio City Music Hall and across the country matching that record-shattering "Shane"! Paramount's powerful selling is reinforced by rave reviews and enthusiastic word-of-mouth that are zooming first run business and preparing a bonanza for subsequent dates.

THE COUNTRY GIRL

The dating rush is on – for late February and early March – to cash in at the floodtide of top honors! Washington, Chicago, Philadelphia now registering sensational business – paced to the same record profits of New York and Los Angeles where it's now in its 9th and 8th smash weeks!







Parades, spectaculars and traveling elephants figured in the news this week to an important extent. Film companies sponsoring the promotions were Columbia (the parade), RKO Pictures (the spectacular) and M-G-M (the itinerant pachyderm). Left: A long gray line of West Point cadets marches down Broadway form Central Park West, in New York City. The cadets visited New York from their home up the Hudson River to see a special performance of Columbia's "The Long Gray Line." John Ford's Technicolor production about the military academy is playing at the Capitol Theatre. Center: The "great white way's" latest electronic wonder is the mammoth sign publicizing RKO's "Underwater!" and Jane Russell. The tremendous eye-catcher is five stories high, 85 feet wide, and extends around the corner. The sign is the largest spectacular erected on Broadway in 10 years. Right: Dorothy, the baby elephant from "Jupiter's Darling," visits the Loew's Grand Theatre, Atlanta, Ga., as part of the M-G-M tours to promote its "Go-To-The-Movies" campaign. The truck shown conveys the pachyderm from city to city. It is also a touring poster for the picture.

In The News . . . .



In Washington, D.C., attending the world premiere of Columbia's "The Long Gray Line" at RKO Keith's were (l. to r.): Actor Bill Leslie; George Joseph, Columbia sales executive; Rube Jackter, Columbia assistant general sales manager; star Maureen O'Hara; Jack Cohn, Columbia executive vice-president; actor Harry Carey, Jr., and co-stars Robert Francis and Donald Crisp. Joining the picture industry personalities at the premiere were leading figures of the military, diplomatic and social life of the Capitol. Premiere was held for the benefit of the Soldiers', Sailors', Marines' and Airmen's Club.



Above, California's Gov. Goodwin J. Knight signs a proclamation designating February as "Go-to-the-Movies-Month." Present are (l. to r.): Bill Blake, M-G-M field press representative; Mrs. Virginia Knight; Governor Knight, and Hulda McGinn, executive secretary and legislative representative of the California Theatre Owners Assn. Below, a major accomplishment in M-G-M's "Motion Picture Theatre Celebration" was the proclamation obtained from Gov. Victor Anderson and read at a meeting of the Nebraska State Legislature at Lincoln. Observing Gov. Anderson signing the proclamation are (l. to r.): Herman Gould, a drive-in operator; Robert M. Stone, M-G-M field press representative, and Mayor Clark Jeary.



Enjoying the opening of Danny Kaye's 20-minute non-profit Technicolor UNICEF film for which Paramount footed the bill, "Assignment Children," at UN Headquarters in New York (l. to r.): Monroe R. Goodman, assistant to the president of Paramount Film Distributing Corp.; Hugh Owen, Paramount home office distribution executive; Howard Minsky, Paramount mid-east division manager; Mrs. Minsky; Mrs. B. Rajan and daughter; Rajan, chairman of the UNICEF executive board; R. J. O'Donnell, head of Interstate Theatres of Texas; Dr. L. J. Warshaw, Paramount medical director, and E. K. O'Shea, Paramount distribution vice-president.



Independent Trade Reviews

"The Long Gray Line"

(Columbia) CinemaScope-Technicolor 137 Min.

Cast: Tyrone Power, Maureen O'Hara, Robert Francis, Donald Crisp, Ward Bond, Betsy Palmer, Phil Carey, William Leslie, Harry Carey, Jr., Patrick Wayne, Sean McClory, Peter Graves, Milburn Stone, Erin O'Brien Moore, Walter D. Ehlers, Willis Bouchey, Don Barclay, Martin Milner, Chuck Courtney.

Credits: Produced by Robert Arthur; Directed by John Ford; Screen play by Edward Hope; Based upon "Bringing Up The Brass," by Marty Maher and Nardi Reeder Campion.

John Ford's Technicolor production of "The Long Gray Line," in CinemaScope, is a stirring cavalcade of the United States Military Academy that is certain to bring long lines of patrons to the box office. It will assuredly take its place with Columbia's best grossers. Strongly pre-sold, this heart-warming family entertainment, boasting star names of Tyrone Power and Maureen O'Hara, will benefit additionally from favorable word-of-mouth. Audiences will alternately laugh and cry during its 137 minutes of unspooling time. Bursting with pride, patriotism, pathos and comedy, the story of West Point is told through the personal drama of a single enlisted man who spends five decades at the post.

Film tells the true story of Marty Maher (Power) an Irish immigrant who since 1903 has been "father confessor" to the "long gray line" of cadets, including Eisenhower, MacArthur and Bradley. Visually and historically moving, the film offers colorful behind-the-scenes glimpses of life at the academy, with military duties, sports and romance all getting attention. The post's buildings and grounds, overlooking the historic Hudson River, are strikingly lensed in CinemaScope, as are the cadets' activities.

The latter half of the film stresses emotion, as Marty, faced with personal tragedy, gradually becomes imbued with the spirit and traditions of West Point. The Mahers lose their child at birth, and unable to have another, consider the cadets as their "family." When World War I begins, many of the "family" are killed in action. Marty is heartbroken; he threatens to leave the service, but does not. Another crisis occurs shortly before World War II, when a cadet (Robert Francis) close to Marty secretly marries against regulations and considers ignoring the academy's code of honor. Finally, Marty's wife dies, full of years, but the cadets continue to sustain him.



Tyrone Power and Maureen O'Hara in Columbia's "The Long Gray Line," CinemaScope-Technicolor.

At the film's end, when the corps of cadets voluntarily marches in review for the 75-year-old Maher, there won't be a dry eye in the house. Performances are excellent, with Power taking top honors for his engaging, spirited performance; Maureen O'Hara, as his wife, is an excellent partner. Francis, Donald Crisp, and Ward Bond, in important supporting roles, all help to sustain the fine spirit of the film. Once again, John Ford has directed a memorable motion picture which is certain to mean impressive grosses everywhere.

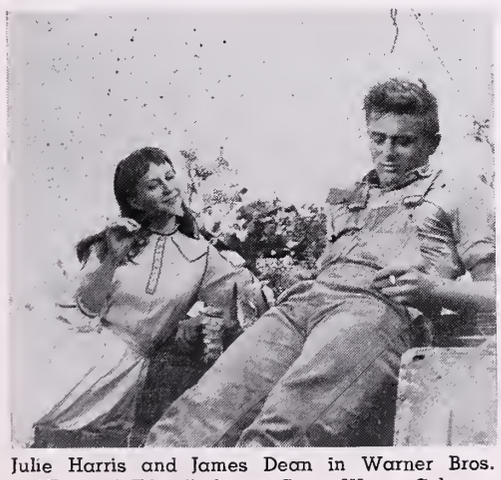
"East of Eden"

(Warner Bros.) CinemaScope-WarnerColor 115 Min.

Cast: Julie Harris, James Dean, Raymond Massey, Burl Ives, Richard Davelos, Jo Van Fleet, Albert Dekker, Lois Smith, Harold Gordon, Timothy Carey, Mario Siletti, Lonny Chapman, Nick Dennis.

Credits: An Elia Kazan Production; Directed by Elia Kazan; Screen play by Paul Osborne; From the novel, "East of Eden," by John Steinbeck.

Few pictures made this year will match the dramatic power and unusual character of "East of Eden." Directed and produced by Elia Kazan, in Warnercolor, this adult presentation of the story of an unloved son packs a tremendous wallop, and will linger in the minds of all who see it. Painstaking craftsmanship in all departments, and a daring emotional situation, should generate enough word-of-mouth to offset the lack of star names in the cast, and give the film good box office potential among all audiences.



Julie Harris and James Dean in Warner Bros. "East of Eden." CinemaScope-WarnerColor.

Set in the photogenic towns of Salinas and Monterrey, in Southern California, shortly before the first world war, this adaptation of John Steinbeck's best-selling novel tells of the struggle of a "bad" adolescent to win the love of his father. As the film opens, the youth, played by newcomer James Dean, discovers that his mother, assumed to have been dead for 15 years, is in reality running a brothel in a nearby town. The effects of this discovery by the boy, and his use of the knowledge on his straight-laced brother, form the dramatic core of the story.

From the above off-beat situation, together with some bold dialogue in scenes between young Dean and his mother, played to perfection by Jo Van Fleet, will spring considerable word-of-mouth. The climactic scene, when Dean flings his startled brother into the lap of their mother, is pure sensation—guaranteed to send audiences away talking.

Well-wrought characterizations serve to hold audiences interest in a sometimes talky story. Here the CinemaScope cameras, under Kazan's guidance, play a major factor in lifting "Eden" far above the level of ordinarily "heavy" drama. Unusually effective mood shots and offbeat camera angles serve a silent but powerful role in conveying emotion. The editing, also, is to the point. Compelling dramatic variety is achieved when touching, tender scenes alternate with episodes played with scorching fury.

Rarely has a film caught the flavor of a period and locale so completely. Audiences will like varied footage of a small-town carnival; of a Salinas parade sending the boys off to war in 1917; of the magnificent California farmlands; and of the first attempt to send refrigerated lettuce across the mountains to the East.

Performances are superbly offbeat and generally convincing. Dean prances and shouts like an anguished creature but wins understanding and sometimes sympathy from his audience. Julie Harris, noted stage actress, plays the ingenue role with much feeling. Veterans Raymond Massey and Albert Dekker are knowingly sharp in other featured parts. All told, "Eden" is the kind of picture that will win wide critical acclaim and valuable audience word-of-mouth as well. Coming close on the heels of Kazan's "Waterfront," it may well repeat the success of the former.

"The Glass Slipper"

(M-G-M) Eastman Color 94 Min.

Cast: Leslie Caron, Michael Wilding, Keenan Wynn, Estelle Winwood, Elsa Lanchester, Barry Jones, Amanda Blake, Lisa Daniels, Lurene Tuttle, Liliane Montevecchi, and Ballet de Paris.

Credits: Produced by Edwin H. Knopf; Directed by Charles Walters; Ballet librettos, lyrics and screen play by Helen Deutsch; Ballets by Roland Petit; Music by Bronislau Kaper.

Sweet, charming and appealing is "The Glass Slipper," M-G-M's Cinderella story in which Leslie Caron and Michael Wilding are co-starred. This is a light, colorful entertainment; music, dance and whimsy combine effectively to create just the correct amount of atmosphere for a picture of this sort. In conveying the fairy tale aspects of the narrative, the script writer has injected enough adult pith and sophistication, plus a sprinkle of satire on royalty to make "Slipper" popular with grown-ups. Children, of course, will find the picture delightful. Some of the most pleasant aspects of "Slipper" are the ballets, staged by Roland Petit, the French choreographer, and danced by Miss Caron with sensitivity. Two such numbers are blended into the film; both are successful.

Backing up the stars is a strong supporting cast of character actors including Keenan Wynn, who plays the companion of the hero prince; Elsa Lanchester, as Cinderella's stepmother, and Estelle Winwood, the fairy godmother. Latter is a standout in her role, making the most of some very funny dialogue lines which add a light touch of social comment to the proceedings.

"Slipper" is backgrounded with a tasteful production. The Eastman Color tinting lends an aura of magic to the story while the costumes provide a never-never atmosphere. Picture is located in a mythical European country a long time ago, and takes place during a holiday celebration in honor of the return of Wilding, the prince, from abroad. Opening

(*Continued on page* 28)



Michael Wilding courts Leslie Caron in M-G-M's 'The Glass Slipper," Eastman Color.

Summertime



Katharine Hepburn and Rossano Brazzi are the stars of this comedy

Gentlemen Marry Brunettes



Jane Russell, Scott Brady, Rudy Vallee, Alan Young and Jeanne Crain play a scene

Not As A Stranger



Olivia deHavilland and Robert Mitchum top the star cast of this drama about medicine

Quality Films Rank High On UA Release Schedule

Approximately two dozen features will be placed in release during the first half of the current year by United Artists. The output, representing mostly the work of top-notch independent production units, ranges in subject matter from heavy drama to frivolous comedy. About half of the releases are in color and three in CinemaScope, as well.

Certainly of major importance among the forthcoming releases is the following quartet: "Summertime," filmization of "The Time of the Cuckoo," Arthur Laurents' Broadway play; "Not As a Stranger," Stanley Kramer's production of the best-selling novel by the late Morton Thompson; "The Kentuckian," a CinemaScope presentation from Hecht-Lancaster Productions and starring Burt Lancaster, and "Gentlemen Marry Brunettes," a Technicolor musical in CinemaScope, with Jane Russell heading the cast.

"Summertime" was shot on location in Italy with Katharine Hepburn and Rossano Brazzi, who appeared in "The Barefoot Contessa," co-starred. Ilya Lopert produced and David Lean directed for Lopert Films.

"Not As A Stranger" stars Olivia deHavilland, Robert Mitchum, Frank Sinatra, Broderick Crawford and Charles Bickford. It deals with the medical profession and was filmed from a script prepared by Edna and Edward Anhalt. Kramer directed as well as produced.

"The Kentuckian," based on the novel, "The Gabriel Horn," by Felix Holt, stars Dianne Foster and Diana Lynn along with Lancaster. It was shot on location in Kentucky in Technicolor with Lancaster also directing.

"Gentlemen Marry Brunettes" was photographed largely in Paris with Jeanne Crain, Scott Brady, Alan Young and Rudy Vallee making up the starring cast along with Miss Russell. Robert Bassler and Robert Waterfield were associated in the production with Richard Sale directing. Screen play was based on a novel by Anita Loos, who also wrote "Gentlemen Prefer Blondes."

From Hecht-Lancaster, who are supplying UA with "The Kentuckian," will come "Marty," based on the prize-winning television play by Paddy Chayefsky. "Marty" stars Ernest Borgnine and Betsy Blair and was shot in large part in the Bronx.

Figuring importantly on the upcoming UA release schedule is the J. Arthur Rank Organization's "The Purple Plain," in Technicolor, with Gregory Peck starring. Picture was based on the novel by H. E. Bates.

From the best-selling Davis Grubb novel comes "The Night of the Hunter," as produced by Paul Gregory with Charles Laughton directing. "Hunter" stars Robert Mitchum, Shelley Winters and Lillian Gish.

Additional pictures on the UA slate are the following, which are all in Technicolor:

"The Beachcomber," starring Robert Newton and Glynis Johns, from J. Arthur Rank and based on the W. Somerset Maugham story, and "Sabaka," from Frank Ferrin Productions, with Boris Karloff and Reginald Denny in top roles.

Also, "Star of India," with Cornel Wilde and Jean Wallace starred, from Raymond Stross Productions; "Stranger on Horseback," starring Joel McCrea and Miroslava, from Leonard Goldstein Productions, and "The Tiger and the Flame," produced in India by Sohrab M. Modi with Mehtab and Modi in the leading roles.

Also, from Leonard Goldstein's unit, "Robbers' Roost" co-starring George Montgomery and Richard Boone; "Desert Sands," with Ralph Meeker and Marla English in an Aubrey Schenck-Howard W. Koch production; and "The Beast of Hollow Mountain," from the Nassour brothers, with Guy Madison and Patricia Medina co-starred.

Additional pictures on the UA release slate, in black and white, include:

"Battle Taxi," an Ivan Tors-Art Arthur production, starring Sterling Hayden and Arthur Franz; "Black Tuesday," from Leonard Goldstein's unit, with Edward G. Robinson, Jean Parker and Peter Graves; "The Good Die Young," from Remus Productions, with Laurence Harvey, Gloria Grahame and Richard Basehart.

Also, "Lilacs in the Spring," from Her-

(*Continued on page* 29)

The Kentuckian



Burt Lancaster faces a tight situation in this CinemaScope, Technicolor frontier drama

The Purple Plain



Gregory Peck and Win-Min-Than, a Burmese lass, are the principals in this wartime romantic drama

Night Of The Hunter



Shelley Winters and Robert Mitchum highlight this scene from the forthcoming drama

New Appointments . . .

CHARLES SMADJA has been elected a vice president of United Artists in charge of European production. As continental manager, Mr. Smadja headed UA's European distributing network for the past two years.

PAUL S. AEX was named assistant manager of the Kodak processing laboratory at Palo Alto, Calif., and HENRY A. YEOMAN, assistant superintendent of the Kodak Park film processing division in Rochester, N. Y.

IRA S. STEVENS was appointed general manager of National Film Service Inc. Mr. Stevens, who resigned as treasurer of Cinerama Productions Corp., will continue as a member of the board of directors of that company.

NEAL EAST has been promoted, effective Mar. 1, to the post of western division sales manager of Paramount Film Distributing Corp. Formerly assistant western division manager, East replaces George Smith, retired.

PAUL SWATER becomes managing director of the Teck Theatre in Buffalo, which opens "This is Cinerama" on Mar. 16. Swater formerly was managing director of the Melba Theatre, Dallas. WILLIAM LEWIS, who has been in charge of group sales of "This is Cinerama" in the Dallas region, replaces him.

BARBARA WINTERS has been appointed as director of trade press publicity for Magna Theatres Corp., distributors of "Oklahoma." Miss Winters, formerly with Michael Myerberg Productions, joined Magna's advertising and publicity staff last December.

Paramount Premieres UN Short With Kaye

An unusual and humanitarian film was launched this week at United Nations headquarters in New York. Titled "Assignment Children," and starring Danny Kaye, this 20-minute Technicolor production was made with the technical assistance of Paramount and is being distributed on a non-profit basis, in 17 countries.

The picture tells the story of Kaye's recent trip around the world during which he came in contact with underprivileged mothers and children for whose welfare the United Nations International Children's Emergency Fund (UNICEF) provides. A nationwide publicity campaign has been inaugurated and women's clubs, Parent-Teacher organizations and other groups are expected to participate.

National Theatres Expansion Plan Outlined By Rhoden; Earnings Up

HOLLYWOOD.—A program for National Theatres expansion, requiring investments in additional houses, was outlined this week by Elmer Rhoden, NT head, at the organization's annual stockholders meeting. Rhoden said that NT is now in a position to embark on such a program, having completed divestiture of 105 theatres as required by the consent decree. Prior to the meet, Rhoden said NT does not know how many theatres it would need under the proposed program.

Second quarter earnings, he reported, were higher than those for the first quarter and management's expansion program, he continued, calls for liquidation of unproductive properties, introduction of new techniques such as Todd-AO, and continuation of the firm's advertising and sales research program. Rhoden saw the possibility of NT, which has an investment in Todd-AO, playing "Oklahoma" in seven cities.

"It should be emphasized, however," he declared, "that there is still a great shortage of films." He lauded the increase in the independent producers' ranks, and stressed the need for pre-selling of films, especially on TV. Rhoden advocated also more single bills but did not see a trend toward a general single-bill policy.

Circuit's stockholders approved management's stock option plan permitting 20 key executives to acquire shares at 95 percent of a given market price. Vote was 1,932,322 to 54,799, representing 81.32 percent of the company's 2,769,486 shares.

DCA Board Named

Distributors Corp. of America held its first annual board meeting this week at the Sheraton-Astor and elected as directors Joseph M. Seider, James T. McCallister, Leslie R. Schwartz, Charles Boasberg, Irving Wormser, Frank Milton and Fred J. Schwartz. The new board will elect officers shortly.

New Admissions Index

WASHINGTON.—Film theatre admission prices during the final quarter of 1954 were below the third quarter, according to the Bureau of Labor Statistics. Their index covers only large cities.

Seek Rental Relief As Topic For Talk

(*Continued from page 7*)

TOA "Star of the Year" award, approved Los Angeles as the site for the annual TOA convention to be held in October, reaffirmed TOA's backing for COMPO, and endorsed solicitation of funds for the anti-toll-TV fight.

EFFG will shortly pass the million dollar mark in actual cash subscriptions and firm pledges, Sam Pinanski revealed. Already 7,500 prospecti have been mailed, and 7,500 more will go out. All U.S. theatre owners will be asked to subscribe. In addition EFFG plans an immediate start on mailing of subscription forms and prospecti to companies in all lines allied with the theatre business except production and distribution.

Second Meeting On

Another TOA group is meeting with Defense Department officials on a proposed plan to regulate clearances of first-run films to military installation theaters. It is understood that it will ask for a 14-day clearance agreement.

A final resolution adopted by the board would look into the possibility of an all-industry "research" program with regard to pressing problems. President Martin was directed to consult with the exhibitor anti-toll-TV committee and research committees recently organized by National Theatres and AB-PT, with regard to organizing a program along these lines, and to report back within 60 days.

Newspaper Defends Massachusetts Exhib

BOSTON.—One exhibitor who really enjoys the support of his patrons is Cal King, owner of the Walden Theatre in Williamstown. When Williams College students began to see films slightly earlier in nearby North Adams or Pittseld, a college paper editorial let them have it with both barrels.

"The trend . . . is a dangerous one," said the editorial. "It is not inconceivable that (we) will awake some dreary morning only to find that the old reliable theatre . . . has been forced to shut its doors permanently. The advantages of waiting a week or two to see a movie far outnumber the disadvantages," the editorial continued. "Cal King is the kind of theatre owner who always accepts advice on what shows and what short subjects he should present. He has been more than generous to Williams students and he deserves our whole-hearted support."

Allied Unit Expanding

CHICAGO.—Latest additions to the ranks of Allied Theatres of Illinois and the buying and booking department are: the Northside and Tivoli Theatres, Mishawaka, Ind., the Avon and Colfax Theatres and the Moonlite Drive-In, South Bend, Ind., all operated by Lou Cochovety. Another recent addition includes the McHenry Theatre, McHenry, Ill., formally opened on Feb. 9, owned by Lou Consago.

Do Yourself A Favor—An Editorial

Two short subjects which every enterprising showman *must* exhibit to theatre audiences are now available free of charge.

One is the 18 minute M-G-M Celebration Short in CinemaScope narrated by George Murphy and showing scenes from 10 forthcoming films from the Metro studio in addition to other important projects in work. It is all tied up with the "Go To The Movies" campaign and talks about the exhibitor and his importance to the community. The other is the 20 minute Paramount subject presenting scenes from 10 of that company's impressive line-up of VistaVision feature-length pictures.

Each of these short subjects will do a tremendous selling job and whet the public's moviegoing appetite. Public relations-wise, the exhibitor will be doing himself a favor by exhibiting these shorts. Book them now!

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SCREEN PLAY BY
LEON M. URIS

DIRECTED BY
RAOUL WALSH

Y MAX STEINER



"Strategic Air Command" stars James Stewart and June Allyson



Humphrey Bogart, Aldo Ray and Peter Ustinov in "We're No Angels"



Grace Kelly and Cary Grant co-star in "To Catch A Thief"

Para's Release Schedule For '55 Keyed To VistaVision-Technicolor

With 20 pictures definitely scheduled for 1955, and others to be announced from time to time, Paramount is putting the emphasis on Technicolor and VistaVision in productions throughout the year. The films cover a wide range of subject matter and interest, have been filmed in various parts of the world, and are headed by top-name casts.

Currently in release are three productions: "White Christmas," the Irving Berlin musical starring Bing Crosby, Danny Kaye, Rosemary Clooney and Vera Ellen; "Three Ring Circus," a Dean Martin-Jerry Lewis starrer, and "The Bridges at Toko-Ri," from the James Michener story and starring William Holden, Grace Kelly and Fredric March.

Upcoming releases include "Mambo," filmed in Italy with Shelley Winters, Vittorio Gassman and Silvana Mangano, and George Pal's production of the "Conquest of Space," a science-fiction tale. Later on Paramount will release "Ulysses," also filmed in Italy with Kirk Douglas, Silvana Mangano and Anthony Quinn topcast. "The Country Girl," starring Bing Crosby, Grace Kelly and William Holden is set for March.

Subsequent releases include "Run for Cover," starring James Cagney, Viveca Lindfors and John Derek; "Strategic Air Command," an aerial drama starring James Stewart and June Allyson, and "We're No Angels," based on the Broadway comedy "My Three Angels." The film version of "Angels" has a cast headed by Humphrey Bogart, Aldo Ray and Peter Ustinov.

Later in the year the company will release "Hell's Island," topcasting John Payne and Mary Murphy; and two Alfred Hitchcock productions. These include "The Trouble With Harry," with a cast headed by Edmund Gwenn and John Forsythe, and "To Catch a Thief," starring Cary Grant and Grace Kelly. "Thief" was filmed abroad in Europe.

A film based on the life of Eddie Foy has been prepared under the title of "The Seven Little Foys." Bob Hope and Milly Vitale are starred in this biography. Tennessee William's comedy-drama of life in the Gulf Coast area, "The Rose Tattoo" has been transferred to the screen with stars Burt Lancaster and Anna Magnani making her first American picture. "Tattoo" was filmed in South Florida.

"The Far Horizons," starring Fred MacMurray, Charlton Heston and Donna Reed, has been set for the latter part of the year, which time will also see the release of "The Court Jester," a Danny Kaye starrer with the British actress Glynis Johns cast as the comedian's co-star.

Another Martin and Lewis starrer, "You're Never Too Young," will come along about this time, as will "Lucy Gallant," film version of the historical best-seller, that has been filmed with Jane Wyman and Charlton Heston in the leads. Also set for this time period is "The Desperate Hours," which Joseph Hayes has written as a novel, play and film. The film version of "Hours" stars Humphrey Bogart and Fredric March.



James Cagney, Viveca Lindfors and John Derek are in "Run For Cover"



Silvana Mangano, Michael Rennie and Shelley Winters in "Mambo"



Kirk Douglas and Silvana Mangano in "Ulysses"



A dramatic moment in "The Trouble With Harry," which stars Edmund Gwenn



Earthmen attempt a trip to Mars in George Pal's "Conquest of Space"

Newest Cinerama Picture Unveiled

Since exhibition of "Cinerama Holiday" will be restricted to a limited number of theatres, it need not be reviewed in the customary fashion. However, as a matter of trade interest, it is worthy of important editorial coverage.

The medium is still in a class by itself. Weaving this second production in Cinerama on a fragile story thread, Louis de Rochemont has nevertheless fashioned a most exciting tour of two continents with the viewer virtually accompanying two young newlywed couples on their "Cinerama Holiday."

There is no room for argument that the end result is pictorially breathtaking with the achievement of just about the most beautiful, inspiring and sensory photography that audiences have yet seen on the screen. Different scenes will appeal in greater or lesser proportion to different tastes but there is certainly enough variety to appeal to all. From the opening Cinerama scene, which affords such a wide range of vision in flight over the snow-covered Swiss Alps, the factor of audience participation comes to the fore. The viewer is there, experiencing a feeling of grandeur in this majestic scene.

The use of stereophonic sound shows to extreme advantage in enhancing the illusion, particularly during the bobsled run at St. Moritz and a later sequence aboard a Vista Dome car as the train rolls along out West. In these sequences, the sound engulfs the viewer and adds to the realism. However, the three projectors still throw an image which overlaps at the inner extremities and can be mildly disconcerting. It is not noticeable with the darker Technicolor hues.

The film has a running time of 119 minutes, not including a 15-minute intermission. Fred and Beatrice Troller of Switzerland and John and Betty Marsh of Kansas City are the principals furnishing the peg for the continuity as the audience visits Las Vegas with its gambling halls, New Orleans with its jazz, Apache country and a fair in New Hampshire with striking shots of autumn in New England. Then too, there is considerable footage of Paris with High Mass at Notre Dame, the Louvre, the opera, a nightclub floor show and a charming Guignol puppet show is thrown in for good measure.

Especially outstanding to this reviewer was the landing of a Navy jet on the deck of an aircraft carrier and the ski scenes to Morton Gould's Ballet of the Skiis. An original score was written by Gould and expertly integrated by Jack Shaindlin, musical director.

Associate producers are Otis Carney, Bordon Mace and Thomas Orchard. Robert Benedick and Philippe de Lacy handled the directorial reins. Directors of photography are Joseph Breen and Harry Squire. Rolf Epstein and Richard J. Pietschmann were the sound engineers with Joy Batchelor and John Halas in charge of art direction.

While Cinerama shines in the globe-circling department, it fleetingly proves its capacity to cope with a story line and intimate scenes but it has yet to do so more tellingly. All in all, "Cinerama Holiday" is a most exciting journey and the admission is a minute fraction of the fare.

Republic In New Deal

Republic will release four features produced by Empire Studios, Inc., of Orlando, Fla., during 1955-56, according to terms of a contract signed by Herbert J. Yates, Republic president, and R. John Hugh, Empire head. First Empire film, "Yellowneck," will have a dual world premiere in Orlando and St. Petersburg on March 3 and 4, respectively.

WB Launches Talent Search

A vigorous new nation-wide talent search has been launched by Warner Bros. to intensify the company's drive for fresh motion picture personalities. The new plan will keep studio casting head Solly Baiano in the field for an indefinite period of several months.

Baiano will "beat the bushes" as well as scan the major talent centers. He will pay special attention to off the "parade route" spots which have been largely neglected as talent sources, and where Warners is convinced many important finds may be made.

Executive producer Jack L. Warner, in launching the plan, spoke of his feeling "that our intensified new program will introduce to world motion picture audiences many fresh personalities with extraordinary qualifications for enduring stardom." Discoveries will be studio-trained and introduced in important pictures.

Warner cited as important new star personalities brought to the screen in recent months: James Dean, Richard Davalos and Lois Smith in "East of Eden"; Tab Hunter and Perry Lopez in "Battle Cry"; and Rodesta Podesta and Jack Sernas in "Helen of Troy." Studio also has high expectations for Jayne Mansfield, 21-year-old Texas beauty, and Dennis Hopper, 18-year-old actor who attracted attention in the TV show, "Medic."

Variety Tent Award Scheduled For Walsh

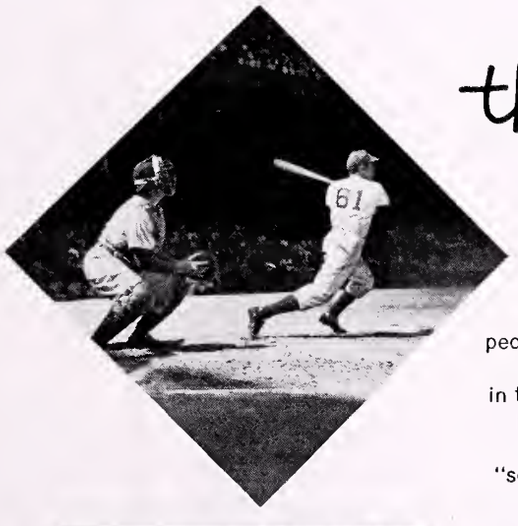
Richard F. Walsh, long-time president of the International Alliance of Theatrical and Stage Employees (IATSE), will be honored at the Second Annual Heart Award Dinner of the Variety Club of New York, Tent No. 35, on May 2nd, in the Grand Ballroom of the Waldorf-Astoria Hotel. Committees for the dinner are now being formed, and will be announced shortly together with details of the program.



RICHARD F. WALSH

Ezell Anni Fete Slated

DALLAS.—Claude C. Ezell, who has spent more than 50 years in show business, will be honored with a Golden Jubilee Banquet next month. The affair will be held in the Crystal Ballroom of the Baker Hotel on Wednesday, March 9, at 7:30 p.m. Ezell, a pioneer in the drive-in theatre field, was president and founder of the International Drive-In Theatre Owners' Association.





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Northwest Applauds

Premiere Of "Timberjack"



Present for the world premiere of Republic's "Timberjack" at the Fox Theatre, Missoula, Montana, were (l to r): Vera Ralston, star of the film; Gov. J. Hugo Aronson of Montana; Mrs. Aronson, and Herbert J. Yates, Republic's president. The premiere climaxed a two-day celebrat.on in which a series of civic events was staged.



Long lines jammed the Fox Theatre, Missoula, Montana, for the world premiere showing of Republic's "Timberjack," at which a number of Hollywood celebrities made appearances.



One of the floats in the special "Timberjack" motorcade that toured Missoula streets prior to the world premiere carried forest conservation slogans which tied up with the Republic film.



Residents of Missoula, of whom many are timberjacks, participated with Vera Ralston, (left), star of Republic's "Timberjack," in a hearty beard-pulling competition called the "Whiskerino Contest." The picture company awarded prizes to winners of the match and to amateur photographers who snapped best pictures of the parade which was held in conjunction with the Fox Theatre premiere. Event brought a record turnout and was a highlight of the mammoth, two-day celebration which Republic staged in association with Fox-Inter-Mountain Theatres for debut of the picture. Regional sites had been employed as backgrounds for the production, which was photographed in Trucolor by Consolidated.



Attending a salute to the U.S. Forest Service on its 50th anniversary and a tribute to the Montana lumber industries were (l to r): Missoula's Mayor James A. Hart; Republic's President Herbert J. Yates and Fox-Inter-Mountain Theatres President Frank H. Ricketson.



Adolphe Menjou, who appears in Republic's "Timberjack," participated in the "Timberjack Days Parade," event staged in conjunction with the premiere at Missoula's Fox Theatre. Merchants co-operated with window displays, star blow-ups, posters and special sales for the influx of visitors attending the celebration. Republic listed the influx at 30,000. Besides Menjou, other Hollywoodites present were David Brian and his actress wife, Adrian Booth, Chill Wills, and Rex Allen.

'Oscar' Nominees Disclosed On TV

HOLLYWOOD.—The nominations for its 27th Annual Awards of Achievements were announced last week by the Academy of Motion Picture Arts and Sciences on a nationwide, 90-minute telecast, for the first time in history. The show was carried over NBC and sponsored by the Oldsmobile division of General Motors.

From nominees named in the telecast, Academy members will select, by sealed ballot, winners in each category to receive their Academy "Oscars" on a similarly-sponsored telecast from the Hollywood Pantages Theatre on Mar. 30. The principal nominations were:

Actors: Humphrey Bogart in "The Caine Mutiny," Marlon Brando in "On the Waterfront," Bing Crosby in "The Country Girl," James Mason in "A Star is Born," Dan O'Herlihy in "Adventures of Robinson Crusoe";

Actresses: Dorothy Dandridge in "Carmen Jones," Judy Garland in "A Star is Born," Audrey Hepburn in "Sabrina," Grace Kelly in "The Country Girl," Jane Wyman in "Magnificent Obsession";

Supporting Actors: Lee J. Cobb, Karl Malden and Rod Steiger in "On the Waterfront," Edmond O'Brien in "The Barefoot Contessa," Tom Tully in "The Caine Mutiny";

Supporting Actresses: Nina Foch in "Executive Suite," Katy Jurado in "Broken Lance," Eva Marie Saint in "On the Waterfront," Jan Sterling and Claire Trevor in "The High and the Mighty";

Direction: George Seaton for "The Country Girl," William Wellman for "The High and the Mighty," Elia Kazan for "On the Waterfront," Alfred Hitchcock for "Rear Window," Billy Wilder for "Sabrina";

Motion Picture: "The Caine Mutiny" (Stanley Kramer), "The Country Girl" (Paramount); "On the Waterfront" (Columbia), "Seven Brides for Seven Brothers" (M-G-M), "Three Coins in the Fountain" (20th-Fox);

Short Subjects Nominated

Short Subjects—Cartoons: "Crazy Mixed Up Pup" (Walter Lantz Productions, U-I), "Pigs is Pigs" (Walt Disney Productions, RKO), "Sandy Claws" (Warner Bros. Cartoons Inc., WB), "Touche, Pussy Cat" (M-G-M), "When Magoo Flew (UPA, Columbia);

Short Subjects—One Reel: "The First Piano Quartette," (20th-Fox), "The Strauss Fantasy" (M-G-M), "This Mechanical Age" (WB);

Short Subjects—Two Reel: "Beauty and the Bull" (WB), "Jet Carrier" (20th-Fox), "Siam" (Disney, Bucna Vista), "A Time Out of War" (Carnival Prod.).

Reviews of the nominations telecast by television critics were generally unfavorable. The critics complained that while clips from nominated films were interest-compelling, not enough nominees were present, some of the background settings were "preposterous," and camera work and production details were not up to expectations. The decision as to whether televised nominations will become a regular practice will be made after reaction from exhibitors and the public have been received.

FCC Schedules May 9 Deadline For Written Toll TV Comments

Man-On-Street Holds Low View On Toll TV

The impartial man-on-the-street doesn't think much of toll TV, if a sampling taken this week by the New York "Daily News'" "Inquiring Photographer" is a true indication. The "News" has the largest circulation in the nation.

Six persons asked "What will coin-TV do for sports?" all expressed uncomplimentary remarks about pay-as-you-see. Some comments were: "would destroy a lot of interest in sports" . . . "home viewers won't pay to see lesser spectacles. For the same price, they would rather get out of their homes and see a movie" . . . "would cause resentment" . . . "will boomerang. If people have to pay, they would rather see live sports" . . . "people will resent too much greed."

The comments are interesting in view of the fact that virtually all publicized "polls" heretofore, conducted by those promoting subscription TV, have revealed an overwhelming public desire to have the new device in their homes.

Fox Budget Boost Nets Editorial Space

The decision of 20th-Fox studio chief Darryl F. Zanuck to spend $50,000,000, representing a 37½% hike in film production, received editorial huzzahs in the mass-circulation "New York Daily News." Zanuck received the nod to spend top-budget cash on 22 major features instead of the 16 previously scheduled.

Headlined, "Movies Dead? Like A Fox," the editorial commented that some pessimists, and even a few theatre owners have been moaning that movies are dead, "victims of television or maybe a sub-standard popcorn crop." Editorial concludes that Zanuck's program looks like good news for movie exhibitors and for "those millions of Americans who still like topnotch entertainment, preferably even without one interruption from our sponsor."

National Allied Revamps Operations For Caravan

ST. LOUIS. — National Allied's Caravan committee is changing its operational methods to conform with new conditions, and to effect certain economies. Leo Jones of Upper Sandusky, O., is the new chairman of the committee, which tabulates film terms in different sections and distributes the information to Caravan subscribers.

In the past, the confidential information has been sent to members individually, on a weekly basis. Under the new setup, data will be prepared every two weeks, and published as a supplement in the regional units' bulletins. In effect, the Caravan reports will be similar to the Kiplinger letters which evalulate political news.

(*Continued from page 6*)

broadcasting; if the Commission does not have authority to authorize and regulate subscription TV, what amendments to the act would be required to permit it.

FACT—Technical data relating to the operation of proposed subscription TV systems; possibility of degradation of and interference to regular TV service, and any adverse effect on TV receivers now in the hands of the public; cost of equipment, including necessary modification of existing transmitters and receivers; cost to the viewing audience; means, methods and organizations intended to engage in toll TV operations; needs of TV broadcasts for additional revenue and program resources from subscription TV; Also, anticipated capacity of subscription TV to increase the use of TV channels and bring the public programming now unavailable; anticipated nature and extent of use of time on commercial TV stations by subscription TV operators; time required to establish toll TV in existing markets; patent control and licensing arrangements; roles to be played by the motion picture industry and the networks; types of programs to be available and who will control their production and distribution.

Further Questions

PUBLIC INTEREST—Whether subscription TV will "generally encourage the larger and more effective use of radio in the public interest"; its impact on sponsor-advertising broadcasting; its effect on broadcasting of news and diverse views on controversial issues, and safeguards to insure that such broadcasting will continue to be available to the public without charge; safeguards to insure that the public will continue to receive well-balanced TV programming without charge; safeguards to prevent monopolistic control; Also, means to make toll TV available to all stations on a non-discriminatory basis; regulations required to insure that the public interest would be served both during and after the establishment of subscription TV, particularly (1) whether it should be limited as to number of hours or segment of the broadcast day, be permitted on more than one station in a community or be limited to single station communities; (2) be limited to UHF stations only, or to stations in small markets.

Sub-sections of principal questions to which FCC seeks answers include: Who controls the patents on transmit equipment for toll TV and what licensing arrangements to competitors are planned; who would control production and distribution of programs; what will it cost the set owner; is increased revenue needed by broadcasters and what facilities they intend to put to use to bring new incomes; extent to which information, events and entertainment not now available would be made available by toll-TV; impact the new system would have on present advertiser-sponsored broadcasting; would toll TV tend to limit dissemination of diverse views on controversial subjects to the public, without charge; safeguards the public would have that well-balanced, free programs would be available all over the country; possible monopoly; assurance that all stations will have toll TV program rights without discrimination; effect on set obsolescence.

Indie Releasing Outfits On Rise, Survey Indicates

Independent producers in Hollywood are happier than they have been in many years because today Hollywood has more releasing outfits for the independently produced film than it has had in a great many years.

Besides Allied Artists, 20th Century-Fox, Columbia, Paramount, M-G-M, Lippert, Realart, Astor, United Artists, RKO, Republic, Universal-International, and Warner Bros., there is now Filmakers Releasing Corp., which will soon release "Crashout" and "Mad At the World."

There is Distributors Corp. of America, which has a releasing schedule studded with name stars. DCA is working closely with independent producers in order to obtain quality product for theatres.

American Releasing Corp., headed by James Nicholson, has its first picture, "The Fast and The Furious," starring John Ireland and Dorothy Malone in release and has just completed its second feature, "Five Guns West," starring John Lund. Both films were produced by Roger Corman.

Sam Nathanson's Gibraltar Motion Picture Distributors has been acquiring product and has some already in release. In addition to this, Nathanson has just set a deal to co-produce an independent film, "A Yank In Ermine," which will be shot in London. Gibraltar will make the film with the Monarch Film Corp. of England and Peter Thompson and Harold Lloyd, Jr. have been set for the feature.

So to the independent film producer, who feels that he wants to make his film without a release or wants to make a pre-release distribution deal with a distributors, there are a lot of distributors to go to with product or production plans.

Title Changes

Allied Artists: **"Seven Angry Men"** is the final title on "God's Angry Men." (Stars Raymond Massey, Debra Paget, Jeffrey Hunter; Vincent M. Fennelly produced, Charles Marquis Warren directed).

"The Toughest Man Alive" is the new title for "The Man Who Was Somebody Else." (William F. Broidy will produce).

Republic: **"The Texas Legionnaires"** is the new title for "San Antonio De Bexar." (Stars Sterling Hayden, Anna Maria Alberghetti, Richard Carlson and J. Carroll Naish; Frank Lloyd directs).

United Artists: **"A Bullet for Joey"** is the official title of "The Kill," formerly "Canada's Great Manhunt." (Stars Edward G. Robinson and George Raft; Sam Bischoff-David Diamond produced; Lewis Allen directed).

HOLLYWOOD
. . . on the wire

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"The First and the Last," an original screenplay by Laurence Stallings, will be produced by Columbia Pictures; Roy Huggins has been assigned as producer. "The First and the Last" deals with the Boxer Rebellion of 1900. Negotiations are under way with the Chinese Nationalist government to photograph all exteriors on Formosa.

* * *

Jayne Mansfield has been signed to a long term contract by Warner Bros., and will make her debut in "Illegal," soon to go into production with Lewis Allen directing and Frank P. Rosenberg producing for Warners. Miss Mansfield will have a leading role in a cast whose top stars to date include Edward G. Robinson, Hugh Marlowe and Nina Foch.

* * *

"The Chain," Paul Wellman's novel of a Protestant minister with a passionate belief in the doctrines of Christianity, has been added to William J. Fadiman's production slate at Columbia, executive producer Jerry Wald has announced. Edmund Morris, one of a group of five young writers signed by Columbia recently, will write a screen treatment of "The Chain."

* * *

As part of his forthcoming independent production schedule, James Mason purchased the film rights to the novel, "Three For The Money" by James McConnaughey. Mason will produce and star in the picture which he has slated for a summer start. The novel is a melodrama dealing with three people who seek the inheritance of a murdered woman.

* * *

Edmond O'Brien has been set to co-star with Jack Webb and Janet Leigh in "Pete Kelley's Blues," which Webb will produce and direct besides star in for Warner Bros. release. O'Brien will play the role of a hoodlum. . . . French writer-producer Jacques Gauthier is in Hollywood to discuss the releasing and distribution deal for his "La Rage Au Corps," a French film with English titles that stars Francoise Arnoul and Philippe Lemaire.

* * *

Arthur Gardner and Jules Levy will produce "Flight," based on the novel by former jet pilot Joe Landon, who has just completed the screen treatment. Full co-operation in production has been promised to Columbia Studios by the U.S. Air Force.

* * *

Richard Widmark was signed by Edward Muhl, U-I vice-president in charge of production, to star in the studio's forthcoming production, "Fort Starvation." Set in 1870, it is the story of a man who scours the Southwest in search of a white man who betrayed his father and four others to the Indians, with the result that all five were massacred. Aaron Rosenberg will produce the picture which will go into production in March. Borden Chase is now putting the finishing touches on the screen play, based on Frank Gruber's original story.

* * *

Victor McLaglen is starring in "The Big Jackpot" at Republic. William Witney is directing the picture for associate producer William J. O'Sullivan. Heading the supporting cast are John Baer, Kathleen Crowley, Anthony Caruso and Richard Reeves. The screen play was written by Houston Branch.

* * *

Allied Artists executive producer Walter Mirisch announced that he has set an original, "The First Texan," as Joel McCrea's second starrer for the studio. It will be based on an incident in the life of Sam Houston. Daniel B. Ullman is writing the screen play for the feature, which will be shot in CinemaScope.

* * *

Sam X. Abarbanel returned from Washington, after conferences with Air Force officials on his "Pilot of the X-1," story of Major Charles Yeager. Abarbanel is currently supervising the editing of "Mustang," Jack Beutel starrer in Eastman color, which he produced. "D-Day In Liri Valley," a Robert Levin script owned by Abarbanel, has been sold to Hal B. Chester, who will make it under the title of "Battle Hell" for Filmakers release.

* * *

David Farrar and Lance Fuller join Virginia Mayo in "Black Pearls," Benedict Bogeaus' production in SuperScope and Technicolor for RKO release. The film will be shot mostly on location on two Hawaiian Islands, Kauai and Oahu. Allan Dwan will direct.

* * *

Producer John Bash has purchased "Trouble in Paradise" by Roy Chanslor, au-



Phil Berler (left), buyer and booker for E. M. Loew's Theatres, Boston, operating 55 theatres from Maine to Florida, is greeted by Danny Kaye on the set of "The Court Jester" at Paramount. Mrs. Berler is second from right. They were en route to Honolulu to celebrate their 20th wedding anniversary with friends Dr. and Mrs. William Green, also in photo.

Story Behind 'Unchained' Revealed By Its Producer-Director-Writer

By Richard Bernstein

"I don't want to make any picture that I don't believe in," producer-director-writer Hall Bartlett explained at a luncheon interview. The 31-year-old creator of "Unchained," released by Warner Bros., is an outstanding example of a producer who knows story values and also a living answer to the old Hollywood question: "Where will the new producers come from?"

Bartlett began his career as an actor, then became interested in production. His first film, "Navajo," released by Lippert, was the winner of countless awards both in and out of the industry. In his second picture, "Crazylegs," released by Republic, the young producer did another daring thing: he starred Elroy "Crazylegs" Hirsch, one of America's greatest football stars, in the story of Hirsch's own life. Hirsch turned in an expert performance.

With "Unchained," Bartlett really did things differently. "I first became interested in what was to be 'Unchained' when I read an article in the Reader's Digest' titled 'No Locks in This Prison,' dealing with the California Institution for Men at Chino, Calif."

Bartlett took a varied assortment of talent, whom he had decided were the people he had to have for his film, which was also his first directorial chore, and proceeded to give them different parts than they had ever had.

Wanted Duncan

"I saw Todd Duncan in 'Lost in the Stars' on the stage," Bartlett said, "and I knew that I had to use him in a picture." So to stage actor and singer Duncan he gave a powerful dramatic part. Duncan sings only the title song of the picture.

He did the same thing with Singer Johnny Johnston, giving the popular vocalist a straight dramatic part and a role that called for a complete change of personality. Then came Elroy Hirsch, the likeable All-American. Hirsch was given the pivotal role of a murderously vicious convict.

"I decided to produce and direct," Bartlett stated, "because I have found that they are closely allied. Although I wrote the script for 'Unchained,' in the future I will probably let others do the scripts."

Still another different way of preparing a film is the fact that Bartlett spent time in Chino posing as a prisoner. "An armed robber," Bartlett cited. Only three people in the whole institution knew who Bartlett was.

"I wrote notes for my story that way. It was about men whom I met and lived with," he explained. One of the inmates discovered



HALL BARTLETT

the notes and Bartlett revealed his plans. The men offered their co-operation and Bartlett stresses that he had complete co-operation from the men at Chino.

"Shooting at the Institution was difficult," he said, "because I couldn't control conditions. I lost from five to six days shooting that way."

Bartlett, who heads his own company, Hall Bartlett Productions, plans to make, as he puts it, "one and half pictures a year, three every two years."

"I am considering several properties now, but before I start a film I ask myself three questions: 'Can I make this picture well?,' 'Is it exploitable?,' and 'Can it be of 'A' picture importance?"

Bartlett has his star, Hirsch, under personal contract. Hirsch is doing a 13-city personal appearance tour with the Warner Bros. release. Bartlett is sold on the 30-year-old Hirsch as a motion picture star with a future.

Hirsch Exploitable

"In the category of the rugged outdoor type of leading man, Hirsch is one of the youngest up-and-coming stars," Bartlett said, "Exhibitors who want new faces should get behind young people like him and help them eventually become strong box office draws."

Bartlett is against rushing into any project. He prepares slowly. He does a great deal of pre-production and spends a great amount of time researching. He also makes sure that he has plenty of time to shoot and as a result he had a 21-day schedule on "Unchained."

"If you're overly ambitious in your schedule," he stated, "you often lose what you want to put into a film."

Bartlett believes that a director should know more than technical skills: "A director has to have a way with people and good taste in the manner in which he does things."

Tushinsky On Mexico

The Mexican motion picture industry will definitely go anamorphic on its 1955 product. That is the report of Superscope President Joseph Tushinsky upon returning here from Mexico City where he demonstrated his Superscope process before top-level members of the cinema world. Tushinsky revealed that Superscope was approved 100 percent.

HOLLYWOOD...

thor of the novel from which "Johnny Guitar" was filmed. The picture, with a Caribbean Islands setting, is scheduled to follow "Never Leave Me," scripted by Pauline and Leo Townsend.

* * *

Irving Allen and A. R. Broccoli have signed novelist-playwright Irwin Shaw to do the screen play of the novel, "Fire Down Below," by Simon Kent. Kent is the pen name for British novelist Max Catto, author of "Prize of Gold," a Warwick Production for Columbia release recently completed starring Richard Widmark. Their next feature, "Cockleshell Heroes," which will be directed by and star Jose Ferrer, rolls Apr. 1.

* * *

John Houseman and Vincente Minnelli were assigned to produce and direct, respectively, "Lust For Life," the biography of Vincent van Gogh. Norman Corwin has been signed to write the screen play. Based on Irving Stone's best seller, it will be produced with an all-star cast. In another announcement, the M-G-M studio revealed that David Lewis will produce "Raintree County," by the late Ross Lockridge.

* * *

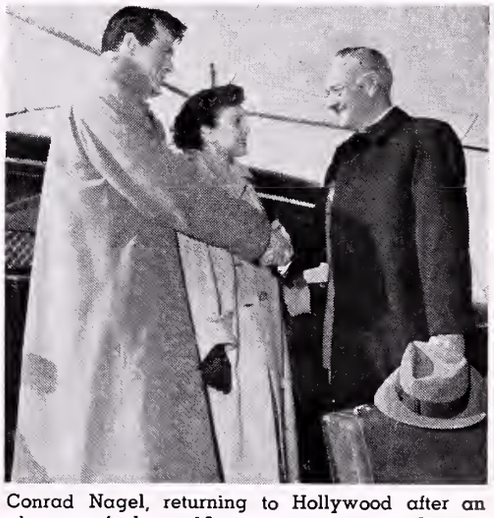
"Women's Reformatory" will roll Mar. 14 with Robert Nunes as producer on this William F. Broidy production for Allied Artists release. The Steve Fisher script dealing with incidents in the lives of women prison inmates, is based on a short story by Paul Peil.

* * *

The signing of Van Johnson to co-star with Jane Wyman in Warner Bros.' "Miracle in the Rain" was announced by Jack L. Warner. It will be directed by Rudolph Mate and produced by Frank P. Rosenberg. Part of the filming will be done in New York, locale of the Ben Hecht story.

* * *

Colleen Miller was set by U-I for the feminine starring role oppsite Tony Curtis and Arthur Kennedy in "The Rawhide Years," which will be filmed in Technicolor. She will portray a dancer who is in love with Curtis but marries the ringleader of a bandit gang because he can give her a life of ease.



Conrad Nagel, returning to Hollywood after an absence of almost 10 years to appear in Universal-International's "All That Heaven Allows," is welcomed by Jane Wyman and Rock Hudson, starring in the film.

Independent Trade Reviews

(*Continued from page* 17)

shots of trained French poodles skipping rope, and a scene in which Miss Caron plays catch with a small monkey, appropriately set the toue of the proceedings. The narrative sticks closely to the fairy tale. Miss Caron meets Wilding an beside a peaceful, secluded stream, and soon the two are in love. The various complications which ensue before Wilding fits the glass slipper on Miss Caron's foot are tinged with appealing humor. All told, "Slipper" is charming family entertainment that presents the Cinderalla story once again, but in a refreshing manner.

"Captain Lightfoot"

(Univ.-Int'l.) CinemaScope-Technicolor 91½ Min.

Cast: Rock Hudson, Barbara Rush, Jeff Morrow, Kathleen Ryan, Finlay Currie, Denis O'Dea, Geoffrey Toone.

Credits: Produced by Ross Hunter; Directed by Douglas Sirk; Screen play by W. R. Burnett and Oscar Brodney.

A hale and hearty adventure romance about highwaymen and patriots of 19th Century Ireland, suffering under British rule, is catapulted onto the CinemaScope screen in "Captain Lightfoot." Because the plot literally bristles with dash-and-daring incidents, the cast spotlights Rock Hudson as a devil-may-care highwayman, and the Technicolor backgrounds glow with authentic Eire locations, the picture should score grandly in the action market. Hairbreadth escapes and trickly ambuscades of the various situations in the story will also endear "Lightfoot" with the children. A broader audience will find the proceedings geuerally diverting. Additional sales push for this categroy is to be found in the teaming once more of Hudson and Barbara Rush. They appeared together in last season's "Magnificent Obsession."

This top-line feature sports a competent surporting cast; many speaking with genuine Irish brogues to make the story register with an authentic flavor. A trio of attractive damsels is also on hand for appropriate change-of-pace to the action. The villains are sharply delineated and determined, but a few plot twists pop up toward the climax to surprise the audience as to the real motives of some questionable characters. Proceedings are well mounted, with sets and costumes receiving a goodly amount of attention. The CinemaScope photography helps in conveying a sweep to the sprawling outdoor action sequences.

Hudson, a young Irish patriot, turns highwayman in order to raise money for the underground movement opposing British rule of his nation. The authorities, however, set a price on his head and Hudson flees the provinces for Dublin, where he is taken into the band of patriots led by Jeff Morrow, master highwayman. After various exploits which lead to the temporary disablement of Morrow, Hudson takes command of the band. Inexperience at leadership brings about his capture and it is the efforts of Morrow and Miss Rush, his daughter, to free Hudson which comprise the climax.



Rock Hudson and Denis O'Dea in Universal-International's "Captain Lightfoot," CinemaScope-Technicolor.



Debra Paget and Robert Wagner star in 20th-Fox's "White Feather," CinemaScope-DeLuxe Color.

"White Feather"

(20th-Fox) CinemaScope-DeLuxe 102 Min.

Cast: Robert Wagner, Debra Paget, John Lund, Jeffrey Hunter, Virginia Leith.

Credits: A Leonard Goldstein presentation; Produced by Robert L. Jacks; Directed by Robert Webb; Written by Delmar Daves and Leo Townsend.

A sprawling outdoor melodrama, which features conflict between the U.S. Cavalry and the Indians as its theme, is enhanced by CinemaScope and DeLuxe color in "White Feather." Boasting a massive cast, a number of potent exploitation factors and enough combat scenes to keep things moving, "White Feather" should rate top playing time at action houses and otherwise make for satisfactory program fare. Oater fans and children should find the proceedings particularly to their liking. Sizable enough marquee lure is present in the name player combination of Robert Wagner, Debra Paget, John Lund and Jeffrey Hunter. Additional assets are to be found in the CinemaScope and color factors.

Plot is in some respects offbeat: the climax depicts a valiant battle between a lone Redskin and an entire battalion of soldiers. Here the drama is strong and often touching, with the sympathy riding on the Indian, too proud to surrender after his tribe has given ground to the Army. Suspense is compelling in this sequence as the Indian meets death on his own terms and is respectfully prepared for burial by his white friend. The earlier portions of the film build graphically and steadily to this unusually powerful sequence.

Wagner plays the white friend of Jeffrey Hunter, proud son of an Indian chief who wisely comes to the decision that it is better to give ground to the advances whites than fight a losing war with the Army. Wagner, while negotiating a peaceful settlemen with the Indians, falls in love with Miss Paget, Hunter's sister, and also becomes romatically involved with Virginia Leith, a white girl. With Lund, the Army commander, Wagner engineers the chief's surrender without bloodshed. At this point, Hunter balks his father's decision and, despite pleas from both Wagner and Miss Paget, goads Lund's battallion until he is killed.

"New York Confidential"

(Warner Bros.) 87 Min.

Cast: Broderick Crawford, Richard Conte, Marilyn Maxwell, Anne Bancroft, J. Carrol Naish, Onslow Stevens, Barry Kelley, Mike Mazurki, Celia Lovsky.

Credits: Presented by Edward Small; Produced by Clarence Greene; Directed by Russell Rouse; Original screen play by Greene and Rouse; Suggested by the book, "New York Confidential," by Lee Mortimer and Jack Lait.

A fast-moving gangland melodrama is tagged to the topical title of the recent best-selling expose, "New York Confidential," for an exploitation smash. Action houses will do very well by this one, which literally seethes with violence and killings from start to finish. Some wrestling with the women serves as change-of-pace. Name value is apparent in the line-up of Broderick Crawford, Richard Conte and Marilyn Maxwell. Story, detailing how a crime syndicate wreaks vengeance on its erring members, is routine stuff. Pacing, however, is fast and some attempt is made to round out the characters.

In "New York Confidential," every one who appears on the screen is either thoroughly corrupt or tinged with corruption. Crawford plays the syndicate boss, who must go along with a top-level gang decision to deport his oldest friend, J. Carrol Naish, in order to steer clear of the law. Conte is the bright young torpedo who becomes endeared to Crawford because he can carry out a murder assigument with finesse. Miss Maxwell is Crawford's moll and Anne Bancroft plays his daughter. The story finds the principals in trouble when one of the government officials the syndicate has been bribing stages a double cross. The thug who kills the iuformer decides to rat on Crawford, who then must be killed by the syndicate. Conte carries out the job and then the syndicate "takes care" of him, also.

"The Big Combo"

(Allied Artists) 89 Min.

Cast: Cornel Wilde, Richard Conte, Brian Donlevy, Jean Wallace, Robert Middleton, Lee Van Cleef, Earl Holliman, Helen Walker, Jay Adler, John Hoyt, Ted de Corsia, Helene Stanton.

Credits: A Security-Theodora Production; Produced by Sidney Harmon; Directed by Joseph Lewis; Screen play by Philip Yordan.

This powerfully punchy underworld melodrama, excellently produced by Sidney Harmon, should be a big winner in the general market for Allied Artists. A taut, off-beat film, the feature is much more literate than previous gangster films and as a result the characters seem to come more to life on the screen. Cast toppers Cornel Wilde, Jean Wallace, Brian Donlevy and Richard Conte all deliver high voltage portrayals. Perhaps one of the most unusual facets about the whole production is that no hackneyed cliches of the past cycle of gangland epics can be found. Story line is deftly woven and its gimmicks have a freshness that will keep the audiences on the edge of their seats in some of the more brutal sequences of the film. The title is a strong exploitation asset.

Police Lt. Cornel Wilde is out to get Richard Conte, head of the biggest crime syndicate in the country. He is in love with Jean Wallace, Conte's mistress. Wilde's expenses on this chore enrage his boss, Capt. Robert Middleton, who orders him to drop his investigation. Still persistent, Wilde uncovers the fact that Conte has murdered the previous mob boss. Conte's empire begins to topple due to defections of Donlevy, his lieutenant. Ending finds Conte gunned down by Wilde.

"The Stranger's Hand"

(DCA) 86 Min.

Cast: Richard Basehart, Trevor Howard, Alida Valli, Eduardo Cianelli, Richard O'Sullivan.

Credits: Produced by John Stafford and Peter Moore in association with Grahame Greene; Directed by Mario Soldati; Screen play by Guy Elmes and Georgio Bassani Story by Greene.

Human interest and melodrama are effectively merged in this tale of a search by an eight-year-old boy through the streets of Venice for his father. Since the father, a British officer, has been abducted by people seemingly in the employ of a Communist-controlled government, the picture receives an exploitation potential that may help in the selling. Plotwise,

"The Stranger's Hand" is routine stuff which should fill the bill in general audience situations. The familiar names of Richard Basehart, Trevor Howard and Alida Valli can, especially in class neighborhoods, be relied upon for a modicum of drawing power. The same can be said for the name of Graham Greene, author of the tale on which the film is based.

Figuring prominently in the proceedings are the streets of Venice, which criss-cross with canals. This location makes for picturesque footage and adds to the illusion of reality which "Hand" frequently creates. Main character, the young boy, is well directed to elicit emotional response from the audience. The romantic chores are handled by Miss Valli and Basehart, whose appearance in this film is relatively brief. The heavy is Eduardo Cianelli. Story slowly builds suspense in detailing how the boy tracks down his father and the police are enlisted to rescue him from his fate. All ends happily; the boy and father are reunited and Cianelli killed.

"Doctor In The House"

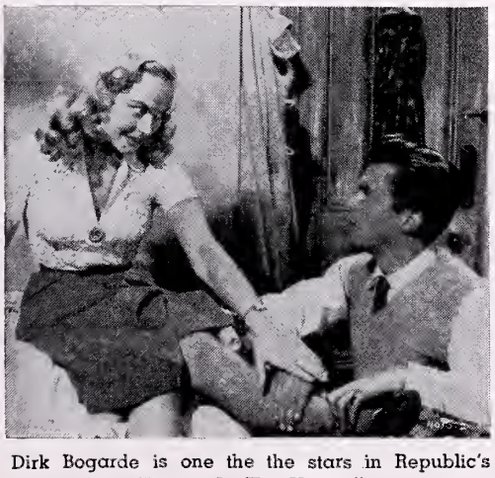
(Republic) Technicolor 92 Min.

Cast: Dirk Bogarde, Muriel Pavlow, Kenneth More, Donald Sinden, Kay Kendall, James Robertson Justice, Donald Houston.

Credits: A J. Arthur Rank Organization presentation; Produced by Betty E. Box; Directed by Ralph Thomas; Screen play by Nicholas Phipps; Adapted from his own novel by Richard Gordon.

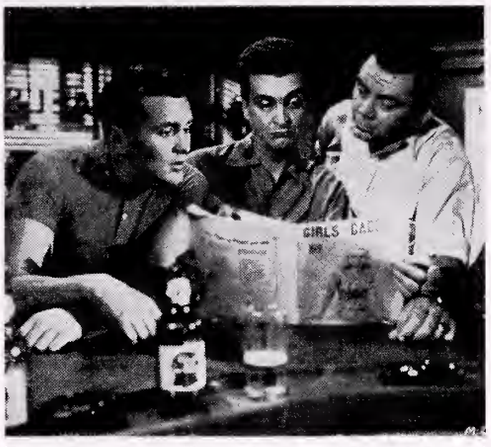
Great Britain's biggest native grosser of last year, "Doctor in the House," shapes up as extremely likable family entertainment, suitable for both general and art situation playoff. This Technicolor comedy, which boasts much of the same cast as the very popular "Genevieve" of last season, consists largely of adroitly timed situation jokes. The episodes are strung together in a story that traces the education of four young men in medical school in England. One of the actors, Kenneth More, has just been named best performer of 1954 by the British Film Academy for his role in this picture. Mention of the award, together with exploitation of the fact that the cast appeared in "Genevieve," should help the picture greatly in its initial openings.

The cast, though not too familiar for American audiences, delivers with vigor and teamwork to push a number of the sight gags for a maximum of humor. In "Doctor in the House," the emphasis is on clever rather than slapstick comedy. One of the medical students, played by Dirk Bogarde, is constantly being introduced to young women by his fellow students who think that his education needs broadening. Another would-be medico, played by award-winning More, is repeating his courses year after year because a benefactor has provided him with a steady allowance while he is attending medical school. The jokes that arise from the situations in which the above two actors are involved are constantly funny.



Dirk Bogarde is one the the stars in Republic's "Doctor In The House."

Quality Films Loom On UA Slate; Numerous Releasing Deals Signed



Ernest Borgnine, right, is the star of United Artists' "Marty."

(*Continued from page* 18)

bert Wilcox, with Errol Flynn and Anna Neagle; "Big House, USA," starring Broderick Crawford and Ralph Meeker, from Schenck-Koch; "Kiss Me Deadly," from the Mickey Spillane novel, with Ralph Meeker and Cloris Leachman starred in the Parklane Production, which Robert Aldrich produced.

Also, "Top of the World," from Michael Baird productions, with Dale Robertson and Evelyn Keyes starred, and "The Kill," from Sam Bischoff, starring Edward G. Robinson and George Raft.

Pictures currently in production for ultimate UA release are just as varied as the above in the realm of subject matter.

From Hecht-Lancaster will come "Trapeze," suspense drama to be filmed in the Paris Cirque d'Hiver Bouglione, with Lancaster and Gina Lollobrigida starring and Carol Reed directing.

Robert Rossen is producing and directing "Alexander the Great" in Spain, in CinemaScope and Technicolor, from his own screen play. Starring are Richard Burton, Claire Bloom, Fredric March and Danielle Darrieux.

From Edward Small will come "The Brass Ring," which Maxwell Shane is directing from his own screen play with Farley Granger, Anthony Quinn and Anne Bancroft co-starred.

Sabre Productions has concluded a multiple-picture pact with UA under which the indie will make two films this year for UA release: "Flight from Hong Kong" and "Mr. Tex." Anthony Quinn will star in the former, an adventure story which will be filmed on location abroad.

Another two-picture deal has been entered into by UA with Norman Krasna. Latter will produce, direct and write "The Ambassador's Daughter," to be filmed on location in Paris, and "Red Roses."

Kirk Douglas, producing via his recently formed Bryna Productions, will launch his schedule with "The Indian Fighter," story of a reckless adventurer who tries to foment a war between Indians and settlers after the Civil War. Picture will go into production in April. It is the first of six Douglas will make for UA. Subsequent pictures on the Bryna slate are "Viking Raiders" and "Van Gogh."

Other Indies Set

Joseph L. Mankiewicz, who has a four-picture commitment with UA via his Figaro, Inc., unit, will write and direct two of the films, the first being "The Story of Goya," to be made in Spain.

James T. Farrell's "Studs Lonigan," will be produced by Lew Kerner, president of the newly-formed Lew Kerner Productions, Inc.

Another newly-organized indie group, Crown Productions, is headed by Robert L. Jacks, Spyros S. and Plato Skouras, and the first project on the slate is "A Killer is Loose," which begins filming in March. Following will be "A Kiss Before Dying," in June.

From William H. Pine and William C. Thomas, both recently signed with UA, will come the first two of three planned for 1955: "Lincoln McKeever" and "Mountains Have No Shadows."

From other independents will come: Anatole Litvak, three as yet untitled films; Samuel Goldwyn, Jr., "The Deadly Peacemaker," starring Robert Mitchum, and "Sharkfighters"; Henry Fonda, the actor, six films over three-years, with Fonda in at least three.

Stanley Kramer's next film for UA will be a tale of Napoleon's conquest and occupation of Spain in 1808. Emphasis will be on the guerrilla fighting that went on until 1814, concluding with the ousting of the French. Picture, entitled "The Pride and the Passion," will be scripted by Edward and Edna Anhalt from "The Gun," a short novel by C. S. Forester. Kramer will produce, using VistaVision, in Spain late this year.

"New Orleans Uncensored"

(Columbia) 76 Min.

Cast: Arthur Franz, Beverly Garland, Helene Stanton, Michael Ansara, Stacy Harris, Mike Mazurki.

This is a weak program picture with a poorly written script, based on an excellent idea. Static direction gives the characters inane lines and sketchy characterizations. Told in a semi-documentary manner and shot on location partially in New Orleans, film has little action, except for some mob fight pier brawls. The principals do the best they can with their material and the end result is that the picture's title is exploitable and the New Orleans locale will be an asset in selling the feature in the South. This, along with the fact that there is a shortage of motion pictures, should lead the picture to average returns in the general market.

Story deals with lawbreaking among the dockworkers of the southern port. Arthur Franz heads the clean section of the longshoremen's faction trying to get the goods on boss Michael Ansara, who is pilfering cargoes as well as salary kickbacks. Ending finds Franz working with police and union chiefs in smashing the gang. The film has New Orleans Police Chief Joseph Scheuering playing himself, as well as the ILA Longshoremen's Union president, Al Chittenden, playing himself. Ralph Dupas, popular fighter in the South, and former champion Pete Herman, also appear as themselves. These are good touches and should help the film in the South.

REGIONEWS

ALBANY

Donald Gilson, owner of drive-ins at Canton, Alexandria Bay and Massena hopes to start work on a 700-car project on the other side of Massena in April, in anticipation of the boom which the Massena area will experience as a result of the St. Lawrence seaway project. . . . Norman Jackter, Columbia mgr., moved his family from an Albany apartment to a home at Niskayuna, outside Schenectady. . . . Mrs. Jane King of the Palace staff underwent a finger amputation resulting from an infection. . . . Smalley Theas. of Cooperstown, N.Y. signed a contract with Altec for servicing of its nine theatres comprising the upstate chain.

ATLANTA

Bill Cumbaa reports MCM Theas. preparing to build a 599-car drive-in at Leesburg, Fla., which will be the second there for this company. . . . Pete Lucas redecorated his Arcade Theatre in Kissimee, Fla. and added CinemaScope. . . . C. N. Roberds and A. E. Lord are new owners of Palm Drive-In, Savannah, Ga., with Norris Stephens buying and booking. . . . Grand Prize of a new car was won by Cliff Wilson of ABC Theatrical Ents. at first monthly session of Variety Midnight Supper Club, a special Tent 21 group formed to help finance the club's charities. . . . Mrs. Mills B. Lane, Jr. founder and board chairman of Variety's Cerebral Palsy School-Clinic was honored as Atlanta's Woman of the Year at a banquet attended by Mayor Hartsfield.

John R. Moffitt plans to open his Montgomery, Ala. drive-in for colored patronage around March 15. . . . The New Theatre in Huntsboro, Ala., will open soon. . . . Pat Murphy Rankin, secy. for Moffitt Theas., Montgomery, Ala., won a trip to Nassau in contest sponsored by a local store. . . . Atlanta WOMPI's Betty Rary, Johnnie Barnes, Edythe Bryant and Laura Kenny back after a trip to Jacksonville for the purpose of organizing a unit there. Janice Claxton of M-G-M was elected pres. of the Jacksonville group. . . . Closed for about six months, the Star Theatre in Crawfordville, Ga. was leased to B. H. Hart for two months to test whether business warrants continued operation. If it does, Hart plans to install new equipment. . . . R. B. Wilby, pres. of Wilby Theas., and Mrs. Wilby left for a trip around the world.

New owners: Trail Drive-In, Sarasota, Fla., J. Hunt; Jolin Theatre, Ariton, Ala., L. E. Searcy; Cecil Drive-In, New Brockton, Ala., J. W. Gayland, Jr. from C. W. Wade; Bama Theatre, Town Creek, Ala., W. F. Gatlin. . . . Recently closed: Pinson Theatre, Pinson, Ala., by H. P. Lawrence; Pal Theatre, Louisville, Ga., by Pal Amuse. Co.; Center Theatre, Knoxville, Tenn., by Jesse Key. . . . A heart attack proved fatal to Fritz Hugh Thomas, 53-year-old theatre owner in Huntsville, Ala., known as "Mr. Huntsville" because of his civic leadership. . . . Ritz Theatre, Hollywood, Fla., will soon be reopened by Tom Hagen. . . . Edward Gordon, Lincoln Theatre, Orlando, Fla., has a new son. . . . Universal sales mgr. George M. Jones in a hospital here for surgery.

CinemaScope installed in the Lincoln, Tuskegee, Ala.; Montgomery, Ala.; Talac Drive-In, Tallassee, Ala.; No. 1 Drive-In, Daytona Beach, Fla., managed by Ray Dunn. . . . Walter B. Lloyd, city mgr. for Florida State Theas. in Tampa, Fla., retired from the industry after some 33 years. . . . Mgr. Wm. Wilson celebrated the first anniversary of the Crib Theatre, Clearwater, Fla., by serving coffee and cake in the lobby. . . . Curley Burns welcomed back to Columbia's booking dept. . . . Doris Honea, formerly with Exhibitor Service, now with Buena Vista. . . . Dale Theatre, Clarksdale, Ga., closed for several years, will soon be reopened by Harry Miles.

BOSTON

Norman Francoeur has taken a lease on the Embassy Theatre, Fall River, from Wm. Purcell, who took over lease on the Metropolitan Theatre, Providence from Snider Circuit. . . . Chuck Bonchare, Mass. salesman for Alexander Film Co., took top honors in the company's national contest for First Year Salesmen, outgrossing 50 other newcomers. . . . Archold Berger, recently resigned as dist. mgr. for Smith Mgmt., appointed Larry Japson as mgr. of his Starlite Drive-In, Stamford, Conn., which they hope to open March 4. . . . Hy Fine, dist. mgr. for New Eng. Theas. entered Beth Israel Hospital for a gall bladder operation.

Independent Exhibitors, a unit of National Allied, will hold its annual meeting and election of officers March 1 at the Hotel Bradford, presided over by pres. Irving A. Isaacs. Importantly on the agenda is the subject of Toll TV. . . . Phil Bardeen closed his Milo Theatre, Milo, Me., due to lack of business. . . . The plan of offering reduced admissions to patrons over 65, started in Mid-Nov. by Stanley Sumner, managing dir. of the University Theatre, Cambridge, proved so successful that it was adopted by the other local houses, i.e., the Central Square, Brattle, Inman Square and Eliot. . . . A cocktail lounge has been added to the Brattle in Cambridge, 350-seat art theatre operated by Harvey and Halliday. . . . ATC's Central Square in Waltham returned to an art policy, directed at students from nearby Brandeis University.



Variety Club Tent 35 of New York honored Susan Ball, Universal star of "Chief Crazy Horse," with its Heart Award at the first in a forthcoming series of luncheons. Pictured (l. to r.): Dick Long; Miss Ball; Leonard Goldenson, pres. of United Paramount-ABC who made the presentation, and Edward L. Fabian, chief barker.

Two huge baskets of roses from the office staff greeted Ralph Iannuzzi and Bill Kumins of Warner's announcement of their promotions. Iannuzzi was upped to div. mgr. for New Eng., Albany, Buffalo and New Haven, while Kumins took over the former's post of branch mgr. . . . Stanley Warner reopened the Capitol, Everett, closed since 1952, under a split-week policy, with Wm. Murphy as mgr. . . . The Legislative Committee on Public Safety set Feb. 17 at the State House for hearings on five bills filed in the Legislature affecting the industry, most important of which is House Bill 718, petitioned by Joseph Wisnioski of Chicopee. . . . The girls of the 20th-Fox office tossed a luncheon for Bessie Cohen on announcement of her engagement to Sam Szanthmary of Brookline.

Stanley Sumner, managing dir. of the University, Cambridge, since 1926, has given up active management of the theatre, which he owns in partnership with Lindsay Hopper. He is being replaced by Nick Lavidor who resigned from E. M. Loew circuit as dist. mgr. Sumner did not announce his future plans. . . . Joseph Sadur, mgr. of the Olympia, Chelsea, won top honors in New Eng. Theas., "Profit and Prestige" managerial drive. Cash awards were also won by James Davis, Paramount, Lynn; Larry Burke, Capitol, Pittsfield; Norris Sims, Olympia, New Bedford; Francis Gooch, Temple, Houlton, Me.; Mrs. Marjorie LeTarte, Paramount, Ft. Fairfield, Me.

CHARLOTTE

Frances Woolen, appointed office mgr. for Sandy Films, formerly with Warner's. . . . A. T. Livingston was on the row buying for his new drive-in at Greenswood, S.C. . . . W. F. Harris, Jr. will travel N. and S. Car. for Harris Theatre Supply. . . . Jack W. Wadsworth appointed mgr. of the Belvedere Theatre, Charlotte. . . . J. W. Griffin, Jr., owner of Griffin and Grace theatres in Forest City, N.C., elected pres. of the local Chamber of Commerce. . . . George Ebersole, 20th-Fox sales representative, back at his post after a spell in the hospital. . . . Betty Patterson appointed office mgr. and booker by IFE sales mgr. Dave Williams. . . . The Plaza (colored) Gastonia, N.C., was closed by J. H. McDaniel.

CHICAGO

A modernization program amounting to $100,000 has been announced for the State Theatre in Roseland by new operator, N. S. Barger and Van Etten Bros., owners of the

CHICAGO (cont'd.)

building. It will include a new lobby, the addition of a deluxe refreshment bar, and only top pictures will be shown. Henry A. Stevens, gen. mgr. for the State, revealed that the theatre will cooperate with civic groups and merchants of the area and special events will be planned for the youngsters. LeRoy Jones has been named house mgr. . . . Lou Kravitz, recently elected v.p. of Filmack Trailer Co. to succeed Don Mack, transferred to the N. Y. branch, assumed his new duties as dir. of the TV sales dept. here.

Avon Products, Rockefeller Center, N. Y., bought Barger's Morton Grove Drive-In and will build a manufacturing plant on site. Barger also sold the Twin Drive-In here to Loew's Theatre Corp. . . . Burtus Bishop III, son of M-G-M div. mgr. Burtus Bishop, married Joan Helen Oclerich of Evanston. . . . Patricia Noyer, daughter of mgr. Erwin Noyer of B&K's Nortown, will marry Lt. Arthur Myberg of New Lennox, Ill., Feb. 26, and then go to Germany, where Lt. Myberg will be stationed. . . . Electricaire Co. has a new hand dryer on the market which they claim will reduce maintenance costs at least 75%. . . . Jan. amusement tax totaled $91,451.13, an increase of 5% over last year. . . . Ralph Smitha, gen. mgr. of Essaness Circuit, reports plans for opening the company's drive-ins on March 4, with showing of "Bridges of Toko-Ri.

Leo Burnett Co. signed a 10-year agreement with Flying A Productions of Hollywood for their latest TV western property, "Buffalo Bill, Jr., to be sponsored by Mars Inc. and Brown Shoe Co. The show will get under way about March 15 and star Dick Jones will make personal appearances after the first showing. . . . James Coston, local circuit owner, in N. Y. C. for conferences. . . . Clark Film Service now handling shipments for Dezel exchange in addition to Disney, Buena Vista, IFE and UA. . . . "Aida" being held over for a third month at the World Playhouse.

Film company labor negotiators and Colosseum officials will have another session shortly to continue discussions for a new contract for film salesmen. Old one expires Feb. 17. . . . M-G-M's elephant will be in town Feb. 28 to publicize opening of "Jupiter's Darling" at the McVickers Theatre on March 11. Norman Pyle is handling the publicity. . . . Ballantine Books Co. urging theatre owners to sell paper bound books at concession stands.

CINCINNATI

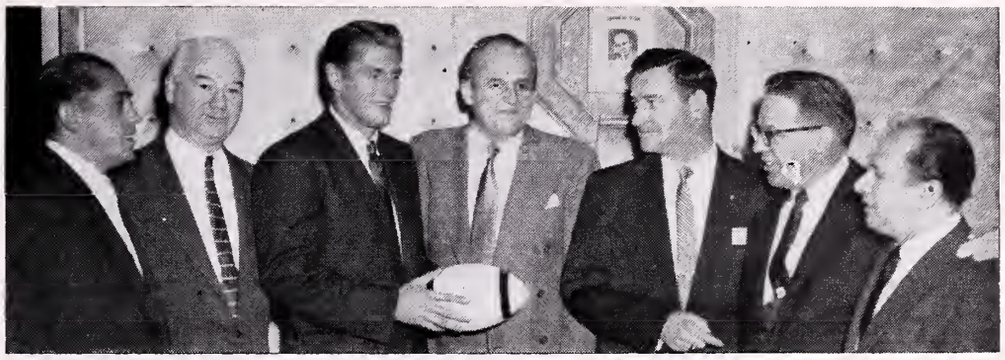
The 1,400-car ozoner under construction on Route 128 in Hamilton, O. by George Turlukis and associates, will be called Riverside Drive-In. Berlo Vending is installing equipment in the concession section, which will be large enough to hold 400 seats from which patrons can view the screen. The concession will serve meals throughout the day, even when theatre is not operating. A May opening is anticipated and in-car heaters will be installed to permit year-round operation. . . . Mrs. Mary Semelroth, Dayton, O. theatre owner, is out of the hospital and convalescing at home. . . . Roy Letsinger, exhibitor of Amherstdale and Man, W. Va., suffered a broken ankle in a fall. . . . Edwin H. Mayer, a charter member of Variety Tent 3 and well known in film circles here, passed away.

Herman H. Hunt was elected pres. of Theatre Owners Corp., with Willis Vance as 1st v.p.; Gordon C. Pape, 2nd v.p.; Maurice Chase, treas.; F. W. Huss, Jr., secy.; James W. McDonald, asst. secy.-treas. & gen. mgr. . . . Stuart Johnson, operator of the Webster Theatre, S. Webster, O., is building a new home in that town. . . . S. C. Tabor advises that the Tabor Theatre, Olive Hill, Ky., which was destroyed by fire several months ago, will not be rebuilt.

Robert C. McNabb, 20th-Fox branch mgr., was installed as chief barker at the recent Variety Club dinner-dance. Mrs. Herman H. Hunt was installed as pres. of the Ladies' Auxiliary. . . . Irving Tombach, local Warner publicity representative, is busy plugging the company's new hit, "Battle Cry." . . . James Conn, National Theatre Supply branch mgr., attended the drive-in convention in St. Louis. . . . Bob Doppes, U-I booker, became a father with the birth of a son named Glenn. . . . Albert Sugarman, former film executive who became a theatre owner, died in Miami, Fla. at the age of 63. The present World Theatre is operated by his son Charles.

CLEVELAND

James Dempsey, drive-in theatre owner of Toledo, is completing his newest ozoner there and hopes to have it ready for beginning of the season. . . . Other new projects being readied for early spring opening are George Bender's drive-in in Fremont and the newest drive-in for George Manos in Cochocton. . . . Testimonial dinner planned for Ernie Sands, who was promoted to dist. mgr. of Warner's New York office, was postponed from Feb. 28 to March 7 because of the convention of Ohio Independent Theatre Owners. The dinner is being sponsored by motion picture salesmen and the local Variety Club and will be held at the Theatrical Grill. . . . The first meeting in connection with Brotherhood Week, held in the 20th-Fox screening room, was attended by branch and office mgrs., salesmen and exhibitors. Chairman for distribution is Dan Rosenthal of UA, and for exhibition, Meyer Fine of the Associated Theatre Group.



Turnout at special press luncheon in Cleveland for Elroy (Crazylegs) Hirsch, star of Warner's "Unchained" who was on a 14-city personal appearance tour, included (l. to r.): Ernest Sands, Warner branch mgr.; Milt Mooney, Community Circuit; Hirsch; Howard Bigley, mgr. Stanley-Warner's Allen Theatre; Fred Lentz and Jack Armstrong of Armstrong Theatres, Toledo, and Joe Weinstein of S-W Theatres, Cleveland.

DALLAS

Damage from fire which destroyed the Airway Theatre here, is estimated at $40,000. Fire-proof projection booth saved the cameras and $400 worth of film. . . . Dallas WOMPI's announced a special luncheon, with Feb. 24 as tentative date, to honor oldest and pioneer film distributors and exhibitors in Texas. In addition, all theatre men in the business 25 years or longer, in any capacity, will also be guests. . . . Neighborhood theatres, 11 included, now get a special column in the Dallas News, "Kid Matinees," listing time and place of Saturday cartoon and fun feature films.

Jerry Pickman, Paramount's ad-pub. chief, and exploi. mgr. Herb Steinberg were in town to arrange for forthcoming run of "The Country Girl" in Texas. Dallas opening is set for the Palace on Feb. 17. . . . The screen at the Tower Theatre will be given over to a telecast of the 1955 "ANTA Album," by Broadway producer Gilbert Miller, assisted by Maurice Evans, Vinton Freedley and Walter Wanger. . . . Karl Hoblitzell, pres. of Interstate, made the University of Texas custodian of a rare set of Shakespearean plays and a grant of $1,000 for preserving Texas historical material through the Hally Bryan Perry fund.

Theatres are according the ultimate in promotion for many picture openings here in the test producer-exhibitor ad campaign launched in mid-Jan. For "Vera Cruz," at the Majestic, a contest for answering 18 questions before seeing the show will reward the winner with a nine-day vacation in Mexico, including a visit to Vera Cruz. . . . E. Texas Theas. appointed Frank Gillespie of Rusk, Tex. to be city mgr. of its houses in Henderson, succeeding A. T. Boren, who resigned. James Pryor was named to succeed Gillespie at Rusk.



Dallas exhibitors were the guests of 20th-Fox at a cocktail party and preview showing of "The Racers" in CinemaScope, starring Kirk Douglas, Bella Darvi and Gilbert Roland. Pictured (l. to r.) are Fox's Grady Goodwin, booker; Walter Hansen, head booker, and Mark Sheridan, branch mgr.; also Vean Gregg, Interstate-Texas Consolidated Theatres booker.

DENVER

The Paramount will be utilized for the CARE benefit closed-circuit telecast on March 28. Denver, one of 40 cities to see the show, is the only city in the Rocky Mountain region. The committee hopes to realize about $4,500 for the charity. . . . Hal Fuller moved his Dimension Picture headquarters from Salt Lake City to Denver. . . . Richard Ivy, formerly a salesman here for Paramount, is now asst. booker for Columbia in San Francisco. . . . Cy Lee closed his Poppers Supply, sold the remaining stock and equipment to National Theatre Supply, and is moving to Colorado Springs to enter another business.

Ralph Batschelet, who managed theatres in Denver prior to his connection with Television Theatres Inc., resigned as v.p. and gen. mgr. of that company to enter another business. . . . John Notman sold the Zia at Las Lunas, N.M. to Joe Willis. . . . Mrs. M. J. Stroup sold the Wyolin, Lingle, Wyo., to G. M. Kinnan. . . . Wm. Fitzgerald, publicity director of the Denham, underwent an emergency appendectomy at St. Luke's Hospital. . . . Mr. & Mrs. J. C. Johnson, Fairview, Mont. theatre owners, passed through Denver on their way to a Calif. vacation.

The Aladdin's first film with its new CinemaScope equipment was "Prince of Players." . . . Herb Buschmann, UA salesman in New Mex., headquartering at Albuquerque, was in Denver to pick up his new company car, a Chevrolet 8. . . . Chas. Gilmour, pres. of Gibralter Ents., and Mrs. Gilmour went to Hawaii for a three-week vacation.

DES MOINES

Dean Jones was named mgr. of the State in Cedar Rapids to succeed Heleny Davey, who is now asst. to Harry R. Moore, Tri-States city mgr. and mgr. of the Paramount in Cedar Rapids. . . . Members of the board of the Marcus Theatre in Marcus are making plans to reopen the house in the very near future. . . . For the second consecutive year, R. M. (Dick) Phillips mgr. of the Algona Theatre in Algona, was honored as "master showman of the year" by Central States. He was chosen over 50 other theatre mgrs. in Iowa and Neb. and received a gold cup and cash prize.

The Rivola Theatre in Oskaloosa was completely redecorated and is now a first-run house. . . . Two special matinee showings of "Julius Caesar" were held at the Perry Theatre in Perry for students, planned by mgr. Carl Schwanebeck to furnish background for their history and Latin studies.

Eddie Osipowicz, owner of the Ritz in Correctionville, announced the purchase of a new CinemaScope lens and screen which will be put into use the latter of Feb. when remodeling of the theatre is completed. . . . Kenneth Moore purchased the Logan Theatre in Logan from Alan Gardner, who operated it the last two years. New owner will appoint a mgr. and plans a number of improvements in the building and equipment. . . . Howard Brookings, owner of the Oakland in Oakland announced a remodeling program which will rearrange the seats for greater patron comfort.

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Governor G. Mennen Williams of Michigan signs a proclamation on behalf of M-G-M's "Go-To-The-Movies-Month," as Verne Sicotte, head of Michigan's Butterfield circuit, looks on. All theatres in the Butterfield circuit are displaying this giant blowup.

H. N. Schrodt, mgr. of the Drive-In near Marshalltown, is reading clerk of the Iowa House of Representatives, now in session in Des Moines. . . . Elias Garbett, Sr., 78, veteran theatreman, died of a heart ailment. He retired in 1953 as mgr. of the Avalon, neighborhood theatre in Des Moines. His son, Elias M., is one of the owners of Iowa United Theas. . . . Clifford L. Niles, 76, former owner of the Niles in Anamosa, died of cancer. He, at one time, owned a chain of eight theatres in eastern Iowa. . . . Motion pictures specifically, regarding obscenity and indecency, would be brought under Iowa law in a bill introduced by a 26-member committee on safety and law enforcement, headed by Chester A. Scheerer (Rep., Boone), to strengthen the law against showing of immoral pictures. The proposed amendment would insert the words "moving picture" after the present word "show" for purposes of clarifying the law.

DETROIT

Michigan Allied's annual convention at the Statler, Feb. 22-23, will be dedicated to ways and means of improving theatre attendance. The entire first day will be devoted to M-G-M's Ticket Selling Workship by Marion L. (Mike) Simons, director of customer relations. . . . S. Hurok, while in town in connection with "Aida," which opened at Sol Krim's Krim Theatre, talked with local promoters on his forthcoming "Midsummer's Night Dream." . . . Pierre LaMarre of Coop. Theas. of Mich. and Bob Parson of Warner's are among the original organizers of newly-formed Detroit Theatre Club, which hopes to build or acquire a theatre building of its own. . . . Openig night receipts for "Cinerama Holiday" were pegged for the Detroit Memorial Hospital.

Edward Wrona succeeded Walter Janice as mgr. of Sterling's West End Theatre. . . . Our regular scribe, Hal Reves, reports from the Coast that he visited circuiteer Alex Schreiber's big bowling alley on Sepulveda Blvd. in L. A. but missed Alex in person. . . . Joe Denniston's new 1,200-car drive-in at Monroe will be called "The Denniston." A May 1 opening planned. . . . Management of the Bogar and Garden theatres will remain in the family, following recent demise of William G. Thick. . . . Walter Zemmol was appointed student booker at U-I.

The 60th anniversary of Detroit Federation of Women's Clubs coincided with their clubhouse celebration and exposition commemorating the 60th anniversary of the motion picture, made possible through cooperation of H. H. Brown, pres. of United Detroit Theas. . . . Sol Krim installed an ultra-modern TV lounge in his Krim Theatre, Highland Park. . . . D. J. Lewis, head booker for Coop. Theas. of Mich. and Wisper & Wetsman Circuit, reports enthusiastic response to trade preview of "The Racers," shown at the Royal Theatre with complete new stereophonic sound and projection equipment. . . . Among Detroiters who attended the 2nd annual Drive-In convention in St. Louis were Robert Buermele, Jack Lockes of Grand Rapids, Nick Karis and Ralph Mardsen of Muskegon.

HOUSTON

John Winbery was transferred from the New Orleans office to head the new Columbia branch office opened in Houston to serve theatres south of Austin, between the Rio Grande and Louisiana line. Jim Hudgins from Oklahoma City was appointed asst. Other distributors who have acquired land in Houston for branch offices are Warner's, 20th-Fox, U-I and M-G-M.

KANSAS CITY

In line with M-G-M's plan, Mayor Wm. E. Kemp of K. C. and Gov. Phil Donnelly of Mo. issued proclamations designating the first four months of the year as "Let's Go to the Movies" time. . . . The K. C., Kans. Board of Review equipped its screening room

Watch These Dates!

Feb. 22-23: Detroit — Allied Theatres of Michigan convention—Statler Hotel.

Feb. 28-March 1: Oklahoma City — Allied Theatre Owners of Oklahoma convention —Skirvin Tower Hotel.

March 1: Boston — Independent Exhibitors of New England annual meeting.

March 1-2: Columbus — Independent Theatre Owners of Ohio convention—Deshler-Hilton Hotel.

March 2-3: Kansas City—Kansas-Missouri Theatre Assn. drive-in session and convention.

March 10-11: Dallas—Texas Drive-In Theatre Owners Assn. convention—Adolphus Hotel.

March 21-22: Pittsburgh — Allied Theatre Owners of Western Pennsylvania 33rd annual convention—Hotel Roosevelt.

March 28-30: Milwaukee — Allied Independent Theatre Owners of Wisconsin spring convention—Schroeder Hotel.

April 18-22: Chicago—Society of Motion Picture & Television Engineers (SMPTE) convention—Drake Hotel.

May 2-3: Minneapolis—North Central Allied Independent Theatre Owners convention—Nicollet Hotel.

May 10-12: Lake of the Ozarks—Missouri-Illinois Theatre Owners and Kansas-Missouri Theatre Assn. joint meeting—Arrowhead Lodge.



Handshake between Gina Lollobrigida and Producer Harold Hecht concludes deal setting star for role in Hecht-Lancaster's "Trapeze," which United Artists will release. Witnessing contract signing in Rome is Gina's husband, Dr. Miko Skofic.

KANSAS CITY (cont'd.)

for CinemaScope. Mrs. Frances Vaughn, board chairman, attended censors' conference at Norfolk, Va. . . . Bill Gobel moved from Consolidated Agencies' Crawford Theatre in Wichita, Kans. to the Palace as mgr., replacing Bill Wade, who returned to St. Cloud, Minn. . . . L. & L. Popcorn Co. has added a repair shop for Buttermat machines. . . . Dr. and Mrs. John A. Marsh of K. C went to N.Y.C. for the premiere of "Cinerama Holiday," which stars them as typical European tourists.

Theatres in this area recently installing new equipment include these in Kansas: Arthur Greenwood's Ritz at Ashland Paul Wheeler's Barlow at Bird City, W. D. Bancroft's Hillcrest Drive-in at Ottawa, the Miner at Moran and Dickinson's Princess at Topeka; in Mo.: Elmer Bills' Lyrie at Salisbury, El Jon at Brunswick and Commonwealth's Crest Drive-In at Hickman Mills and Regent in K. C. . . . New mgr. at the Bandbox, Mason City, Ia., is Jim Gray. . . . With Gene Snitz of the sales staff as host, Columbia screened "The Long Gray Line" at the Mary Lou Theatre in Marshall, Mo. for exhibitors and the press. . . . John Huston, former owner of the Melba, Hamilton, Mo., came from Florida to manage the Melba and remodeled Sunset ozoner for Mr. and Mrs. R. D. Fisher of Willow Springs, Mo.

Commonwealth personnel changes in K. C. and nearby towns include transfer of Bill Walter of the Crest in K. C. to Joplin, Mo. to supervise the Crest and Tristate there, with Darrel Manes moving from the Sunset at Springfield, Mo. to manage the Crest in K. C. Springfield drive-in operations will be supervised by Dale Mowrey of Joplin with Jack West as asst. Ralph Rhodes, formerly with the Ashland in K. C., will manage Highway 50 Drive-In at Sedalia, Mo., and new mgr. at the Pines in Excelsior Springs, Mo. is Milton Fletcher from the Dixie at Searcy, Ark. Bert English will manage the Great Bend Drive-In and Ken Deeter the Ellenwood Drive-In, both Great Bend, Kans. ozoners recently bought by Commonwealth. A meeting for drive-in managers has been set for Mar. 4 at the Hotel President with M. B. Smith as emcee.

MIAMI

Olympia Theatre reopened with first-run policy. . . . Sidney Meyer, co-owner of Wometco chain, in New York for surgery. . . . Robert Hilton, former asst. mgr. at the Trail, now mgr. at the Royal. Other managerial changes include Bill Goller from the Town to the Surf, replacing Dick Trecease, now at Sunset in So. Miami; Jim Frazier to Center as mgr., replacing Flynn Stubblefield, now at Tower Theatre; Del Powell, asst. at 27th Ave. Drive-In, now mgr. of North Andrews D-I, Ft. Lauderdale.

The Sunset Theatre is now a Wometco house. . . . Mrs. Edward Claughton announced annual awards for employees in the "Courtesy is Contagious" campaign to Howard Gale, doorman at the Circle; Virginia Hooks, cashier at Embassy; Mabel Borton, cashier at Royal; Marjorie Bard, concession attendant at Circle; Richard Lewis, usher at Embassy, and Sara Call, cashier at Royal.

MILWAUKEE

Gran Ents. reopened the Century Theatre here, after being closed for some time during a bankruptcy suit, with Mrs. Florence Kreischer, former mgr. of the State, as mgr. Theatre was purchased for $92,500. Wide screen and CinemaScope were installed and it is planned to show foreign films one night a week. . . . L. F. Gran, pres. of Gran Ents., which filed a formal application with the FCC for TV channel 12, now being used here by Station WTVW, advised the FCC that he would petition for a hearing to contest application of the Hearst Corp. for purchase of the station for two milion dollars.

Wisc. Allied's spring convention will be held at the Schroeder Hotel March 28-30. Pres. S. J. Goldberg announced the appointment of Angelo Provinzano, of the Alamo and Pix, as gen. chairman of the event, and completion of arrangements with Mike Simons to hold an M-G-M Workshop meeting the first day of the convention. . . . John Mednikow, National Screen branch mgr., is reported doing fairly well at Mt. Sinai Hospital after a serious operation.

National representative of Variety, John Jones, installed the new officers of Wisc. Variety at a banquet held at Miller Inn. Oliver Trampe is the new chief barker; Edward Johnson, 1st asst.; Morris Anderson, 2nd asst.; Harold Pearson, property master; Wm. J. Pierce, dough guy. New members recently initiated are: Jerry Franzen, gen. mgr., and Erwin Cinatl, booker, Cinema Inc.; Ed Nelson, Merchandise Corp.; Clifford Lorbeck, gen. mgr., Super Display, and Douglas Groenert, salesman, Theatre Equip. Co. . . . Don Perlewitz of the Parkway Theatre left for a Florida vacation.

MINNEAPOLIS

The Village Council of suburban Golden Valley decided to uphold an anti drive-in ordinance put on the books by a previous council, temporarily killing plans for a proposed $600,000 amusement center which was to include an outdoor theatre. Backer of the project, Walter F. Stepnitz, a St. Paul insurance man, thinks he can persuade the suburb's residents to approve the project. . . . Howard Gould has taken over management of the Crystal at Glencoe, Minn. for brother George, who will devote his time to other business interests. . . . Oren Williams will reopen the Audio at Colfax, Wis. on Feb. 26. . . . W. L. Diemert closed the Roxy at Steele, N.D.

CinemaScope equipment was installed in the Sherburn at Sherburn, Minn. . . . John Norgang, operator of the New Lake at Rib Lake, Wis., is vacationing in Mexico. . . . Charles Weiner, sales rep. for Buena Vista, attended the company's first regional sales conference in Chicago. . . . 20th-Fox had a screening of "The Racers" and a cocktail party for head buyers of the various circuits. . . . Ivan Fuldauer, M-G-M midwest press rep., was in showing the ropes to Norm Levinson, new regional press man. . . . Don Swartz, operator of Independent Film Dist., is sporting a nice tan after a Florida vacation. . . . C. J. (Fay) Dressell, RKO branch mgr., was in St. Mary's Hospital for checkup.

NEW HAVEN

An early April opening is planned by Jack Leito for the 503-car ozoner under construction at Glastonbury, Conn. Meanwhile, opponents of the drive-in have appealed to the Common Pleas Court a decision of the Zoning Board of Appeals which held that the building inspector had erred in refusing to grant a building permit for the project. . . . An April 10 opening is scheduled for the 850-car ozoner being built at Southington, Conn. by Ames Construction Co. of Hartford, who leased the house to Perakos Circuit. . . . Sal Adorno, Jr. also plans to open his new 800-car Middletown Drive-In early in April.

Capacity of the East Hartford Drive-In, South Windsor, is being increased from 700 to 1,000. . . . The independent Crown Theatre, Hartford, now being extensively remodeled, is reducing its seating capacity from 840 to 760. Air conditioning, CinemaScope



Charles Smadja (left) is interviewed by the trade press at New York conference announcing his election as United Artists v.p. in charge of European production. Participating in the meeting are Arnold M. Picker (center), v.p. in charge of foreign distribution, and v.p. Max E. Youngstein. In his new post, Smadja will supervise production in France, Italy, Germany and Spain and will continue to handle European distribution of UA releases.

NEW HAVEN (cont'd.)

and stereophonic sound are also being installed. . . . Thomas D. Grace of Eastwood Theatre Corp. was elected a director of the East Hartford Chamber of Commerce. . . . Liggett & Florin, N.Y. buying and booking office, is now servicing the five-unit Hartford Theatres Circuit.

Drive-In theatre applications filed by Albert M. Pickus, owner of the Stratford Theatre, and James Sniffen, Stratford businessman, have been turned down by the Planning and Zoning Board because of a 1950 ordinance which prohibits construction of a theatre without four walls and a roof. . . . Initial drive-in venture by theatre owner George LeWitt of New Britain is reported under way in Berlin. . . . James Darby, mgr. of the Paramount, New Haven, won a cash award in New Eng. Theas. "Profit and Prestige" managerial drive.

NEW YORK

Chesapeake Industries, as parent company for Eagle Lion, won its appeal from a judgment dismissing its $15,000,000 (triple damages) anti-trust suit against Loew's Inc., RO Theas. and RKO Film Booking Corp. The U.S. Court of Appeals reversed the ruling of federal dist. court and remanded the anti-trust suit for trial. . . . "Three For the Show," Columbia's Technicolor CinemaScope musical, will premiere at the Roxy Theatre on Feb. 24. . . . Motion Picture Bookers Club changed the date of its annual theatre party to April 21. The new hit show, "The Desperate Hours," was selected.

Max E. Youngstein, v.p. of United Artists has been nominated as pres. of Cinema Lodge of B'nai B'rith. Elections will be held at a meeting scheduled for the Sheraton Astor on March 24. . . . Office of Theatre Equipment & Supply Mfrs. Assn. (TESMA) was opened in the Times Tower Bldg., Rm. 1210. . . . The 2,000-seat Bronx Opera House, a landmark in the Bronx, has been acquired by Morris Goldman & Associates from the Schnaufer family. . . . Italian Films Export and IFE Releasing Corp. moved into new quarters in the Paramount Bldg. Various departments, formerly divided between the 18th and 15th floors at the same address, now occupy the entire 14th floor. . . . Loew's Theas. tenth payment to the Will Rogers Memorial Hospital of $4,711.43, brings that circuit's total contributions since the lobby plan has been in effect to $33,402.13.

OMAHA

Bernard J. Dudgeon, mgr. of Omaha's West Dodge Drive-In on U.S. Hyway 30, is donating his large roadside marquee for safe driving education until late in March. . . . Meyer L. Stern of Lippert Picts., 1508 Davenport St., will handle distribution of "Martin Luther" in the Des Moines-Omaha territory. . . . Gov. Victor Anderson and all of Nebraska's 43 state senators signed a proclamation designating Feb. as "Go to the Movies Month," which was prepared by film men Herman Gould and Bob Stone, and also inked by outgoing Gov. Robert Crosby. Gov. Ed Johnson of neighboring Colorado refused to sign a similar proclamation.

J. Robert Hoff of the Ballantyne Co. was installed for a second term as chief barker of Omaha Variety Tent 16. A highlight of the evening was presentation by International chief Marc Wolf of a painting of himself by Mrs. Walter Green, whose late husband was one of the founders of the Omaha tent. . . . Station WOW-TV started telecasting of 22 of the so-called "Million Dollar Movies" in the Omaha trade area. The class A feature films, which cost some $47,000,000 to produce, will continue Sunday nights thru July 3, starting with "Magic Town" and "Miracle of the Bells."



Biggest premiere of a motion picture ever held in Baltimore, Md. was that accorded Warner's "Battle Cry" at the Stanley Warner Theatre for benefit of the American Heart Assn. Shown here (l. to r.): Tab Hunter; Mona Freeman; ex-Marine Donald Heilman, recipient of Baltimore Heroes award; author Leon Uris and Raoul Walsh.

PHILADELPHIA

Variety Tent 13 will honor Judge Leo Weinrott new appointee to Common Pleas Court 5, at luncheon on Feb. 28 at the Bellevue-Stratford. . . . Passed away; Alexander E. Lessy, 78, former owner of theatres in Phila. and N.J.; Philip Blaustein, 60, former theatre operator in Trenton, N.J.; Daniel Negley, 60, mgr. of the Majestic, Bridgeton, N.J.

David Supowitz, architect and member of the local Variety Club, will design an additional 12 stores for the City Line Shopping Center. . . . Mel Fox plans to add a drive-in, night swimming and name dance bands to the recreation area in Olympia Lakes, N.J. . . . Office mgr. Harry Brillman reports that Screen Guild is handling distribution of "Gangbusters" as well as "The Immortal City," a religious subject suitable for Lent playdates. . . . Ed Gabriel's Capital Film Exchange is handling "King of Kings" for the 28th consecutive year. . . . Stanley-Warner reopened the New Palace. A fall wedding is planned by Carl M. Beresin, Leo Beresin's son, and fiancee Connie Goldman of Melrose Park.

Harold Eskin will not operate the Bromley after April. Theatre is scheduled for conversion to a dance hall. . . . Offices of Allied ITO of E. Pa. and Allied M.P.T. are now in the Abbott Bldg., 201 N. Broad. . . . Elmer Hollander is back in this territory as a special representative for Distributors Corp. of Am. . . . Fox in Bordentown reopened under new name of Sharon Theatre. . . . Nicholas Capone and Michael Fonde are now operating the Center Theatre in Trenton.

Mr. & Mrs. Ben Shaver are now doing their own booking and buying for the Shaver Theatre, Shavertown, Pa. . . . C. D. Weiser reopened the Palace in McClure. . . . Roy Sullender's National Service is booking and buying for the York in Williamsport. . . . Joseph Lombardi & Sons took over the Cameo in Phila. . . . Scabo Bros. plan to build a 1,000-car drive-in near Scranton and another 1,000-car project near Wilkes-Barre. . . . Jay Wren is new film buyer for the Viking Theatre.

Mel Koff's Glenside Amuse. Corp. was purchaser of the Keswick Theatre, Glenside. The house is being refurbished. . . . John Kelly is new mgr. of the Sterling Theatre in Wilkes-Barre, replacing Marcus Levan. . . . The case of Jerome Myers, former mgr. of the Adelphia, in which he protested an additional assessment of $42.78 in amusement taxes, has been taken under advisement by the Tax Review Board.

PITTSBURGH

Allied Theatre Owners of Western Penn. will hold its 33rd annual convention and showmanship forum at the Roosevelt Hotel, March 21-22, which will this year include an equipment mart and exhibit displaying the newest innovations in theatre equipment. Harry Hendel is gen. chairman of the event. Allied's registry contains 175 independent theatres in western Penn.

More than a score of leading Pittsburghers together with movie top brass attended the Variety Club's tribute to Harold Cohen, named outstanding movie critic of the year. . . . "Mr. Hulot's Holiday" broke the Squirrel Hill's all-time single-day box-office record with take of $1,400. . . . Merger of the Bert Stearn and Lou Hanna enterprises on Film Row is now complete and will operate as Stearn-Hanna Cooperative Theatre Service. Stearns and Hanna continue as top execs. and William H. Brooks as gen. mgr., with Joe Hanna as his asst. They have a registry now of 165 theatres.

PORTLAND

The Rainier Theatre, Rainier, Ore., has been purchased by Mr. and Mrs. C. R. Hess of Portland from A. D. Dahlgren. New owners plan installation of new projection equipment and a wide screen. . . . "Prince of Players," which opened for a week's run at Evergreen's New Fox Theatre, was cancelled out the third day because of poor attendance. . . . F. H. Fleur, mgr. for Adamson theatre chain, Albany, Ore., reports that receipts at his three houses in 1954 were way ahead of 1953. . . . Russell Brown, Evergreen's gen. mgr., is pinch-hitting as editor of "Showman," National Theatres' house organ, subbing for Dean Haskell who is hospitalized with a broken hip.

ST. LOUIS

Bloomer Amuse. announced plans to build two new ozoners, costing about $400,000 each, one near Cahokia Downs Race Track and one near Scott Air Force Base, to be completed by June. . . . Officers of Mo. Ill. TOA approved arrangements to hold the third annual joint meeting with Kans. Mo. Theas. Assn. at Arrowhead Lodge on Lake of the Ozarks May 10-12. . . . Exhibitors Film Plan-

ST. LOUIS (cont'd.)

ning Group, sponsored by TOA to help solve the film shortage problem, will hold its first meeting in St. L. to enroll local support for the new company. . . . Lou Ansell warned MITO of bills in the Mo. Legis.ature and Bd. of Aldermen in St. L., requiring employment of licensed engineers to run and service air-conditioning systems.

Andy Dietz obtained national rights to motion picture and theatrical distribution of carry-out trays that are automatic. Dietz Ents. added three new theatres to its list of clients: Airport Drive-In, Paducah, Ky.; Charleston D-I, Charleston, Mo., and House of Stars D-I under construction near Chaffee, Mo. Jack Kane, head of Concordia Picts., which is handling "Martin Luther," has taken office space with Dietz. . . . C. J. Callahan of Chicago is reported to be planning early construction of two 500-car ozoners, near Farmington and Louisiana, Mo. . . . Mike Nash, veteran exhibitor here, is a patient in St. Luke's Hospital for a glandular condition. . . . A Mo. charter was granted to Highway 39 Theatre Corp., St. L., headed by H. H. Stern, M. E. Meyer, Jr. and B. L. Liberman.

All ready to become law in St. L. is a new ordinance permitting one-man operation of local motion picture theatres and reversing a 25-year-old law requiring two operators on duty for each shift when more than one projector is used. . . . Howard Spiess, new booker-buyer for Midwest, will service the circuit's houses here, in Kansas City and Indianapolis. . . . C. K. Paisley's 350-seat Mark Twain at Perry, Mo., which reopened recently, is currently operating weekends only. . . . Closing of the old 428-seat Lyric Theatre was averted when local businessmen paved the way for continuance. Earl Dawson was elected pres. of the company; Byron Hill, v.p.; Frank Greer. secy., and Dr. O. Ott, treas. Greer is also mgr. . . . Bill Heckenkamp, Paramount booker, became the father of a third boy, named Geoffrey Scott.

The J. B. Stewarts closed their 350-seat State at McClure, Ill. for an indefinite period, as did Jesse Bizzel, Jr. his 400-seat City at Mound City, Ill. . . . The Southway, closed by the Wehrenberg Circuit because of poor business, may be reopened soon by new lessees. . . Louis deRochemont, producer of "Cinerama Holiday," will be guest speaker at a Feb. 21 luncheon here celebrating the 40th year of the Junior Chamber of Commerce movement in St. L. . . . Joe and Esther Ansell, local exhibitors, were honored at a Variety Club dance on their Golden Wedding anniversary.



Richard Egan (center), co-star of Howard Hughes' "Underwater!", during a five-day tour of six cities on behalf of the Superscope-Technicolor production, meets with George Beatty (left), exec. asst. to William Goldman and head film buyer of Goldman Theatres, Philadelphia, and RKO branch mgr. Charles Zagrans. Film also stars Jane Russel, Gilbert Roland and Lori Nelson.

Missouri-Ill. Theatre Owners Assn. officers and directors approved new quarters on the east side of Leonard Ave., large enough to accommodate monthly meetings and with facilities for serving food. . . . Komm's 900-seat New Shenandoah Theatre, recently refurbished, was renamed the Apache. . . . Carson Rodgers, pres. of Rodgers Theas. of Cairo, Ill., recovering from surgery. . . . Martin Davis, former mgr. of the Hi-Way and Rio theatres here, joined Komm-Jablonow and is assembling a staff for the new Holiday Drive-In, which he will manage. Fred Roemer is new mgr. of the Hi-Way after a short stint in the dry cleaning business. . . . Ben Beckett became mgr. of the Park in Valley Park near St. L., following purchase of the house by Joe Beckett from the Mounsa Estate.

SALT LAKE CITY

A $42,500 improvement program currently in progress at Fox Intermountain's Orpheum and Chief theatres in Pocatello, Idaho, will include large new electric signs, new carpeting, improved CinemaScope screens, repainting, and overhauling of seats, according to city mgr. Ralph Roe. . . . F-I dist. mgr. Jack McGee announced the appointment of Shelby Doty as mgr. of the Montana Theatre, Butte, Mont., and transfer of Russell Page from the Wyo Theatre in Cheyenne, Wyo. to management of the Babcock at Billings, Mont. . . . Bob Loftis was upped from shipper to booker at the Columbia exchange. . . . Mgr. Marvin George reaped capacity business at the Capitol with the stage presentation of "The Ballet Theatre" for two performances.

Film Service Corp., in charge of Sid Cohn, will handle buying and booking for the Riverdale Drive-In at Ogden, Utah, and the Motor Vu Drive-In at Blackfoot, Idaho. . . . Columbia dist. mgr. Wayne Bell is expected here for a visit with newly appointed branch mgr. S. S. McFadden. . . . Queen Theatre, Bountiful, Utah, was taken over by Irving Gillman. CinemaScope has been added and a renovation program is under way. . . . The circuit of Jack Swanson and brothers, who recently added the State Theatre to their operations, are now known as "The Swanson Showcases." . . . The new Marysvale Drive-In at Marysvale, Utah, set to open early this spring, will be operated by Mrs. Forrest King.



Universal office managers and head bookers from nine of the company's eastern branches gather in New York for a two-day series of meetings to study more effective ways of servicing customers on prints and availability. L. to R: (seated) Al Marchetti, Albany; John Daly, Gabriel Malafronte, Tom Murray, C. J. Feldman, Ray Moon, Irving Weiner and Harold Pingree, N. Y. home office; (standing) Bill Probst, Pittsburgh; Jimmy Davidson and Donald Schwartz, N. Y. Exchange; Ernie Ziegler, h.o.; Stanley Sudman, Boston; Frank Musto, Cleveland, Ray Forman and Bob Miller, Washington; Jimmy Ley, Pittsburgh; Leo Simon, N. Y. Exchange; Eva Cooperstock, New Haven; Carl Miller, h.o.; Joe Azzarano and Fred Fortunato, Philadelphia; Jerry Yogerst, Buffalo.

SAN FRANCISCO

Lew Williams, former mgr. at Fox Cinema Theatre, now at the Orpheum, with Ray Glasgow replacing him at the Cinema. . . . Brockway Theatre at Lake Tahoe is reopening. . . . Jack Lane, Delta Theatre, Brentwood, busy with a remodeling job. . . . Star Theatre, Gonzales, will be reopened by Mr. & Mrs. F. Martinez. . . . Port Chicago Theatre, Martinez, closed—reason unknown. . . . Porterville Drive-In being reopened by owners C. N. Spivy and Vern Schwin after installing CinemaScope.

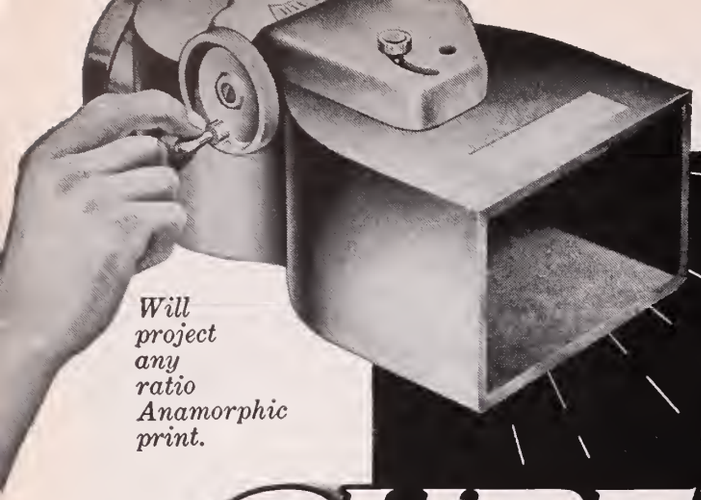
Earl Long, Paramount dist. mgr., named chairman of exhibitors luncheon for national campaign for Korean Relief. . . . Decoto Theatre, operated by Joe Gonzales, now being run by owner T. Hernandez. . . . King Trimble, Paramount salesman, fully recovered from bad knee infection, is now minus his cane. . . . Lippert ozoners scheduled for early opening. . . . Nick Laurice, operator for many years with Warner, passed away after a lengthy illness. . . . New CinemaScope screens installed in Calaveras Theatre, San Andreas, operated by Robert Paton, and at Bob Borovoy's Cortland in S.F.

Collector of Customs Chester MacPhee dashed hopes of Maury Schwartz, operator of the Bridge Theatre, that sophisticated S.F. would be more lenient toward his imported French film, "Dominica," when he decided that two of its scenes were sufficient grounds to sustain a "no show" recommendation unless deleted. . . . Local movie houses pleading with NBC to shift comic George Gobel from the 10 P.M. Sat. spots, which keeps too many people in when they should be out — at the movies, of course. . . . Bettie Gamble, head booker at U-I with a 25-year service record, returned to work after long illness.

Edward Mix, M-G-M salesman, passed away. His wife, Henrietta, is a booker with Affiliated Theatre Service. . . . Sympathy to Hugo Fratto, 20th-Fox office mgr., on the sudden passing of his young wife, Mary, who leaves two baby girls, and also to Charley Holtz, Sequoia and Colonial theatres, Sacramento, who lost his wife recently.

WASHINGTON

Times Film Corp. instituted suit in the Baltimore City Court against Maryland State Board of Motion Picture Censors, appealing the latter's rejection of "The Game of Love" in its entirety as "obscene" and demanding that the Board authorize exhibition of the film in its entirety in that state. Jean Goldwurm is pres. of the distributing company.



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THE Independent FILM JOURNAL

DEVOTED to the BEST INTERESTS of the MOTION PICTURE INDUSTRY

In this issue

NEWS

[illegible]

REVIEWS

[illegible]

PRODUCT PREVIEWS

[illegible]

[illegible] March 5, 1953

NUMBER ONE PROBLEM

EXHIBITORS, distributors and producers all have their particular problems but COMPO is currently embarked on a program to emphasize the curent number one problem of the industry — ways and means of recapturing the lost audience or gaining new patronage.

Product has improved considerably in recent years. First-run and even subsequent grosses have reached new all-time highs on top pictures. The public is talking about movies once again. The conversation is predominantly upbeat and the industry is no longer the butt of ill-timed and misleading statements by the prophets of doom. The earnings of the film companies are being maintained at high levels.

(See Page 5)

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Warners Promises 12 Productions For Release In Year's First Half

In addition to Warner Bros.' first three pictures of 1955, "Young at Heart," "A Star is Born" and "The Silver Chalice," the company has scheduled another nine pictures for release during the first half of the year. Four of these nine are in CinemaScope and WarnerColor.

Currently in release is "Battle Cry," in CinemaScope-WarnerColor. With a large cast of important roles, leads are played by Van Heflin, Aldo Ray, Nancy Olson, Tab Hunter and Anne Francis. Based on a best-selling novel, the film was directed by Raoul Walsh.

Also playing is "Unchained," based on the book and life of Warden Scudder of famed Chino Prison in California. "Unchained" was written, produced and directed by Hall Bartlett with a cast including Elroy Hirsch, Barbara Hale and Chester Morris.

The film version of John Steinbeck's "East of Eden," in CinemaScope-WarnerColor, will follow next. "Eden" was directed by Elia Kazan with Julie Harris, James Dean and Raymond Massey starred and Burl Ives featured in the cast.

"New York Confidential," produced by Clarence Greene and directed by Russell Rouse will follow later. This drama of a gangland killing stars Broderick Crawford, Richard Conte, J. Carrol Naish, Onslow Stevens and Anne Bancroft. "Confidential" will in turn be followed by "The River Changes," starring Rossana Rory and Harold Marisch and produced and directed by Owen Crump.

The Mervyn LeRoy production of "Strange Lady in Town," in CinemaScope-WarnerColor, stars Greer Garson, Dana Andrews, Cameron Mitchell and Lois Smith. Miss Garson plays a medical doctor in Sante Fe, New Mexico, in this costume turn-of-the-century drama.

"Lady" will be followed by "Jump Into Hell," sub-titled "the gallant stand at Dienbienphu." This David Weisbart production features an all-male cast, headed by Jacques Sernas, Kurt Kasznar, Arnold Moss and Peter Van Eyck. Directed by David Butler, the picture tells of the fall of Dienbienphu in the Indo-China war.

Warners' big Egyptian spectacle, "Land of the Pharaohs" will be released towards the end of the first six months of the year. A CinemaScope-WarnerColor production, the film stars Jack Hawkins, Dewey Martin, Luisella Boni and Joan Collins. "Pharaohs" was produced and directed by Howard Hawks.

Rounding out the list is "Target Zero," sub-titled "the story of the glory of the fighting GI." A David Weisbart production, "Target" topcasts Richard Conte and Peggie Castle. The Sam Rolfe screen play was directed by Harmon Jones. This production was filmed entirely on location at Fort Carson, Colorado, one of the army's largest training centers.

In the realm of studio activity, the company currently has four properties in production. Two are in CinemaScope and one is in wide screen; two are in WarnerColor and one in Technicolor.

"The McConnell Story," in CinemaScope and WarnerColor, co-stars Alan Ladd and June Allyson. This romantic biography about a Korean jet ace is being produced by Henry Blanke with Gordon Douglas directing.

"Blood Alley," also in CinemaScope and WarnerColor, co-stars John Wayne and Lauren Bacall. Picture is being filmed by Batjac Productions, in which Robert Fellows and Wayne are partnered. William A. Wellman is directing.

"I Died a Thousand Times," starring Perry Lopez and Walter Abel, is being produced by David Weisbart and directed by Walter Doniger.

"The Animal World," an unusual documentary entertainment from producer-writer Irwin Allen, is being filmed in Technicolor for wide screen projection.

"The Jagged Edge," a melodrama, is on the shooting stages with a cast headed by Jack Palance, Shelley Winters, Lori Nelson, and Lee Marvin. Stuart Heisler directs and W. C. Goldbeck produces.

Also currently before the cameras is "Illegal," a courtroom drama. Starred are Edward G. Robinson, Nina Foch and Hugh Marlowe. Lewis Allen is directing and Frank P. Rosenberg producing.



"Land of the Pharaohs" CinemaScope-WarnerColor, stars Jack Hawkins



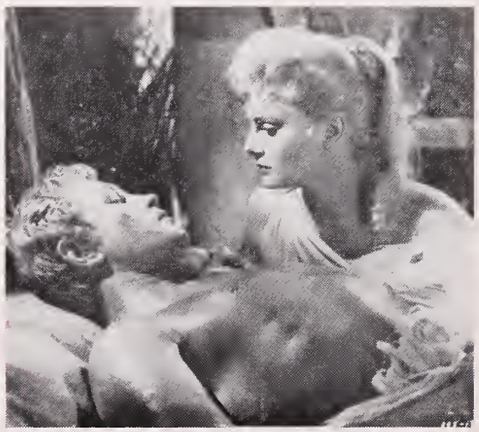
"Battle Cry," CinemaScope-WarnerColor, headlines a top name cast



"East of Eden," CinemaScope-WarnerColor, features Julie Harris and James Dean



"Strange Lady in Town," CinemaScope-WarnerColor, co-stars Greer Garson and Dana Andrews



"Helen of Troy," in CinemaScope and color, has Rosanna Podesta as one of its stars



Elroy Hirsch in "Unchained," which was produced, directed and written by Hall Bartlett

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THE Independent FILM JOURNAL

Editor: MORTON SUNSHINE

DEVOTED TO THE BEST INTERESTS OF THE MOTION PICTURE INDUSTRY

Number One Problem

(continued from cover)

Many leading national magazines are carrying upbeat articles which herald the latest technological innovations and the return of good times to the motion picture industry. Each of these factors is positive in nature and undoubtedly contributes to additional movie attendance.

However, while the dollar volume has improved, largely because of higher admissions and elimination of the federal excise tax, it is disturbing to note that attendance figures are not keeping pace with other favorable industry statistics.

COMPO sources reveal that the average weekly motion picture attendance in 1946 was 82,400,000 persons. In 1947, the figure decreased to 75,000,000. By 1948, it was down to 66,300,000; 1949—63,700,000; 1950—60,500,000; 1951—55,800,000; 1952—51,400,000; and 1953—45,900,000. From 1946 to the low point of 1953 there was a 44 percent drop in the average weekly motion picture attendance.

This is equivalent to an estimated 50 percent cut in movie-going if we realize that the population has been steadily increasing from the 1940 U.S. census figure of 131,000,000 persons to last week's government estimate of 164,000,000. In the space of seven to eight years, patronage has been cut in half! This is indeed a most sobering observation and one that deserves the concerted attention of the best industry minds.

That COMPO is keenly aware of the seriousness of the situation was amply demonstrated when its executive committee authorized the appointment of an audience development committee to tackle this problem; to analyze the causes of the attendance decline and the remedies to be used to correct the situation. This is a kingsize job requiring careful planning, intensive research, analysis, and the formation and execution of programs for increasing the audience.

No single gimmick will solve this problem. Undoubtedly, there are many, many things that will help. The industry must maintain and further the healthy climate which presently exists with the public while participating in these new broad programs to stimulate attendance. In that way, the start made last year, when movie attendance figures jumped 3,300,000 patrons weekly, to begin an upward spiral with an average of 49,200,000 weekly customers, may be continued.

It is gratifying to note that COMPO intends to do something about this and that its audience development committee will meet next week to begin its herculean task. This effort is deserving of maximum industry support. The audience potential is there, waiting to be tapped, and the industry has the means with which to accomplish the result through COMPO.

Pace-Setters

Another significant development, indicative of the pace-setting trend at United Artists by the aggressive management team of Robert Benjamin, Arthur Krim and their associates, is the purchase by the company of the stock interest held by Charles Chaplin.

Since the Benjamin-Krim group assumed control in February, 1951, annual gross income of the company has soared from $19,900,000 to $43,100,000 with the company coming out of the red during the first year of operation.

A week does not pass by without the negotiation of an important production deal. In recent months, Rita Hayworth, Kirk Douglas, Henry Fonda, Pine-Thomas, Norman Krasna, Sam Goldwyn, Jr., Robert L. Jacks and Anatole Litvak have signed. Add this to the present roster including Stanley Kramer, Joseph Mankiewicz, Hecht-Lancaster, Robert Rossen, Edward Small, Paul Gregory et al.

Exhibitors are very happy with the growth of U.A. At a time when theatres are feeling the product pinch, this company is serving both quantity and quality.

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Weltner Heads Para World Sales; Schwalberg To Handle Indies?



George Weltner (right), newly-appointed head of a single world-wide Paramount Pictures sales and distribution organization covering both the domestic and foreign fields, receives the congratulations of Barney Balaban, president of Paramount Pictures.

George Weltner has been appointed as head of a single world-wide Paramount Pictures sales and distribution organization covering both the domestic and foreign fields, Paramount president Barney Balaban announced this week. Weltner, who has been associated with Paramount for the past 32 years, has been since 1945 president of Paramount International Films, the company's foreign subsidiary, and will continue in the latter capacity.

Meanwhile, A. W. Schwalberg, who resigned as president of Paramount Film Distributing Corp., will reportedly become producers' representative for Lopert Films and Gregory-Goldman Enterprises. Schwalberg, who refused to comment on the reports, merely confirmed a Balaban announcement that "he will shortly announce his new affiliation, in which he will handle distribution of a select group of important motion pictures."

The Paramount distribution chief's resignation will not take effect until the VistaVision feature "Strategic Air Command" has had its world premiere at the Paramount Theatre in mid-April. The theatre is currently undergoing conversion to permit the exhibition of pictures in the new horizontal process.

In making the announcement of Schwalberg's resignation Balaban said he did so "with a deep sense of regret, both personally and from the standpoint of the company." Balaban expressed thanks to Schwalberg for his contribution to the gains made by Paramount, and added: I feel a great loss in (his) leaving, but as a friend on both the personal and business levels, I should not stand in the way of his decision. I understand that in his new association Mr. Schwalberg will have greater scope for his unique personal qualities."

Welcoming Weltner to his new position, Balaban asserted: "In this era of speed-up of communications and the world-wide similarity of motion picture appeal, our industry has truly become a 'one-world' organization. . . . It is a particular source of gratification that we have found in our own Paramount organization as well-qualified an executive as Mr. Weltner to head our world-wide sales and distribution organizations."

TOA Meet In Coliseum?

New York City's new Coliseum, now under construction at Columbus Circle, may house the TOA 1956 convention, according to a current TOA bulletin to members. The Coliseum is scheduled to be completed in March 1956, and will be the world's largest exposition and convention hall. It is presumed that efforts also would be made to hold the annual TESMA-TEDA trade show in conjunction with the convention. TOA's 1955 convention has been set for Los Angeles, Oct. 23-27.

Close Small Houses, Kill Industry: Adams

COLUMBUS, OHIO.—Destroy the grass-roots theatres and you destroy the industry, warned Horace Adams of Cleveland, president of the Independent Theatre Owners of Ohio, at the state convention here. Adams said that product shortage and high film rentals are threatening the existence of many small town houses. "That is one reason why Allied felt it absolutely necessary to go to the Government for relief," he said. He said also that toll TV could destroy the theatre business and called on all theatremen to contribute to the Allied anti-toll TV fund.

National Allied president, Rube Shor, said that while he does not favor Government intevention the exhibitors cannot stay in business without something happening at once." Shor said there are three distributors who have "taken a realistic view of the exhibitor's plight." He added that "Allied realizes exhibitors can't be healthy with sick distribution."

Glenn Norris, 20th-Fox Eastern division manager, told the convention that "a common desire to solve our common problems could overcome all discord within the industry." Answering an inquiry from the floor regarding Fox's previous offer to sell CinemaScope pictures flat to theatres under 1,000 seats, he said, "we prefer a self adjusting percentage deal to a flat deal, but we will license a picture any way an exhibitor prefers provided it can earn a fair percentage." Adams responded by demanding a uniform established policy and asked for more pictures "so we can have a choice of product." Adams was re-elected president by the delegates, and was appointed as regional vice-president by Shor. Other officers elected were: vice-presidents F. W. Huss Jr., Cincinnati, and Peter Wellman, Girard; treasurer, Charles Sugarman, Columbus and secretary, Robert Wile.

COMPO Tackles Program To Increase Patronage

Concerned about declining theatre patronage, despite gains in dollar admissions, the three COMPO co-chairmen, Sam Pinanski, Al Lichtman and Wilbur Snaper, have called a meeting at the Sheraton Astor Hotel for Thursday, March 10, to consider plans for audience development.

Attending the meeting will be members of a recently-appointed COMPO audience development committee, the COMPO audience poll committee, and others who have expressed interest in plans for audience development. The meeting will be followed by a meeting of the co-chairmen to consider and act upon conclusions reached by the group.

COMPO Reports Gain In Theatres

The number of active U. S. motion picture theatres totaled 19,101 at the end of 1954, a gain of 1,637 from the low point reached last March just prior to the granting of Federal tax relief, according to a revised theatre tabulation made public by COMPO.

At the end of 1954, there were 15,039 active four-wall theatres and 4,062 drive-ins.

TABULATION

End of Year	*4-Wall Theatres*	*Drive-In Theatres*	*Total Theatres*
1946	18,719	300	19,019
1947	18,059	548	18,607
1948	17,575	820	18,395
1949	17,367	1,203	18,570
1950	16,904	2,202	19,106
1951	16,150	2,830	18,980
1952	15,347	3,276	18,623
1953	14,174	3,791	17,965
1954	15,039	4,062	19,101

Between the end of 1953 and 1954, there had been a net increase of 1,136 theatres of which 271 were drive-ins and 865 were four-wall theatres. At the March 1954 low point, there were 13,553 four-wall theatres and 3,911 drive-ins.

On March 1, 1954 when Congress was still considering the admission tax, there were 6,280 closed theatres. At the end of 1954, the number of closed theatres had dropped to 5,651, a shift of 665 theatres. Eleven states, including New York, had more closed theatres at the end of 1954 than at the end of 1953, but the net changes in all such cases were small.

The theatre census, prepared for COMPO by Sindlinger & Co., research analysts, includes as an "active" operation any theatre which closes only seasonally, such as a four-wall theatre at a summer resort or certain drive-ins closed two to five months.

Film News Rated Tops

A survey which shows that movie news tops television-radio, sports and food news in reader interest is featured in the latest (38th) COMPO ad appearing in "Editor and Publisher." The findings were announced by the Daniel Starch research outfit, after studies of "a great metropolitan newspaper." Starch found that while interest in sports and food attracted slightly more men and women, respectively, the overall interest in movies was the highest of all four classifications studied.

UA Group Buys Chaplin Shares

Acquisition by by United Artists from Charles Chaplin of his 25 percent interest in the corporation was announced this week by Robert S. Benjamin, UA board chairman. The UA stock purchase places the Arthur B. Krim-Benjamin management group in control of 66 2-3 percent of corporation holdings. The remaining 33 1-3 is controlled by Miss Mary Pickford.



BENJAMIN

According to Benjamin, management now controls 12,000 shares and Miss Pickford, 4,000. Prior to the latest acquisition, the Krim-Benjamin group owned 8,000 shares, with a 10-year voting control over holdings owned equally by Chaplin and Miss Pickford.

During the past five years in which the Krim-Benjamin group assumed management control of UA, the corporation's gross income showed annual increases.

In 1951, $19,900,000 was recorded as gross income. In 1952, the figure was $29,300,000. In 1953, $38,600,000. In 1954, $43,100,000.

(*Continued on page* 21)

Heartening Grass Roots Response Noted For Anti-Toll TV Campaign

Support continues to mount for the campaign against toll TV from grass-roots and elsewhere, as contributions are pouring in from all over the country to the Joint Committee for Toll TV. The committee has appealed to exhibitors for amounts equal to their COMPO dues last year.

Emanuel Frisch, president of the Metropolitan Motion Pictures Theatre Association, acting as spokesman for the committee, said that the rate at which contributions are being received is "most heartening" and has given the committee reason to "look forward with optimism" to obtaining the full support of exhibitors. Frisch also confirmed reports that individual groups outside the film industry have already approached the committee, seeking to join in the fight.

The Joint Committee met to discuss a blueprint for action submitted by public relations counsel Harold Wolff, and scheduled a further meeting to be held at press-time.

Meanwhile, in Boston, at least two national figures in the motion picture industry will address the first mass meeting of exhibitors from all over New England, at a March 16th meeting to be held at 10:30 a.m. in the Empire Room of the Bradford Hotel. A general committee and state committee units have been organized and the immediate reaction is reported to be of intense interest.



New England exhibitors contributing to the Joint Toll TV Committee are (l to r): Ken Forkey, Worcester; Ray Feeley, New England Allied executive secretary; Ed Lider, Yamins Circuit general manager, and Ed Redstone, Redstone Drive-Ins.

TOA, following up their resolution adopted at the mid-winter executive board meeting in Washington last month to support the Joint Committee's activities and solicitation for funds, mentioned in their current bulletin several suggestions which were made from the floor. They are:

TOA to prepare a special bulletin immediately after the next meeting of the Joint Committee, urging the entire membership to subscribe at once; all members were to be alerted for propaganda speeches in home towns, with rebuttal material to be made available from TOA headquarters; preparation of kits for owners and managers as quickly as possible; a clinic to train speakers in every area, and development of an intelligent and hard-hitting group to work at the national legislative level.

Abe Stark, president of the New York City Council, has sponsored a resolution urging the FCC not to approve toll TV. His resolution, if approved by the entire council, will be sent in reply to the FCC request for written comments from all interested parties by May 9.

Stark's resolution was referred by the council to its rules committee, which is not scheduled to meet until Tuesday. Meanwhile, Dr. Millard C. Faught, economic consultant to Zenith Radio Corp., sponsor of Phonevision, and Arthur Levey, president of the Skiatron Electronics and Television Corp., developer of Subscriber-Vision, asked that proponents of toll TV also be heard before the City Council.

Stark labelled toll TV as an unwarranted attempt to deprive millions of families in the nation of free home television. He declared that pay-as-you-see video would defeat the spirit and intent of Section 303 (g) of the Communications Act of 1934, which directed the FCC to encourage greater and more effective use of broadcasting in the public interest.

It was claimed by Stark that efforts by a few syndicates to buy up the best TV programs for closed-circuit viewing could create many hardship among low-income groups especially, who will have "little more than mediocre shows and third-rate movies available to them without charge." Stark contended that "better writing, acting, directing and producing, and not a toll on viewing,

(*Continued on page* 21)

World Survey Lists Theatre Seat For Every 42 Persons

WASHINGTON.—There is a theatre seat for every 42 persons on the globe, according to a Commerce Department report. In the first world-wide survey it has undertaken for the motion picture industry since 1951, the Department confirmed Hollywood's claim to dominance of world motion picture screens, but it pointed out that competition from foreign-produced films has increased since 1951 to the point where only 68 percent of feature films shown throughout the free world last year were U.S. pictures, a decrease of six percent from the 1951 estimate.

Motion picture theatres operating throughout the world as of Jan. 1 totalled 108,357, an increase of about nine percent since 1951, when there were 99,543 film houses, according to the survey. The report was prepared by Nathan D. Golden and Earl H. Young, of the Scientific, Motion Picture and Photographic Products Division, Business and Defense Services Administration, Department of Commerce.

Seating capacity of the 108,537 theatres showing 35 mm. films in some 120 countries and territories throughout the world is put at 56,745,451, compared to 54,107,671 on Jan. 1, 1951.

The theatre building boom in Canada continued throughout the past few years and some 330 theatres were added since 1951. Of these, about 160 were drive-in theatres. While the number of four-wall theatres in the U.S. declined considerably from that reported in 1951, there was a substantial increase in the number of drive-ins. In France, Germany, and Italy there has been a notable increase in the number of theatres and in total seating.

WORLD MOTION PICTURE THEATRE DATA

Region	1951 No. of Theatres	1951 Seating Capacity	1955 No. of Theatres	1955 Seating Capacity	United States Percentage of Screen Time	Percent Increase in Theatres	Percent Increase in Seating
Europe	53,659	25,389,424	63,057	28,585,953	55	17.5	12.5
South America	6,070	3,522,987	6,611	4,174,376	70	8.9	18.5
Mexico, Central Am.	2,338	1,722,305	2,829	1,864,509	68	21.0	8.2
Caribbean Area	761	492,168	779	519,969	83	2.4	5.6
Far East	7,369	4,549,663	9,735	5,540,835	53	32.1	21.7
Middle East	349	223,908	459	277,640	60	31.5	24.2
South Pacific	2,285	1,448,144	2,351	1,467,968	60	2.9	1.3
Africa	1,301	890,058	1,683	1,080,563	63	29.3	21.3
Atlantic Islands	152	69,503	181	79,373	70	19.0	14.4
Canada	1,795	930,161	1,963	1,020,000	75	17.7	20.8
Drive-In Theatres*	66	46,200	229	160,000	—	—	—
United States	19,797	12,384,150	14,301	9,000,000	90	—20.0	—20.0
Drive-In Theatres*	3,323	2,300,000	4,050	2,800,000	—	—	—
Puerto Rico	142	75,000	142	75,000	90	—	—
Alaska	28	14,000	28	14,000	90	—	—
Hawaii	108	50,000	139	85,265	90	28.7	70.5
TOTALS	99,543	54,107,671	108,537	56,745,451	68	9.0	4.8

* Seating capacity of Drive-In Theatres estimated on basis of 700 average per theatre.



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Independent Trade Reviews

"The Blackboard Jungle"

(M-G-M) 101 Min.

Cast: Glenn Ford, Anne Francis, Louis Calhern, Margaret Hayes, John Hoyt, Richard Kiley, Emile Meyer, Warner Anderson, Basil Ruysdael, Sidney Poitier, Vic Morrow, Dan Terranova, Rafael Campos, Paul Mazursky, Horace McMahon, Jameel Farah, Danny Dennis.

Credits: Produced by Pandro S. Berman; Directed from his own screen play by Richard Brooks; Based on the novel by Evan Hunter.

One of the most hard-hitting and outspoken motion pictures to come along in some time is "The Blackboard Jungle." The story, adapted from the timely novel of last season, is like the book in that it deals with juvenile delinquency as it affects the New York City public schools. The characters who make up the drama are teachers and students. The situations which arise spring from the conflicts between the adolescent pupils and their instructors at a vocational high school in the slums of the big city. The manner in which the story is approached is straightforward, realistic and openly frank. Beatings of a teacher by a gang of young ruffians, attempted rape of a comely female instructress by a pupil, wanton destruction of property are some of the more overtly brutal outbreaks of delinquency which this picture punches home.

Because of the no-holds-barred content and style of "Blackboard Jungle," much comment in the press and talk among audiences is bound to arise. Since "Jungle" places the weight of its dramatic emphasis on the more positive aspects of its subject, comment and talk should be favorable. Glenn Ford turns in a grand performance as the pivotal teacher of the story and is matched if not outclassed by the acting of Sidney Poitier, who plays a Negro student bordering on delinquency. Punchy portrayals by other members of a highly competent cast help send this picture into the ranks of the "must sees" for 1955.



Glenn Ford clashes with Sidney Poitier in Metro's "The Blackboard Jungle"

Scenes of humor and brutality in the classroom form the high points of "Jungle." Director-writer Richard Brooks has fused his drama with the meat of human understanding for exceptionally compelling results. Here is high-tension personified as Ford endeavors throughout the story to achieve his goal: "getting across" practical knowledge to adolescents who live according to gang laws. A subplot, involving Ford and Anne Francis, who plays his wife, counterpoints the more violent aspects of the story with elements of romance.

"Jungle" says things about the salaries and working conditions of teachers which carry a topical weight for today. In addition, the picture makes some wry comments about the world in general, as it affects young people. "Jungle," however, is not a "message" picture in that it does no more than state some of the issues of the current and highly pertinent juvenile delinquency problem. As it should be, no answers are given in this tense and extremely moving drama of classroom life in a big city school.

"Untamed"

(20th-Fox) CinemaScope-DeLuxe 111 Min.

Cast: Tyrone Power, Susan Hayward, Richard Egan, John Justin, Agnes Moorehead, Rita Moreno, Hope Emerson, Brad Dexter, Henry O'Neill, Paul Thompson.

Credits: Produced by Bert E. Friedlob and William A. Bacher; Directed by Henry King; Screen play by Talbot Jennings, Frank Fenton and Michael Blankfort; Adaptation by Jennings and Bacher; From the novel by Helga Moray.

A sprawling romantic adventure, set in 19th Century South Africa, when the Boers were fighting to wrest a civilized Free State from the Zulu hinterlands, is recounted with visual splendor in "Untamed." This CinemaScope-De Luxe Color presentation, which packs a powerful star-name punch via Tyrone Power and Susan Hayward, should click resoundingly at box offices throughout the land. "Untamed" is pure escapist stuff. It contains strong exploitation potentials in its character clashes and plot doings. Here thousands of barbaric Zulu natives wage war on a wagonload of settlers in a South African valley; men fight for the hand of a woman in a battle of bullwhips; the woman, true only to herself, suffers a strange kind of love which is realized only after costly losses.



Tyrone Power courts Susan Hayward in 20th-Fox's "Untamed," CinemaScope-DeLuxe Color

"Untamed" was shot in portions on South African locations to achieve some semblance of authenticity. Major production trappings for interior set lend additional flavor. In plot, it largely resembles an epic western. The characters behave as one would expect and the situations in which they become involved are those which most audiences know by heart. Since 20th-Fox is pushing the film with a major sales promotional campaign, exhibitors jumping on the exploitation bandwagon can highly profit by giving "Untamed" prime running time.

Because the story encompasses a span of many years, Miss Hayward, the main character, supplies an occasional narration to string the episodes of the film together. Beginning in Ireland, where the blight ruins her father's crops, Miss Hayward marries John Justin, a neighbor, and the couple sail to South Africa in quest of fresh lands. Here Justin meets his death during a Zulu attack on their wagon train and Miss Hayward becomes the object of Richard Egan's affections. Egan, a Boer patriot, clashes with Power, leader of the Boers, over Miss Hayward and loses out. Egan's resentment breaks out in subsequent sequences to give the plot several luridly melodramatic incidents. Main situation, however, stems from the conflict between Power and Miss Hayward over their life together. She wants him to remain with her as a farmer; his desire is to lead the Boers to political successes. Eventually, a compromise is reached, due in large part to Power's realization of his responsibility to Miss Hayward, who has borne him a son.

"Hit The Deck"

(M-G-M) CinemaScope-Eastman Color 112 Min.

Cast: Jane Powell, Tony Martin, Debbie Reynolds, Walter Pidgeon, Vic Damone, Gene Raymond, Ann Miller, Russ Tamblyn, J. Carrol Naish, Kay Armen, Richard Anderson, Jane Darwell, Alan King, Henry Slate, the Jubalaires.

Credits: Produced by Joe Pasternak; Directed by Roy Rowland; Written by Sonya Levien and William Ludwig; Based on the musical play, "Hit the Deck," by Herbert Fields; Presented on the stage by Vincent Youmans; From "Shore Leave" by Hubert Osborne; Music by Youmans; Lyrics by Leo Robin, Clifford Grey and Irving Caesar; Musical numbers staged by Hermes Pan.

Many of the late Vincent Youmans' most well-remembered melodies, as rendered by the numerous principals of this musical, form the tuneful content of this CinemaScope-Eastman Color diversion. Such songs as "More Than You Know," "Hallelujah!" and "Sometimes I'm Happy" are still as fresh today as they must have been 20 years ago. Sandwiched between episodes of a standard plot about three sailors and their girls on leave and in dutch with the Shore Patrol, these Youmans gems glisten with appeal. Jane Powell, Tony Martin, Debbie Reynolds, Vic Damone, Ann Miller, Kay Armen and Russ Tamblyn do well by them. Songs and dances are frequent in "Hit the Deck," which sports a couple of nicely staged production numbers also. Comedy is brought to the fore with Miss Armen and J. Carrol Naish, playing an appealing Italian-American couple, registering as standouts.

Wrapped up in a tasteful Joe Pasternak production, "Hit the Deck" will certainly fare well in the general market. Audiences will leave the theatre humming and delighted with the high-kick dancing of Miss Miller, who stops the show with her interpretation of a red-hot production splash called "Lady from the Bayou." CinemaScope and directional sound aid in the presentation of the many musical numbers while the Eastman Color gives the film a most pleasing effect.

Life goes haywire for the three gobs of the plot when they impulsively beat up Gene Raymond, an aging civilian wolf, and wreck his apartment. The Shore Patrol gives chase, causing the gobs to scurry from one to another of their girls for succor. Via a series of coincidences the trouble is ironed out for all concerned and a grand musical finale takes place abroad the battleship to which the gobs return at the end of their shore leave. All told, "Hit the Deck" dishes up some favorite old tunes in likable manner for solid audience response.

(*Continued on page* 16)



Tony Martin and Vic Damone in M-G-M's "Hit the Deck," CinemaScope-Eastman Color

New Appointments . . .

ALFRED CROWN, formerly president of Moulin Productions, has been named vice-president of Allied Artists, and special studio representative. He will represent company with U.S. and foreign independents, and be liaison with Allied's overseas distribution offices. Crown will also advise Moulin on liquidation of projects he has been supervising.

JERRY WECHSLER, for the past year a special sales representative for J. Arthur Rank Organization film productions released by Universal-Int'l., has been named branch manager for U-I in Buffalo, replacing Dave Miller, who is retiring after 30 years with the company.

C. MORTON GOLDSTEIN, a Baltimore attorney, was appointed chairman of the Maryland State Board of Motion Picture Censors. He replaces Sidney R. Traub.

PAUL J. QUINN, formerly with Donovan, Leisure, Newton & Irvine, has been appointed attorney in charge of litigation for RKO Radio Pictures. The position was previously held by Peter F. Pugliese, who resigned to join Bell Telephone of Pa. as its attorney. Donovan office has served as special counsel to RKO for many years during which time Quinn worked on RKO cases.

WALTER S. PRUSIEWICZ and BURTON N. BASTEDO have been appointed assistant treasurers of Pathe Laboratories. Prusiewicz has been chief account of the lab since Jan. 1951, and Bastedo came to Pathe from Chesapeake Industries, where he was controller.

M. J. ("MIKE") YAHR has been appointed to the newly created post of manager, RCA Theatre and Sound Products. Formerly manager of RCA Sound Products, Yahr will coordinate all planning, promotion and sales activities for equipment and products which the RCA Engineering Products Division markets through distributors.

WILLIAM F. PECK became general manager of new motion picture products division of American Optical Company. He formerly headed the AO instruments division at Buffalo. AO's new division will be responsible for exploitation and commercial application of all products made for the film industry, and for all activities relating to commercial phases of Todd-AO.

HAROLD LEWIS was appointed studio manager of 20th-Fox's Western Avenue studios, now being converted and re-tooled for video production. Lewis was formerly manager of Pathe studios and head of RKO location department.

W. DOUGLAS MATTHEWS, formerly treasurer of Motiograph Inc., has been appointed to a newly created post of vice-president and general manager of the company. His duties will be taken over by JOHN J. BULLERS, accounting head of the firm, who will now function as secretary-treasurer.

FRANK ARENA was appointed manager of Loew's new "Twins" drive-in theatres in Oak Lawn, Ill., as they opened their season this week. FRANK MURPHY, Loew's Great Lakes division manager, will supervise the operation. Arena was formerly manager of Loew's Penn Theatre, Pittsburgh.

CLIFF LORBECK has been appointed manager of the Super Display Co. of Milwaukee, a division of the Confection Cabinet Corp. MARTY LYON, formerly with Manly Popcorn, has been named sales manager.

HENRY J. ZITTAU has joined Associated Artists Prod. as vice president and treasurer. Zittau has resigned as treasurer of Western Television Co. and Motion Pictures for Television.

VIRGINIA HIGGINS has been named casting director for Allied Artists. She has been associated with the studio's casting department for the past six years.

LEON SERIN has been appointed as city manager of Paramount's Philadelphia theatres, the Tower, Roosevelt and Nixon.

Justice Backs Uniform Trust Case Time Laws

WASHINGTON.—The Justice Department has reaffirmed its support of a uniform statute of limitations for anti-trust suits. Stanley N. Barnes, Assistant Attorney General in charge of the anti-trust division, testifying before a House Judiciary subcommittee on legislation to permit the Government to recover damages in such suits, under questioning by committee members diverted his testimony to the issue of a uniform statute of limitations. The film industry has supported such a statute, with the producer-distributors leaning towards a statute of 2 to 3 years; the exhibitors favoring a longer period—5 or 6 years. Rep. Emanuel Celler (D., N. Y.), chairman of both the full committee and subcommittee, said he would hold hearings exclusively on the statute of limitations bill later this year.

Dozen Personalities Plug Five U-I Pix

Universal used 12 personalities to promote five different pictures during the first two months of 1955, the company announced. This intensive activity in support of the studio's current "Charles J. Feldman Annual Sales Drive" was in addition to a heavy concentration of national magazine advertising on these films.

The personalities, who visited 75 cities and towns, and the pictures they plugged, were: Tony Curtis, George Nader, Claudia Hall, author Joseph Dinneen, (Six Bridges to Cross"); Rock Hudson, Barbara Rush ("Captain Lightfoot"); Rita Gam and model Jeannie Johnson ("Sign of the Pagan"); Mara Corday ("So This is Paris"); Suzan Ball, Dick Long ("Chief Crazy Horse").

Promotional activity is scheduled to be continued with a seven-city tour for Kirk Douglas (Man Without A Star") and a 13-city Indian tour already underway.

Grant Goldwyn Inspection Okay

HOLLYWOOD.—In a precedent-setting order made in San Francisco by Federal Judge Michael J. Roche, Fox West Coast Theatres Corp. and National Theatres were directed to open their books and accounts for inspection by Samuel Goldwyn in a $6,750,000 anti-trust suit brought by Goldwyn against FWC and McNeil and Naify Circuits.

Over strenuous objections of FWC attorney Arthur J. Dunne, Judge Roche ordered FWC to make available to Goldwyn all records, including corporate income tax records, for the period 1937-1950. The records will show actual house expenses for each theatre in the circuit for comparison with expenses, alleged by Goldwyn to be fictitious, charged against pictures in computing film rentals on sliding scale deals.

Claim by the FWC counsel that figures used as house expenses in film deals were "negotiated" was over-ruled by Judge Roche as grounds for keeping such figures secret. The court also granted a motion by Joseph Alioto, Goldwyn counsel, to require FWC to open its competitive bidding records for inspection and to reveal profits on real-estate operation and candy sales. The order also directed inspection of Minute Book from date of incorporation of NT, Inc., National Theatres Amusement Co., WCT, Inc., FWC Ageney, Inc., from 1937-1951. The account books of NT, Inc. were also ordered open to Goldwyn's inspection from 1937-1951.

Judge Roche refused decision on a motion by attorney Theodore Roche Jr., for separate trial of aetion against McNeil and Naify interests. The motion was made on the grounds that trial together with FWC would be prejudiee to M.&N. interests, and was opposed by Goldwyn counsel on grounds that M.&N. were co-conspirators with FWC interests and should be tried together.

The court set March 18 as date for the next hearing to consider Goldwyn motion to assign the case to a trial judge and set a trial date. Attending the hearing were James A. Mulvey, president of Samuel Goldwyn Prod., and Joseph A. Walsh, in charge of Goldwyn accounting investigation of defendants' books and records.

Censor Snubs Protest Over "Bamboo" Ban

MEMPHIS.—Lloyd T. Binford, chairman of the Memphis and Selby County Censor Board, will ignore the protest wire sent by the American Civil Liberties Union against the ban of Columbia's "The Bamboo Prison." Picture was banned on the reported grounds that a "progressive" is portrayed as a hero. "I am not paying any attention to the message," Binford said. "If the studio didn't like the ban they could appeal it to the courts."

The wire, signed by playwright Elmer Rice, chairman of the ACLU National Counsil on Freedom from Censorship, urged the censors to reconsider the ban, and said his group would back Columbia in an appeal to the courts. ACLU claimed that censorship was "ridiculous" in view of the picture "making it clear at the beginning of the film that the progressive prisoner is in reality a spy."

Polaroid Assures 3-D Spec Supply

CAMBRIDGE, MASS.—Exhibitors will be able to show Universal's new 3-D picture "Revenge of the Creature" without risk of running out of glasses or getting left with an over-supply, under a new service announced by Polaroid Corp. According to J. H. Mulhall, in charge of viewer sales for the company, the exhibitor "can order the number of glasses he is sure of using, to start with. Then if the picture draws better than expected, he can get more glasses overnight as he needs them."

To encourage good projection, the company is also offering new port filters of top optical quality at no charge, and a limited number of special outfits for keeping 3-D films in sync are also being made available. Mulhall stated, "Polaroid Corp. has a long-term stake in stereoscopic motion pictures. Properly shown, with good filters, good synchronization and good glasses, 'Revenge' can be another money-maker . . . and another demonstration of the drawing power of 3-D."

Exhibs Counter City TaxBreakageAppeal

New York City exhibitor lawyers will file a respondents' brief at the Court of Appeals in Albany concerning the breakage issue of the local five percent amusement tax, it was learned this week. The brief will be filed in opposition to an appeal by Assistant Corporation Counsel Stanley Buchsbaum against the recent Appellate Division ruling that the city had no authority to collect more than five percent of the established admission price.

An exhibitor lawyer revealed that the brief will also mention the city's administrative code provision which deals with ticket printing regulations. Under the present city code, admission tickets are allowed only to have the admission price and Federal tax printed on them, the attorney said. Anything else printed on the ticket, including the local levy, would have exhibitors committing a misdemeanor, he said. A hearing on the briefs will be held on March 3 in Albany.

Snaper Claims Distribs Cause False BO Claims

The sales policies of distribution are responsible for the rumored increase in false box office reporting, according to a bulletin issued by Allied of New Jersey to its membership. Signed by president Wilbur Snaper, the bulletin stated that while false reporting "is not to be condoned," it is "understandable." Snaper asserted that "when a man's livelihood is threatened and his family's security endangered by the willful practices of a few men, he will fight with every means at his command."

The bulletin suggested that exhibition's fight should be carried to each of the company presidents. "Many people say the presidents . . . have no idea of what is going on . . .," wrote Snaper. "This is hard to believe. . . . Certainly, up to now, it has been of little avail to speak with sales managers."

Washington Closeups

Army Clearance Fought

WASHINGTON.—Army and Air Force officers are not satisfied with a tentative agreement reached between Defense officials and exhibitor representatives under which theatres in nearby small towns would get 14 days' clearance over post theatres, according to word from the Pentagon. The film industry committee is scheduled for another meeting at the Pentagon at press-time, at which time they had expected to finalize the agreement.

Defense officials have agreed in principle to a proposal that post theatres must wait 14 days after the film plays in a nearby and competing private theatre. The waiting period would not apply if the private theatre fails to play a film within 30 days of its first release in the exchange area.

The industry committee in turn proposed two relaxations of present restrictions on post theatre attendance. At present retired military personnel are not permitted to attend; the committee asked that they be allowed to do so. At present dependents of active military personnel must be accompanied by a military man; the committee asked that dependents be allowed to attend unaccompanied if they can properly identify themselves.

Total Not Revealed

The number of civilian theatres involved was not revealed by TOA's A. Julian Brylawski, member of the film committee, who held a press conference following the last meeting two weeks ago, but Brylawski said that 97 post theatres are concerned. He also said that the proposals are designed to protect only small theatres, and that no big cities are on the list submitted to Defense. All situations are in the South, Southwest and on the East Coast, he said, and their operators have complained to TOA or Allied about post theatre competition.

The plan, as it finally emerges, must be accepted by the distributors, but the committee was said to be able to speak for exhibitors only. The committee, however, was confident that the distributors would approve. Besides Brylawski, Walter Reade Jr. and E. D. Martin represented the industry at the last meeting, along with John Adams of Texas COMPO and MPAA's Kenneth Clark.

New Station Ruling

The FCC's television station multiple-ownership rules have been declared invalid by the U.S. Court of Appeals. The FCC had turned down, without hearings, a TV station application submitted by Storer Broadcasting on the grounds that the company had interests in the maximum number of stations permitted under the rules. The maximum number is five. The court unanimously ruled that the FCC had no authority to fix an arbitrary numerical limit "as the boundary of public interest." The FCC will probably take the case to the Supreme Court.

Japanese Tax Okay

The Senate has approved the Japanese tax treaty under which Japanese taxes on U.S. film rentals in that country cannot exceed 15 percent.

No Probes Planned

The Senate Small Business Committee has no plans for further probes this year into film industry distribution practices, staff members revealed. A questionnaire mailed to all committee members asking about topics in which they were interested failed to turn up one mention of film industry problems.

Damages As Income?

The Supreme Court has heard arguments on the question of whether punitive damages in anti-trust cases constitute taxable income. The Tax Court, in the case of exhibitor William Goldman, ruled that only the direct damages are taxable, and the Supreme Court agreed to hear the Government appeal from this verdict. The Government argued that under the income tax law it is empowered to tax income from any source whatever, while the exhibitor argued that only the direct damages can be termed income for tax purposes.

CBS Asks No Review

Columbia Broadcasting System has asked the Supreme Court to refuse to review the Warner Bros. Pictures copyright case against CBS, Dashiell Hammett and others. Warners bought exclusive rights to the "Maltese Falcon," and charges copyright infringement in later sale to CBS of the rights to use Sam Spade and other characters from the book.

CBS told the Supreme Court that the lower courts were right in ruling that the author retains the right to his characters even though he sells a novel.

More Time For AB-PT

American Broadcasting-Paramount Theatres will get a further extension of divestiture time in which to dispose of 43 remaining theatres out of the 774 required to be divested under the consent decree, according to Justice Department officials. The deadline was Mar. 3, but AB-PT will now get another six months, or until Sept. 3. About 27 of the remaining theatres involve joint ownerships, Justice reported.

Higher Charges Blamed

Increased film theatre charges for special attractions "in several cities" were responsible for raising reading and recreation costs in January, according to the Labor Department's consumer price index.

Para Installs Big VV

The Paramount Theatre, Times Square flagship of the ABC-Paramount chain, is installing its new VistaVision projectors and a new wide screen for the mid-April opening of "Strategic Air Command," starring James Stewart and June Allyson. The screen is reported to be 70 by 40 feet in size, and theatre officials say it will be the largest in the world. Conversion work will be done at night, so that regular performances will not be interrupted.

Financial Reports...

Republic

Net income of $804,000 was realized by Republic for the fiscal year ended Oct. 30, 1954, it was announced in the company's annual financial report. Figure compares favorably with a net of $679,217 for the previous year. Gross revenue for 1954 amounted to $37,962,359 as compared with $37,265,034 for 1953. The corporation's bank indebtedness as of Oct. 30 amounted to $2,259,771 compared with a similar indebtedness of $3,066,009 the previous year.

Regarding TV production, the report signed by president Herbert J. Yates said that in order to meet the increasing demands by video producers for studio facilities, Republic has continued to expand its studio facilities and equipment. The report continued: "After prolonged litigation, the courts upheld our right to release the Gene Autry and Roy Rogers pictures to television. It is anticipated that arrangements to release these pictures to television will be concluded in the near future."

Paramount

Estimated earnings of Paramount and subsidiaries for the fourth quarter ended Jan. 1 are $2,613,000, after taxes, reported president Barney Balaban. Earnings represent $1.19 per share as compared with $.80 per share for the quarter ended Jan. 2, 1954. Consolidated earnings for the year ended Jan. 1 are estimated at $9,003,000. These earnings, excluding net profit on sales of investments, represent $3.72 per share, as compared with earnings for 1953 of $6,779,563 or $3.06 per share.

The board of directors voted a quarterly dividend of $.50 per share on the common stock, payable Mar. 15 to holders of record on Mar. 4.

Allied Artists

Allied Artists, for the 26 weeks ended Jan. 1, earned a net profit before federal income taxes of $352,696 as compared with $361,871 for the corresponding period the previous year, according to an announcement from president Steve Broidy. Net, after taxes, amounted to $174,696 as compared with $180,871 for the previous year. Gross income for the current 26 week period amounted to $5,786,784 as compared with $5,359,196 for the same period of 1954.

Allied Artists has voted a quarterly dividend of 13¾ cents per share on the company' 5½ percent cumulative convertible preferred stock, with payment to be made on Mar. 15 to stockholders of record on Mar. 4.

Eastman Kodak

Net profit of Eastman Kodak Co. amounted to a record $69,821,719 in the year ended Dec. 26, up 39 percent over 1953's $50,171,153, it was announced by Thomas J. Hargrave, chairman, and Albert K. Chapman, president. Earnings were equal to $3.99 per common share, compared to $2.86 the previous year. Largely due to a good fourth quarter, consolidated net sales for 1954 were $663,457,838, almost equal to the 1953 record sales of $633,668,918.

RCA

Net profit of RCA last year was $40,525,000, equal to $2.66 per common share, compared with $35,022,000, or $2.27 per share in 1953, it was announced by Brig. Gen. David Sarnoff, board chairman. Sales last year set a new record, amounting to $940,950,000, 10 percent better than the $853,000,000 high mark established in 1953.

GPE

General Precision Equipment Corp. reported net profit after taxes for 1954 as $5,488,089. Earnings are equal to $6.49 per common share, against $5.09 per share in 1953, when the profit was $3,436,349. Net sales last year amounted to $123,322,634, emopared with $87,763,925 in 1953.

Agreement Foreseen On Quebec's TOA

Preliminary details of the proposed affiliation of the Theatre Owners of Quebec with the TOA are expected to be finalized on March 23. At that time, Alfred Starr, chairman of TOA's executive committee, will address the Montreal exhibitor group at its first annual convention at the Mount Royal Hotel. E. N. Tabeh, president, and J. H. Strauss, members of the executive committee of the Quebec TOA, attended the mid-winter board meeting of TOA in Washington three weeks ago to institute initial discussions on the affiliation.

An affiliation with TOA would enable to Quebec group, which consists of about 60 members operating over 100 four-wall and drive-in theatres, to benefit from TOA's help, legal advice, research activities and exchange of ideas and problems.

Change In Proposed Law Ends Menace To Airers

NASHVILLE.—A serious threat to drive-in theatre operations was removed by a change in proposed legislation which would have forced the removal of screen towers to other locations on drive-in property whenever pictures on the screen distracted passing motorists. Instead of applying to existing drive-ins, an identical state measure is expected to be enacted which would apply to drive-ins built after Apr. 1, 1955.

A committee of exhibitors pointed out to the special Governors Emergency Traffic Committee sponsoring the bill that application of such a law would cause undue hardships to existing drive-ins and would require large expenditures for moving screen towers and changing field operations.

Exhibs Elect Alden Smith

DETROIT.—The Allied Theatre Owners of Michigan elected the following officers last week: president, Alden Smith; first vice president, Pearce Parkhurst; second vice president, John Vlachos; treasurer, Wm. Wetsman and secretary, William Clark.

Texas COMPO Clarified By Cole

Answering National Allied charges that the COMPO name had been misused by state and regional units, Col. H. A. Cole, board chairman for Texas Allied and co-chairman of Texas COMPO, stated this week that "Texas COMPO has always acted as a public relations instrument for the entire motion picture industry in Texas and has never been involved in film rental arguments or other trade practices which would tend to show partiality to any one branch of the industry."

"True," he said, "Texas COMPO is financed only by exhibition in Texas but never has it been competitive either in practice or solicitations with exhibitor organizations in the state. In Texas we fully realize the need for both an exhibitor association and a public relations organization. Both Texas Allied and Texas COMPO have done their jobs well in their respective fields," he said.

Unit Cited

Cole recalled that Texas COMPO initiated the 1951 Movietime USA Campaign and took the lead in the kick-off for the National Tax Repeal Campaign at its 1952 conference. He also called attention to the Texas COMPO "Oscar Race," a current promotional plan capitalizing on the annual Academy presentations.

Recently, Pat McGee, Rocky Mountain COMPO president, also disavowed any intention to replace any exhibitor organization. It is understood that, in light of Cole's and McGee's statements, COMPO intends to take no action in regard to National Allied's resolution.

Balaban, Brandt Take Top JDA Positions

Two leading film executives have agreed to serve in key posts in the largest anti-bias campaign ever waged in this country, it was announced this week. Barney Balaban, president of Paramount, and Harry Brandt, president of Brandt Theatres, will serve as honorary chairman and vice-chairman respectively, when the 1955 Joint Defense Appeal campaign opens formally on April 3rd with a dinner at the Hotel Waldorf Astoria. JDA, the fund-raising arm of the American Jewish Committee and the Anti-Defamation League of B'Nai B'rith, seeks to raise $5,000,000 this year. AJC and ADL are the nation's oldest and largest community relations organizations promoting better relations among Americans of all races and faiths.

RKO, Disney In Deal

A distribution deal whereby RKO will handle a quartet of Walt Disney's current properties throughout all Latin America and the Far East was jointly announced by Roy O. Disney, president of Walt Disney Prod., J. R. Grainger, president, and Walter Branson, world-wide general sales mgr. for RKO. Pictures involved are: "20,000 Leagues Under the Sea," "The Vanishing Prairie," "Toot, Whistle, Plunk and Boom," and "Willie, the Operatic Whale."

(*Continued from page 12*)

"Three For The Show"

(Columbia) CinemaScope-Technicolor 91 Min.

Cast: Betty Grable, Marge Champion, Gower Champion, Jack Lemmon, Myron McCormick, Paul Harvey, Robert Bice, Hal K. Dawson.

Credits: Produced by Jonie Taps; Directed by H. C. Potter; Screen play by Edward Hope and Leonard Stern; Based on a play by W. Somerset Maugham.

This Technicolor musical is handicapped by a story which isn't very probable and its strong points are its exceptional choreography, lavishly staged, and expertly danced by Marge and Gower Champion and Betty Grable. As light comedy, the humorous moments are not very feathery and there isn't too much sympathy engendered by Betty, who wants two husbands because she loves them both and can't decide whether she wants Jack Lemmon or Champion as her husband. The CinemaScope in the film is some of the best seen yet, with a great deal of excellent clarity throughout. Film has been handsomely produced and captures the backstage flavor of a Broadway theatre. There are also some very good shots of in and around New York, which add to the big town flavor. Heavy selling using the star names of Betty Grable and the Champions and Jack Lemmon, who is rapidly building a following, should insure the film above average response in the general market.



Betty Grable stars in Columbia's CinemaScope-Technicolor musical comedy, "Three For The Show," with the Champions and Jack Lemmon

Miss Grable, an actress-dancer-singer, who is married to Lemmon, and thinks him killed in action, marries Champion. Lemmon returns and she tells both Champion and him that she loves them both and can't decide on which one she wants to stay married to. She proceeds to make them and Marge Champion miserable with her indecision, until the foursome along with Myron McCormick, their producer, get together in a new musical and Betty chooses Lemmon and Marge gets Champion and they all work together as a happy foursome with McCormick.

"Man Without A Star"

(Univ.-Int'l.) Technicolor 89 Min.

Cast: Kirk Douglas, Jeanne Crain, Claire Trevor, William Campbell, Richard Boone, Mara Corday, Myrna Hansen, Jay C. Flippen, Eddy C. Waller, Frank Chase, Roy Barcroft.

Credits: Produced by Aaron Rosenberg; Directed by King Vidor; Screen play by Borden Chase and D. D. Beauchamp; Based on a novel by Dee Linford; Title song by Arnold Hughes and Frederick Herbert, sung behind main title by Frankie Laine.

A vigorous and off-beat western is presented in "Man Without A Star." Packing an unusually well-motivated story, the name draws of Kirk Douglas and Jeanne Crain, plus a number of solidly dramatic and suitably violent action scenes, the picture should play off exceedingly well in the action market and pave a way for itself in the general audience also. Title character, portrayed by Douglas, is a travelling cattle hand strongly opposed to the cattle barons' practice of fencing in grazing lands with barbed wire. Miss Crain plays a cattle baronness in this case; her run-ins with Douglas make for novel romantic drama. Their story, in running true to character, cannot and does not end in the usual clinch. Douglas rides off alone at the finale, leaving a sequel almost a'begging from U-I.

Claire Trevor, as a woman of the town, furnishes Douglas with top-notch support while an adolescent type, played by William Campbell, is given a meaty role as the star's sidekick. Douglas, shown as a basically irresponsible cowpoke who is sometimes given to singing, abhors needless shows of violence and as such wins a job for himself on an expanding cattle ranch. When the owner, an absentee landlord, arrives from Back East and turns out to be Miss Crain, a strange sort of romance with Douglas begins. Latter, however, will not go along with her more aggressive plans to corner the grazing lands and warns her that violence will result. Against his will, Douglas is forced to take part in the ensuing range war. He helps justice to triumph and rides off alone, sadly bitter with the knowledge that he has helped make the frontier so much smaller.



Kirk Douglas serenades Jeanne Crain in U-I's "Man Without A Star," Technicolor

"Land of Fury"

(Univ.-Int'l.) Eastman-Technicolor 82 Min.

Cast: Jack Hawkins, Glynis Johns, Noel Purcell, Laya Raki.

Credits: A J. Arthur Rank Organization presentation; Produced by George Brown; Directed by Ken Annakin; Screen play by William Fairchild.

An absorbing account of the trials and tribulations faced by the first white settlers of New Zealand back in the early years of the 19th Century is related with a good deal of conviction in "Land of Fury." Photographed mostly outdoors on Eastman Color stock, with print by Technicolor, this picture delivers solid adventure fare, sprinkled with romance and lust in goodly doses. Figuring prominently in the tale are a couple of tribes of Maori headhunters. Their friendship and, by turns, conflicts with the whites make for exciting and often spirited action sequences. Numerous hand-to-hand combats are staged with exceptionally punchy vigor and should serve to attract action fans to this British offering. Names of Jack Hawkins and Glynis Johns, although already familiar to art house clientele, should click to some degree with a broader audience, for which this film is extremely suitable.

There are plenty of exploitation lures in "Land of Fury." Hawkins, as the white settler, partakes of a couple of adulterous moments with the beauteous wife of a Maori chief. Same girl, earlier in the picture, executes a rather torrid tribal dance in scant garments. Close-ups of shrunken heads help pepper the footage also. Much of the picture was shot on New Zealand locations, utilizing a large cast of actual Maori natives for authenticity. The natives are presented in a sympathetic light and much of their culture is examined during the proceedings. Their attempts to keep peace with the few early settlers form the nub of the melodrama. A rather grim ending, in which both Hawkins and Miss Johns, who plays his wife, are killed during a native uprising, is offset by a fadeout that points up a peaceful future.

"Chief Crazy Horse"

(Univ.Int'l.) CinemaScope-Technicolor 86 Min.

Cast: Victor Mature, Suzan Ball, John Lund, Ray Danton, Keith Larsen, James Millican, David Janssen, Robert Warwick, Paul Guilfoyle, Morris Ankrim, Stuart Randall, Robert Simon, James Westerfield, Donald Randolph, Dennis Weaver, John Peters.

Credits: Produced by William Alland; Co-Producer Leonard Goldstein; Directed by George Sherman; Screen play by Franklin Coen and Gerald Drayton Adams from a story by Adams.

"Chief Crazy Horse," a big Technicolor adventure tale about the Lakota-Sioux general who massacred General Custer, is satisfactory action fare. It should do well in the general market because of the choice of hero, plus a stimulating viewpoint and excellent use of CinemaScope. Sales assists will come from names of Victor Mature, John Lund and Suzan Ball, with the latter currently receiving a build-up from Universal.

Add this to previous films sympathetic to the Indians' viewpoint, as story deals mainly with Horse's military prowess and his futile attempts to unite his people against the whites. Custer's "last stand" is only a minor incident in this story. CinemaScope lensing is striking in showing beautiful Dakota vistas and long columns of Indians and troops preparing to engage each other in battle. Standard story devices—depicting greed, treachery on both sides, some love interest, and frequent battle clashes—all satisfy, counteracting direction that is sometimes slow-paced. During the battle scenes, customary shots of blood and horror are carefully avoided. Mature, as the Indian strategist, Miss Ball as his wife and Lund as a friendly white hunter all give good performances.

Story begins when Horse, as a child, hears a prophecy that one of his tribe will lead the Indians to victory over the whites, and then be destroyed by one of his own people. Gradually, Horse becomes convinced of his destiny to lead. Trouble starts when gold is discovered on sacred Lakota territory. Prospectors, ignoring a hands-off treaty, swarm onto Lakota land and the army is forced to defend the gold-hunters. Horse hands the over-confident troops defeat after defeat, culminating in Custer's massacre. Finally, winter comes and Horse's allies desert him. His baby dead, his wife ill and his people starving, Horse brings the survivors into Fort Laramie for shelter. There, a jealous half-breed kills him and fulfills the prophecy.

(*Continued on page 22*)



Susan Ball, John Lund, Victor Mature in U-I's "Chief Crazy Horse," CinemaScope-Technicolor

LIGHT UP YOUR MARQUEE WITH THE STAR OF "WHITE CHRISTMAS" AND "KNOCK ON WOOD"!

DANNY KAYE
IN
ASSIGNMENT CHILDREN

PRESENTED BY
THE UNITED NATIONS AND THE MOTION PICTURE INDUSTRY
A PARAMOUNT RELEASE
Color by TECHNICOLOR

This wonderful 20-minute featurette will do wonders for your theatre, for you and for the children of the world. Danny Kaye, with all his humor, talent, warmth and charm, was the ideal personality to be the United Nations' Ambassador-At-Large to the youngsters of India, Burma, Hong Kong, Korea and Japan. You never put on your screen a more appealing picture. And no picture ever offered you a more unique programming opportunity. Entire film rental proceeds will go toward furthering the work of UNICEF.

ALL HONORS TO DANNY...

Photoplay Magazine Achievement Award

Parents' Magazine Family Medal

California Fashion Creators Award



Foreign Press Correspondents Award

Humanitarian Award of Denver Hospital

It's an honor for all our industry to join Danny in his great work!

Fox Boosts Use Of Video Bally

Large use of television for long-range promotion has been initiated by 20th Century-Fox in a program designed to pre-sell CinemaScope productions months in advance of national release, it was announced this week by the company. The policy will be effected in three ways: filming of a variety of background material on pictures while in production; filming of interviews with stars and other personalities connected with the picture; great number of live appearances on TV by company personalities.

The initial attraction to benefit from this promotion is "Untamed." An eight-minute film clip containing unsqueezed footage of five highlight scenes from the picture is being offered free to exhibitors as a preview for video audiences. Another subject, "Zululand," which describes the background of the South African location filming, also has been produced for local TV planting. Running time of the subject is five minutes.

Spot Announcements Set

Another segment of the new policy is the creation of six TV spot announcements,—three 60-second and three 20-second messages,—on each picture, increasing by four the number of spots available to theatremen for video advertising campaigns.

For "Violent Saturday" the company is preparing a set of 10 and 20 second teaser spot announcements containing unsqueezed footage from the picture, which opens nationally in April. "Soldier of Fortune" will receive promotion via a subject showing the star arriving in leading cities of the Far East. Another view of the Orient through the eyes of the Movietone newsreels cameras will be realized for "A Many Splendored Thing."

An eight-minute subject is being prepared on "Sir Walter Raleigh," currently in production. The short will take TV viewers into the studio for a background tour of the sets and for glimpses of stars Bette Davis and Richard Todd. The picture will be released this July.

Hal Roach Purchases Studio, Films, Rights Belonging To Father

Hal Roach Jr. announced this week the outright purchase of all the assets of Hal Roach Studios. The transaction with his father, Hal E. Roach, covers the 18-acre production plant in Culver City, together with all rights to features, shorts, television productions, story materials and talent contracts. Deal has been in negotiation for about eight months and is understood to involve more than $10,000,000.

Roach Jr. said that he would immediately consolidate his several television corporations into Hal Roach Enterprises, a wholly owned corporation, with himself as president. Other officers will be: Sidney S. Van Keuran, vice-president and general manager; Charles Meacham, secretary-treasurer; Emanuel H. Goldstein, vice-president and executive assistant to the president; Herbert Gelbspan, vice-president and Eastern sales head. Roach Sr. will continue to be represented in the company as consultant.



"Doctor in the House" is in Technicolor and stars Dirk Bogarde



Vera Ralston, Sterling Hayden and David Brian in "Timberjack"

Top Republic Releasing Schedule Backed By Full Studio Activities

Republic Pictures, going into full-swing production this month with five features and a serial before the cameras, will release at least seven banner attractions during the first half of 1955. The largest number of top-budget pictures ever released by the company in any one season will roll from Republic's line-up this year.

Company now has in release "Trouble in Store," a British comedy starring Norman Wisdom and Margaret Rutherford, and "Carolina Cannonball," starring Judy Canova. Latter film lists Sidney Picker as associate producer, Charles Lamont as director and Barry Shipman as screen play writer.

Upcoming releases are keyed by "Doctor in the House," top-grossing British picture for 1954, in Technicolor, featuring Dirk Bogarde, Muriel Pavlow, Kenneth More and Donald Sinden, and "Timberjack," in Trucolor by Consolidated, starring Sterling Hayden, Vera Ralston, David Brian, Adolph Menjou, Hoagy Charmichael and Chill Wills.

"Timberjack," produced in Glacier National Park and Western Montana, is an adventure with music which Joe Kane directed from an Allen Rivkin screen play.

Additional releases include "The Eternal Sea," the story of Admiral John Hoskins, war hero, with Sterling Hayden, Alexis Smith and Dean Jagger in leading roles, and "Santa Fe Passage," in Trucolor. "Passage" stars John Payne, Faith Domergue and Rod Cameron. Sidney Picker was associate producer on this western action drama with William Witney directing from a screen play by Lillie Hayward.

William Dieterle's "Magic Fire" will round out the top presentations for Republic during the first half of this year. Picture, in Trucolor, stars Yvonne DeCarlo, Carlos Thompson, Rita Gam, Valentina Cortesa, Alan Badel and Peter Cushing. Dieterle produced and directed from a screen play based on the biography of Richard Wagner, composer. Story was filmed in Wagner's native Bavaria.

Among the features due to start production at the studio this month is Frank Lloyd's "Texas Legionnaires." Sterling Hayden, Anna Maria Alberghetti, Richard Carlson and J. Carrol Naish head the cast.

Another entry is Ray Milland's "The Gunman." Scheduled as the third film is "Lay That Rifle Down," starring Miss Canova, with Charles Lamont directing and Sidney Picker as associate producer. "The Big Whisper," a project of Virginia Van Upp, will roll in Germany and Rudy Ralston will serve as associate producer on a fifth and as yet untitled feature which Bud Springsteen will direct.

Franklin Adreon will be associate producer and director on "King of the Circus," first of two serials Republic has in the works.

(*Continued on page* 22)



"Magic Fire" features Yvonne DeCarlo and Carlos Thompson



Alexis Smith and Sterling Hayden in "The Eternal Sea"

WIRE FROM ALBANY:

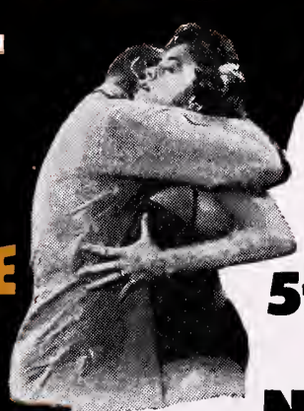
BATTLE CRY STRAND ALBANY BROKE ALL FIRST WEEK RECORDS BAR NONE. YESTERDAY HUNDREDS TURNED AWAY. HAD TO CLOSE BOX OFFICE AT 7 P.M. ALSO CALLED POLICE TO REGULATE CROWDS.

Everywhere and every day outgrossing every attraction in Warner Bros. history!

WIRE FROM BOSTON:

OPENING DAY METROPOLITAN GREATEST IN HISTORY.

"Battle Cry"



IT RUNS AND RUNS!

130 DATES—130 HOLDOVERS

5th WEEKS— 4th WEEKS

NOW UNDER WAY!

CINEMASCOPE
WARNERCOLOR
STEREOPHONIC SOUND

STARRING



VAN HEFLIN



ALDO RAY



MONA FREEMAN



NANCY OLSON



JAMES WHITMORE



RAYMOND MASSEY



TAB HUNTER



DOROTHY MALONE



ANNE FRANCIS

SCREEN PLAY BY LEON M. URIS · DIRECTED BY RAOUL WALSH
ORIGINAL MUSIC BY MAX STEINER

Fox Campaign Rolls

Major Promotional Drive Heralds Premieres Of "Man Called Peter"

A widespread promotional campaign for "A Man Called Peter" has been launched by 20th Century-Fox. Aspects of the drive include screenings for clergy of all faiths, unusual premiere activities, massive magazine and newspaper advertising and a tie-up with a book publishing concern.

The move to enlist support from clergymen for the filmization of the recent best-seller was begun at a special conference of the National Council of Churches. Suggested procedures were advanced by Arthur deBra, MPAA community relations director, for getting the word out on the picture.

Outlining the advance campaign were the Rev. S. Franklin Mack, executive director of the Broadcasting and Film Commission of the National Council of the Churches of Christ, and Mrs. Jesse Bader, National Council secretary.

Mrs. Bader, who saw a rough cut of the film in Hollywood, noted that in her belief "all Protestantism will thank 20th-Fox for giving us this stimulating and beautiful film. Also I think non-Protestants will want to see this moving story." She called the film "wonderfully impressive" and "magnificent."

Special brochures and other literature on the film were distributed and the entire Council membership was alerted via a series of letters describing the picture. Participating in the conference were Rodney Bush, 20th-Fox exploitation manager, representing Charles Einfeld, company vice-president; Edward E. Sullivan, publicity manager, and Mac Eichler, who is heading up the field exploitation campaign for the film.

As a result of the conference, various clergy screenings were set up and the reactions were quoted by 20th-Fox as very enthusiastic. All-out support of the film was pledged by representatives of the Protestant, Catholic, Jewish and Episcopalian faiths and journalists representing religious periodicals as well.

Simultaneous international world premieres of the film will be held in the U.S. and principal cities of Europe to which members of royalty, heads of governments, stars of the entertainment field and principal figures from all walks of life will be invited.

The film will make a simultaneous domestic bow at the Roxy Theatre, New York, and in Atlanta and Washington, D.C. Latter pair of cities play a major part in the film's background, and served as location spots for the shooting.

For the Washington opening, President and Mrs. Eisenhower are expected to head an attending delegation of top government figures including cabinet, Senate and House members plus diplomats from every Washington embassy.

Internationally, the picture will be launched in Glasgow, Scotland, where Peter Marshall, subject of the biographical film, was born and spent his early years.

In that Scottish city, Sir Alexander King, prominent producer and theatreman, is serving as head of a special premiere committee which is mobilizing citizens from all walks of life to participate in honoring the memory of Marshall, the native son who rose to international prominence as chaplain of the U.S. Senate.

Official recognition of the premiere is anticipated with a proclamation from the mayor along with a host of other events heralding the picture. Included in campaign plans are a series of radio, television and newspaper salutes to Marshall with special features to be carried in the press and on the air beginning the early part of March.

Roxy Debut Set

Stars and cast members will attend the Roxy opening where preparations for a swank, high-fashion premiere are being made. Video, radio, newsreel, wire service and metropolitan press coverage are in the works.

Heralding the domestic launching is a $500,000 national advertising, publicity and exploitation drive utilizing virtually every mass media fully three months in advance of the Easter openings scheduled for the feature.

Full-page and page-dominating color insertions in 25 top publications are scheduled for placing in general consumer publications, Sunday supplements, leading religious journals, women's club magazines and locally printed newspaper magazine sections during March and April.

An audience penetration of 274,000,000 is expected for the ads with the combination of newspaper and magazine space insuring eight to 10 impressions per person during the run of the campaign, 20th-Fox estimated. A newspaper readership in excess of 56,000,000 will be reached by the series of teasers planned for at least 21 days in advance of first bookings in more than 81 key centers, the company noted.

Meanwhile, a tie-up drive has been set by the film company with McGraw-Hill Book Co., publishers of the Catherine Marshall best-seller on which the picture is based. The campaign will introduce a special movie edition of the book, priced at $1.98, and will be serviced to thousands of department and book stores.

Kick-off will take place on Sunday, March 13, when large-size ads on the book and the picture run in leading newspapers in numerous big cities across the land. Ads on the book have been set also to appear regularly through May in newspapers and book publications to achieve a major impact as well as to inform the book trade of campaign developments.

Promotional material, including posters, streamers and book bands, are being developed for window, in-store and theatre lobby decorations. Displays will be featured for a minimum of two weeks in advance and current with playdates of the picture.

McGraw-Hill also is sending special literature to its dealers urging full co-operation with theatremen on the film and suggesting co-op campaigns, stunts and contests.

A full set of promotional posters and varied other material will be displayed in theatres in 60 cities during the week of March 21, when special morning showings of the film will be held for leading clergymen, prominent lay members of churches and important opinion makers.

Additional showings of the picture in grass roots situations across the country are planned. The increased screening program, expected to cover some 200 situations, will have an audience penetration ranging from 60 to 70 million persons. Showings will get underway early in April. Previews will be arranged through the local film exchanges in co-operation with church and civic officials. Programs will be held in theatres before the start of regular film performances.

"Peter" has meanwhile been named the Picture of the Month for March by the Protestant Motion Picture Council which hails it as "an epochal production, visually magnificent and deeply impressive, with a spiritual quality rarely attained."

Copies of the December issue of "The Reader's Digest," which featured as lead article a special Christmas sermon by Peter Marshall, were sent to exhibitors by 20th-Fox.



One of the ads prepared by 20th-Fox for "A Man Called Peter"

Speaking Tours Set In "Peter" Campaign

A group of 11 industry figures, headed by Arthur DeBra, MPAA community relations director, will hit 60 key cities between March 21-25 to speak at special screenings of 20th-Fox's "A Man Called Peter." The showings have been arranged for leading clergymen, prominent lay members of churches and important opinion makers.

Program has been divided into eight geographical regions—Empire State, New England, Atlantic, Central, Chicago, Mid West, Southern and Western—with each of the 11 figures to cover from four to seven cities. Visitors will speak at theatre showings and hold meetings with local representatives of the National Council of Churches and other religious and civic leaders to formulate co-operation for the production.

Metro Workshops Boast 2,500

More than 2,500 exhibitors have attended the first nine M-G-M Ticket Selling Workshops to date, as the latest session—a special capsule version—was set for the membership of the Associated Motion Picture Advertisers, on March 23 in the Georgian Room of the Piccadilly Hotel. AMPA president David A. Bader announced that Mike Simons, M-G-M director of customer relations, will bring scenery and props to the



SULLIVAN



MILDER

New York demonstration. The room will be decorated as it would be for one of the Metro meetings, and those attending will assume the role of exhibitor guests.

Approximately 350 exhibitors from the Columbus territory attended the ninth M-G-M workshop this week at the Deshler-Hilton Hotel. There were eight panel speakers in addition to Emery Austin, exploitation director for M-G-M, who revealed the 33 promotion aids employed to assist exhibitors in making the public aware of Leo's trademark and output.

Specialists on the panel included James W. Gaylord, Jr., of the Star-Lite Drive-In, Troy, Ala.; Conrad Brady, ad-publicity director for Interstate Theatres, Houston; Ed Roskelly, producer of tape recordings for drive-ins; Al Reynolds, of the Claude Ezell & Associates circuit; Ivan D. Anderson, Liberty No. Wilkesboro, N. C.; Jack Bruno, Cooper Foundation, Pueblo; Nate Milder, sales director for WHIZ and WHIZ-TV, Zanesville, O., and Jack Lake, ad manager for the Lancaster, O. Eagle-Gazette.

The tenth meeting took place this week at the Continental Hotel, Kansas City, and was the first workshop conducted as part of two exhibitor organization conventions. The Kansas-Missouri Theatre Assoc., a TOA unit headed by Ed Harris, and Allied of Kansas and Missouri, headed by Beverly Miller, worked hand-in-hand with M-G-M.

Another workshop—the eleventh—is scheduled for the Adolphus Hotel, Dallas, on March 9, the first day of the Texas Drive-In Theatre Owners' Association Convention. Jack Farr, association president, has assured M-G-M that the entire first day of the convention will be devoted to the workshop. One of the guest panelists will be Andrew M. Sullivan, Jr., city manager for Dixie Drive-In Theatres in Savannah.

A workshop has been scheduled for May 6 at the Savory Hotel, Des Moines, in connection with the annual Spring convention of the Allied of Iowa of Nebraska; another will meet at the St. Francis Hotel, San Francisco on June 20.

Buy Chaplin Holdings

(*Continued from page 9*)

According to the company, the 1954 world gross represents a new UA 35-year high.

The Krim-Benjamin group entered the UA situation when the company was at its lowest ebb. In less than six months, a profit was shown and by the end of the first year the company had completed its first annual earnings calendar since 1946.

Result of the group's success was that 8,000 UA shares were awarded management. The stock turnover was made in accordance with an agreement entered into between management and Miss Pickford and Chaplin.

'Breakage' Law Promised City

ALBANY.—Republican leaders agreed this week to speed the enactment of a law assuring to New York City its full five percent from the amusement tax. The agreement was made at a luncheon conference attended by Republican and Democratic leaders. Under present plans it will be rushed through the Senate and Assembly next week and presented to Governor Harriman for signature.

The main purpose is to give the city the right to collect "breakage," or a full cent in all cases where the tax includes a fraction of more than half a cent. Under a recent decision by the Appellate Division of the Supreme Court in Brooklyn, the city cannot collect the full cent in such cases. An appeal from this ruling is to be argued in the Court of Appeals next week, and New York City exhibitor lawyers will file a respondents' brief at the same time.

The city of Albany has the support of the Conference of Mayors for the proposed legislation. Unless the law is clarified, a decision adverse to New York City could impair the rights of other localities to collect "breakage."

NEWS BRIEFS

Discover "Lost" Tax

PHILADELPHIA.—City Controller Foster A. Dunlap has "discovered" that the city lost nearly $300,000 last year because it did not collect a two-cent a patron license fee authorized by a 1931 ordinance. He declared that city officials knew about the ordinance and failed to enforce it. Walter S. Pytko, commissioner of the Department of Licenses and Inspections, answered that previous administrations had not enforced it either. He asked whether the additional charge should be paid by the movie industry or the public. "I want the theatres to pay the freight as much as they are able," he said, "but if it closes them up, then what's the use."

UA Pacts Hayworth-Haymes

Rita Hayworth and Dick Haymes have formed Crystal Bay Productions and will release their first two pictures through United Artists, it was announced, following completion of Miss Hayworth's two-picture obligation to Columbia. Arrangements entered into with Arthur Krim, UA president, call for financing and distribution by UA of the first two Crystal Bay films, to star Miss Hayworth with Haymes acting as producer. They also contemplate finding a story that will serve as a co-starring vehicle.

Lider, Others Elected

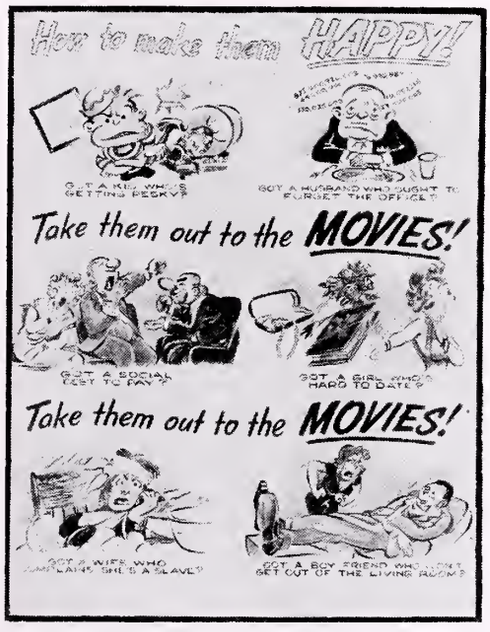
BOSTON.—Edward Lider of Yamins Enterprises is the new president of Independent Theatres Inc. of New England. Lider was elected at the annual meeting held this week at the Hotel Bradford, together with Melvin B. Safner, first vice-president; Lloyd Clark, second vice-president; Julian Rifkin, treasurer; Albert Lourie, secretary; Nathan Yamins, National Allied delegate, and Norman C. Glassman, board chairman.

New National Screen Posters Accent Movie Attendance

"How to Make Them Happy—Take Them Out to the Movies!" is the ticket-selling theme of a pair of new and unusual 30 x 40 and 40 x 60 full-color cartoon displays created by National Screen Service to stimulate movie attendance, it was announced by George F. Dembow, vice-president in charge of sales.

Familiar everyday situations such as these are amusingly caricatured and answered with "Take Them Out to the Movies!": the pesky kid, a nuisance around the house; the husband who brings his office worries home; the wife who complains she's a drudge; the boring couple from next door who are killing your evenings; the girl who is hard to date, and the boy friend who parks in the parlor and won't go home.

The bright displays were developed for out-front and away-from-theatre exploitation to capture passerby attention. They can be used with window and inside-store displays for specific film attractions, with contests, as institutional displays by co-operative merchants, and in and around the theatre itself. To further implement the "Go to the Movies" buildup, National Screen plans to supply allied and independent theatre groups throughout the country with black-and-white stills of the display cartoons, at no charge, for planting in local newspapers.



Comedy is combined with to-the-point selling copy to make National Screen Service's "Take Them Out to the Movies" display among the most unusual services yet offered to theatremen who want to boost their box office receipts. Bright 30 x 40 and 40 x 60 full-color cartoon displays were developed for out-front and away-from-theatre exploitation.

Independent Trade Reviews

(*Continued from page* 16)

"Wages Of Fear"

(John G. McCarthy) FRENCH 106 Min.

Cast: Yves Montand, Vera Clouzot, Charles Vonel, William Tubbs.

Credits: A Filmsonor Production; Produced and directed by H. G. Clouzot.

In its first portions a study in economic and moral degeneracy and in its latter sequences a brilliantly executed drama of nerve-wracking suspense, "Wages of Fear" registers as one of the most unusually powerful French-language films to arrive here in years. This is strong stuff all the way, and, as such, worthy of art house booking. Although the English titles are helpful in explaining the dialogue, the visual impact of this film is all too clear. Situation concerns the fates of four down-and-outers in a South American hell hole who desperately grasp at the chance of making easy money by driving truckloads of nitroglycerine over bumpy mountain roads. Their exploits while on the convoy, which occupy the final hour of the picture, are excruciatingly suspenseful and all too deadly to make for entertainment. Seeing "Wages of Fear" is, rather, a raw and brutal experience.

H. G. Clouzot, who produced and directed, displays a masterful talent at generating suspense to the ultimate degree in this film. Once M. Clouzot gets started, there is no stopping, no relenting in the nervous tortures he inflicts on his characters and, in turn, on the audience. The truck drivers are shown as completely degenerate in most every respect and unsympathetic as well. They cheat, murder and lie; one constantly debases his girl. Their character traits rapidly show up in more deadly fashion once the perilous nitroglycerine convoy gets underway. Crisis after crisis unfolds to leave the audience completely drained of its emotions by the time the climax, an ironic episide, delivers the final punch.

"Tarzan's Hidden Jungle"

(RKO) 73 Min.

Cast: Gordon Scott, Vera Miles, Peter Van Eyck, Jack Elam, Zippy, Charles Frederichs, Richard Reeves, Don Beddoe, Ike Jones, Jester Hairston, Madie Norman, Rex Ingram, Lucky.

Credits: Produced by Sol Lesser; Directed by Harold Schuster.

Latest entry in the popular "Tarzan" series, "Tarzan's Hidden Jungle" will show good grosses as a general programmer, as audiences retain their interest in the venerable jungle hero. Patrons will like the new Tarzan, Gordon Scott, although he has little to do besides swim and show off his muscles. Sales assist will come from Scott's current personal appearance tour. Crowd-pleasers, as usual, are shots of playful chimpanzees, a wounded baby elephant, and other animals (although some footage is poorly matched) and scenes played in quicksand and in a lion's pit. A good chase scene quickens the action towards the end. Femme lead, Vera Miles, is attractive and plays her part well, although Tarzan is interested in action, not romance.

As the film begins, a trio of white hunters is furious because Tarzan is driving their game to safety across a river to Sukulu land, where the primitive Africans worship animals and protect them. The Sukulus' only contact with white men is with a U.N. doctor. When the doctor is tricked by the hunters into taking them across the river, the hunters stampede the beasts back to the other side. The natives, convinced that the doctor and his nurse have betrayed them, prepare to feed them to the lions. However, Tarzan turns back the horde of animals with his famous call. The hunters are crushed under the hoofs of the returning elephants, as Tarzan rescues the captives and saves the day.

"Stranger On Horseback"

(United Artists) Ansco Color by Pathe 66 Min.

Cast: Joel McCrea, Miroslava, Kevin McCarthy, John McIntire, Emile Meyer, Nancy Gates, John Carradine.

Credits: A Leonard Goldstein Production; Produced by Robert Goldstein; Directed by Jacques Tourneur; Screen play by Herb Meadow and Don Martin; Story by Louis L'Amour.

From the late Leonard Goldstein comes this remarkably well-made outdoor drama, the story of how a Federal circuit court judge brings a murderer to trial in the old west. Photographed in Anseo Color and processed in Pathe Color, the film stars Joel McCrea and Miroslava for marquee attractiou and runs a neat 66 minutes for perfect supporting feature slotting. Good direction and smooth scripting give "Stranger of Horseback" smart pacing and convincing characters. Performances are top-draw, with John Carradine, John McIntire and Kevin McCarthy especially fine in the support cast.

Romance takes a back seat as McCrea, the judge, arrives in the town of Bannerman, named after the principal landowner, and begins to investigate a hushed-up murder case in which the Bannerman heir is the key suspect. McCrea's attempts to arrest the suspect, together with his endeavors at arranging for a fair trial in the face of local dissent, make up the drama. Plotting is direct, to the point and vigorous. A well turned climax provides the ending with a refreshing, if not too logical, surprise.

"Jungle Gents"

(Allied Artists) 64 Min.

Cast: Leo Gorcey, Huntz Hall, Laurette Luez, Bernard Gorcey, Patrick O'Moore, Rudolph Anders, Harry Cording, David Condon, Bennie Bartlett, Eric Snowden, Joel Fluellen, Roy Glenn.

Credits: Produced by Ben Schwalb; Directed by Edward Bernds; Screen play by Elwood Ullman and Bernds.

This is a typical Bowery Boys programmer which has a goodly share of laughs and will please their fans. This time, they are on a safari hunting for a jewel treasure hoard and meet up with beautiful Laurette Luez, who is a female Tarzan. The picture will get the same response as all the previous entries in the series have in the past. Stock footage has been used wisely and gives the effect of the African jungles.

Huutz Hall develops the ability to smell diamonds, due to some pills he has been taking on doctor's orders. When this feat is discovered, he is hired by Patrick O'Moore to go to Africa with Leo Gorcey, David Condon, Bennie Bartlett and Bernard Gorcey, to find a fortune in stolen diamonds. Hall mistakenly burns their map and they wander around lost, until Hall happens on shapely jungle queen Laurette Luez, who leads them to the diamonds, despite the many traps set up by Rudolph Anders to stop them. After foiling Anders and obtaining the diamonds, they head for home.

"Wyoming Renegades"

(Columbia) 72 Min.

Cast: Phil Carey, Gene Evans, Martha Hyer, William Bishop, Douglas Kennedy, Roy Roberts, Don Beddoe.

Credits: Produced by Wallace MacDonald; Directed by Fred F. Sears; Screen play and story by David Lang.

"Wyoming Renegades" is a strong supporting feature that will fit iu any category in the general market and can also be hoisted to the top of the bill in neighborhood and small town situations. A very realistic western, well produced, it details the exploits of Butch Cassidy and his famous Wild Bunch, who inhabited the "Hole In The Wall" country. The screen writer has twisted the history of the gang a great deal, but he has come up with a strong, earthy story, which depicts the members of the gang as they probably really were, hard, bitter men with no sense of value and no regard for human life. Gene Evans is excellent as Cassidy with Phil Carey extremely good as the outlaw who tries to go straight. Supporting players are well chosen and all deliver performances which are assets to the film. The Technicolor photography is very good and shows the picturesque locations used in the film to advantage.

Carey, a member of Evans' gang, gets out of prison and sends word to Evans that he plans to go straight. He returns to his home town, reopens his father's blacksmith shop and is about to marry Martha Hyer, when the townsfolk make it known that they would appreciate his leaving town. Douglas Kennedy, who is in reality a Piukerton man, sticks up for Carey and provides money for a partnership. When Evans decides to rob the town's bank, Carey is turned on and accused of plotting the bank job with Evans, and forced to return to Evans and his gang with Kennedy in tow. When Evans discovers Kennedy's true identity, he beats him to death, and the outlaws return to town to get some money that they were forced to leave behind. The women of the town gun them down.

"The True And The False"

(Helene Davis Pictures) 79 Min.

Cast: Signe Hasso, William Langford, Michael Road, Ragnar Arvedson.

Credits: Produced by Signe Hasso; Directed by Michael Road; Written for the screen by Bob Condon; Based upon stories by Honore de Balzac and Guy de Maupassant.

A modern situation dealing with the anxieties of a girl about to be married is employed as a springboard for the telling of two period pieces, short stories by Balzac and de Maupassant, in this English-language import from Sweden. Signe Hasso stars in all three episodes and acquits herself well therein as an actress. Creaking plots and hackneyed dialogue, however, gear "The True and the False" toward mid-week program slots. A more polished production could have imparted the picture with a higher box office potential.

Best sequence in the film is based on a de Maupassant tale called "The Old Maid," in which Miss Hasso falls in love with an Army officer in 19th Century France, only to find disillusionment in the fact that he wants to marry for money. The first tale, Balzac's "La Grande Breteche," is weaker dramatically but stronger in exploitation potential. Carrying a similar backgrouud, it relates how a jealous husband builds a brick wall in front of a closet in which the wife's lover is concealed. A heavy and repetitious musical score, plus confusing editing, hamper the effect of this sequence.

Full Studio Activities Back Republic Lineup

(*Continued from page* 18)

Company has some package deals in preparation. One, "Come Next Spring," will be filmed by Robert Alexander Productions, an independent company headed by Steve Cochran, who will also star. Picture, based on an original story by Monte Pittman, will be shot in Trucolor and wide screen and prepared for fall release. It is to be filmed on location in some sequences in Arkansas in early May. Springsteen will direct.

Additional projects on the company's calendar include "Man from Texas," starring John Payne, Mona Freeman and Lee J. Cobb, in Trucolor; "Rebel Island," with Yvonne De Carlo, Zachary Scott and Howard Duff, in Trucolor; "The Long Watch," in Trucolor; "Three Leaves of A Shamrock," from John Ford, with Tyrone Power, Maureen O'Hara and Barry Fitzgerald, and "Annie Jordan," in Trucolor, a story of the Seattle waterfront.

SuperScope Aids Noted For Exhibs

"SuperScope is an anamorphic process by which we are able to create anamorphic prints from regular photography," Joseph Tushinsky, head of SuperScope, explained in his RKO Radio Office.

"In the first instance, the use of regular photography is more desirable than any other type, for the reason that over the years of use, lenses of the finest quality and in great variety have been perfected and developed. Therefore, through normal photography, we capture more photographic quality than by shooting anamorphically. To the average viewer of a picture, the fact asserts itself particularly in connection with depth of focus."

Tushinsky went on with, "Just as normal photography achieves the highest quality, so has the industry determined that anamorphic prints for projection achieve the highest quality for the new wide screen, irrespective of whatever aspect ratio an exhibitor employs for his wide screen.

"The wide screen is achieved either with an anamorphic print or by 'cropping' a so-called standard print," he added. "In the ratio of 2-1, the anamorphic print provides a 50 percent greater screening area per frame, and accordingly 50 percent more light is transmitted to the screen. Two-to-one is the ideal screen ratio."

Intensifier Discussed

He discussed the SuperScope intensifier, known as the SuperScope definition intensifier, which he states is for the exhibitor interested in clarity. The intensifier is only necessary in instances of theatres with short throws. Anamorphic lenses work with two different points of focus, one for the vertical lines and a different point of focus for the horizontal lines, which is similar to astigmatism, and the intensifier works on the lens as eyeglasses would on a person and corrects the astigmatism. In the case of long throws, the "astigmatism" cures itself.

Tushinsky cited the fact that SuperScope is doing everything to help the little exhibitor. He mentioned his price cut from $700 for a pair of lens to $395, which is a cut of 43 percent. He also pointed out that SuperScope's complete engineering staff is at the disposal of all exhibitors who have problems. All they have to do is write him a letter care of his RKO Radio Studios office.

"The bulk of the theatres that have not equipped for the new anamorphic wide screen process are those who have found that they can't make the investment, unless it is a permanent investment. SuperScope is their answer due to its flexibility. The fixed cylindrical lenses will not be able to project anamorphic prints that are in different squeeze ratio than the present 2-1 squeeze. Such films are on the horizon and the SuperScope lens will handle them all," he stated.

He also announced that he and his brother, Irving, have received confirmation that 25 Italian producers will make approximately 50 features in SuperScope in the next 12 months and that they are concluding a deal for the establishment of a SuperScope distributor in Italy. He also stressed that a great many independent producers are planning SuperScope productions.

HOLLYWOOD
. . . on the wire

RICHARD BERNSTEIN, *Editor*
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Hollywood 29. Tel.:
Normandie 2-6494

A deal is being worked out for the re-association of David Selznick and M-G-M, which will give the producer a cash guarantee. The contract provides for Selznick to make two pictures on an autonomous basis, with the starting time and properties yet to be disclosed. Sources in Hollywood say that Selznick will receive $100,000 against a 50 percent participation in the net profits for each of the two pictures. Selznick's last tie-up with M-G-M was "Gone With The Wind" in 1938.

* * *

Arrangements have been concluded in London, according to Agent Kurt Frings, for Paramount and Associated British Pictures Corp. to co-finance and co-release "Ondine," a Audrey Hepburn-Mel Ferrer co-starrer, which will be written, produced and directed by Michael Powell and Emeric Pressburger. Paramount will release the film world-wide with the exception of the United Kingdom which has been reserved for ABPC distribution. Powell and Pressburger will shortly wind up production on "Rosalinda," musical production starring Mel Ferrer, Ludmila Techerina, Anton Walbrook and Michael Redgrave.

* * *

Anne Jeffreys and Robert Sterling have been offered the co-starring roles in "On Wings of Song," Technicolor musical to be filmed in London by Marcel Helman in June. Hellman produced "Happy-Go-Lovely," starring Vera-Ellen, Cesar Romero and David Niven for RKO release last year.

* * *

"All Our Tomorrows," an original drama of young love's mistakes and middle-aged retribution, by Ralph Wheelwright, will be brought to the screen by M-G-M with James Cagney and Helen Hayes being the first to sign for starring roles.

* * *

Audie Murphy was set by U-I to star in "Apache Agent," based on the best-selling non-fiction book by Woodworth Clum. "Apache Agent" is the true story of a young man, Clum's father, who in 1874 was sent to the Apache Reservation at San Carlos as agent in charge. He pursued a policy of treating the Indians fairly and allowing them to govern themselves without interference from the U.S. Army. Clum's record at the reservation reached its height when he captured the famed Indian warrior Geronimo. Aaron Rosenberg will produce the feature, which is scheduled to start shooting next month.

* * *

Barry Sullivan has been signed to play the lead role of Joan Crawford's husband in "The Queen Bee," based on Edna Lee's best-selling novel of the same name, which Jerry Wald will produce and which Ranald MacDougall will direct from his own screen play. Brian Keith has already been announced as the other male lead in the picture.

* * *

Andre de Toth has been set to direct "The Indian Fighter," the first film Kirk Douglas' new company, Bryna Productions, will make for United Artists release. William Schorr will produce, with Douglas starred. Production will begin in April on location.

* * *

Thomas Carr was signed to direct "Hold Back The Night," which Hayes Goetz will produce for Allied Artists with Richard Basehart and Neville Brand in the star roles. The production will be launched next month. William Broidy Pictures Corp. also announced that it will roll "Women's Reformatory," Mar. 14 for AA release with Robert Nunes producing and Edward Cahn directing.

* * *

"Great Day In The Morning," the best-selling novel by Robert Hardy Andrews, has been purchased by independent producer Edmund Grainger, who will produce the story as a Edmund Grainger Productions feature for RKO release. Grainger plans to do his principal shooting around Denver, and will film the feature in color and SuperScope.

* * *

James Dean, who stars in Warner Bros.' "East of Eden," has been set as the male lead in "Rebel Without A Cause," which David Weisbart will produce and Nicholas Ray will direct for WB. The story deals with teen-age juvenile delinquency.

* * *

Alfred Hitchcock announced at Paramount that James Stewart and Doris Day



Discussing "The Cockelshell Heroes" are (l to r): Brian Forbes, who will write the screen play; Jose Ferrer, star; Colonel Hassler, about whom the story revolves, and Cubby Broccoli, co-producer of the Warwick production, which Columbia will release.

Inside Production

Fred Brisson Calls "Girl Rush" Non-Problem Las Vegas Musical

By Richard Bernstein

"When I was in Las Vegas, I realized that no one had yet done a slam-bang musical about that town," Producer Frederick Brisson said in his office at Paramount Studios. "Being that my wife, Rosalind Russell, was so successful on Broadway in 'Wonderful Town,' I decided to star her in such a musical feature film dealing with Las Vegas."

The film, of course, is "The Girl Rush," which Brisson produced with Paramount for Paramount release. Brisson heads his own independent production company, Independent Artists.

The film is Rosalind Russell's first screen musical. Her co-stars in the film are Fernando Lamas, Eddie Albert and Gloria DeHaven. Robert Pirosh directed.

"The budget is about three and a half million dollars," the producer explained. About 14 months of preparation went into the film. Ken Englund wrote the original story, which was developed by Henry and Phoebe Ephron with Robert Pirosh doing the final screen play."

Brisson got the idea for his title from the fact that years ago Nevada was a site for gold rushes. Today, there is a girl rush with hundreds of beautiful femmes descending on Las Vegas every day.

"Las Vegas has an international flavor," Brisson said. "It is internationally known, just like Monte Carlo."

"Exhibitors will be pleased to get a non-problem musical about Las Vegas," the producer stressed. "The film can be called a modern western musical."

The producer pointed out that all the exteriors were shot in Las Vegas. The picture, filmed in Technicolor, was also lensed in VistaVision.

Brisson, who produced "The Velvet Touch" and "Never Wave At A WAC" for RKO release, helped produce the Broadway musical hit, "The Pajama Game." He believes that being both a Broadway theatrical and a Hollywood film producer is a very healthy thing; that it keeps a person's ideas



Gene Walden, manager of Durwood's Roxy Theatre, Kansas City, Mo., and Mrs. Walden visit the M-G-M set of "The King's Thief," in CinemaScope, and Ann Blyth, star.



FREDERICK BRISSON

fresh. He is currently prepping "Damn Yankees," based on the book, "The Year The Yankees Lost The Pennant," by Douglas Wallop, for the Broadway stage.

In regard to the current heavy bidding by Hollywood and the recent purchases of Broadway hits, Brisson had this to say: "Hollywood has been saying that it needs more original material. A Broadway stage success is proven material that can be developed and broadened for motion pictures. Competition is so stiff today that Hollywood is paying top prices for Broadway shows again."

Brisson, back to discussing motion pictures and his plans for his Independent Artists company, explained that he will only film specialized subjects that appeal to the public and which people can identify themselves with. The company will not do any specific number of pictures a year; it will go into production only when it finds the proper story and ingredients for a motion picture.

"You have to get the proper vehicles," Brisson said. "The Girl Rush" has 12 musical numbers and eight gigantic production numbers. As Brisson puts it; "it brings an elaborate Broadway musical right to the movie-goer."

In his casting, Brisson has taken another different tack, bringing such new people to the screen as Marion Lorne, who is so well known from her work on TV's "Mr. Peepers" show; New York dancers Bob Fortier, Matt Maddox and Don Crichton. He also cast Larry Douglas, Broadway performer.

"This is a way to bring Hollywood new faces for which it has been asking and which it continually needs," Brisson stressed. "Today audiences want entertainment. I have learned that the exhibitors know how to sell it to the public once you've made an entertaining picture."

Broidy Signs Herman

William Broidy announced that he has signed Ace Herman to produce three films a year for William Broidy Pictures Corp., which Allied Artists will release. Herman's first production effort will roll in late April.

HOLLYWOOD...

will be co-stared in his VistaVison production, "The Man Who Knew Too Much," which will start in May. The story, a suspense spy mystery, casts Stewart as a doctor and Miss Day as his wife, a former singer. It is based on the picture of the same title that Hitchcock directed in England in the mid-thirties. Placed in London and French Moroceo, producer-direetor Hitchcock will film part of the picture in these locales.

* * *

George Stevens has left for a location scouting trip in Texas to set up sites for his film version of "Giant," the Edna Ferber story which he will direct and produce in association with Henry Ginsberg for Warners.

* * *

Producer Robert L. Lippert Jr. has begun shooting "Charge of the Rurales," in Anseo Color on Mexieo-Guatemala border locations, with Louis King directing a cast headed by Dane Clark, James Craig and Martha Roth. . . . The Hollywood contingent on the feature, the first U.S.-Guatemala coproduction, ineludes Gil Warrenton, cinematographer, Henry Hartman, assistant director, John Kawalak, Anseo color consultant, and Gil Marchant, assistant to Lippert, Jr.

* * *

Ted Edwards, executive associate producer of Cambridge Productions in New York and Miami, announced in Hollywood that the company will do three features this year. The company will start re-shooting on its feature, "Pan-American Highway," in Mexico in early March and also announced that it will shoot "Deep Six" this Spring and another feature.

* * *

Walter Pidgeon has been selected to portray the scientist in M-G-M's "Forbidden Planet." Previously cast in the film as Pidgeon's daughhter was Anne Francis. This will be Metro's initial entry into the seience-fiction film field. Nicholas Nayfack is producing and Fred Wilcox direeting.

* * *

Ray Milland, who will direct and star in "The Gunman" for Republic, flew to Gallup, N. M., to scout location sites for the film, which will be filmed in Trucolor by Consolidated starting March 30.



Dr. Herbert T. Kalmus (right), president and general manager of Technicolor Motion Picture Corp., receives the Pioneer Award in Cinematography of the Foreign Press Association from Merian C. Cooper, producer.

REGIONEWS

ALBANY

A Supreme Court jury trial would be open to any distributor whose release had been denied a license by the M.P. Div. of State Education Dept., under provisions of a bill sponsored by Senator Fred G. Moritt of Bklyn. The measure sets up an alternative to present appeal to the Board of Regents and directs issuance of a license if a film be ruled not indecent, obscene or inhuman. . . . Fabian's 1,000-car Mohawk Drive-In on Albany-Schenectady Rd. will relight Apr. 2. The circuit's Saratoga, on Albany-Saratoga Rd., which will have a 123' screen and concession stand doubled to permit cafeteria operation, should be ready by Apr. 15, according to supervisor Irwin Ullman. George Lourinia, mgr. of the Saratoga, recently had a minor operation.

Alan V. Iselin's Auto Vision at E. Greenbush has also undergone a screen widening and concession stand expansion for cafeteria purposes. . . . Charles Stevens, ad mgr. for Normans Kill Dairy, and Jack Hamilton, branch mgr., are new Variety members, also Ken Farrar, asst. mgr. of Tri-State Automatic Candy; George B. Chelius, Jr., mgr. of the Sheraton-Ten Eyck. Chief barker Geo. H. Schenck reports that the club's new air-conditioned quarters at the Sheraton-Ten Eyck should be ready by the end of July. Former chief barker Jules Perlmutter will be honored at a dinner-dance by Tent 9 on April 23. . . . Chick Milnarik of Columbia has been renamed pres. of B-43 Local.

ATLANTA

W. W. Hammonds, Jr., pres. of Marshall Drive-In, Inc. of Guntersville, Ala., announced plans for construction of a 600-car ozoner south of the city which will feature a completely enclosed playground for children, free picnic area, and a huge CinemaScope screen. . . . An April 1 opening is planned by Larry McClure for his new 300-car drive-in at Lawrenceville, Ga. . . . Construction of a $170,000 ozoner at Hallendale, Fla. is planned by E. M. Loew. . . . Elite Theatre, Decatur, Ala., closed for want of business. . . . Atlanta WOMPI's will hold a gala dance at the Variety clubrooms on April 1. . . . Tennessee outdoor exhibitors are preparing to oppose a proposed bill which would require that drive-in screens be obscured from the road by 1960. . . . Maurice Magnan continues as owner-mgr. of the Lakeshore Theatre in Jacksonville, Fla. It was erroneously reported here that Milton Moore is the new owner. Moore has not been connected with the theatre since last Nov. 1.

New ownerships: #1 Drive-In, Apalachicola, Fla., P.J., N.J. and J.J. Nichols; Cecil Drive-In, Troy, Ala., Jimmy Gaylard, who will change name to Coffee Drive-In, with Mack Clark as mgr.; Trail Drive-In, Sarasota, Fla., from Hugh Thomas, Jr. to Jack Hunt and Ray Carsky, who will change name to Airport Drive-In; Star Theatre, Cedar Bluff, Tenn., from J. W. Powell to Robert L. Baker and Ralph A. Meades; Desoto Theatre, Valley Head, Ala., Lowell Garmon, Jr.; Ruskin Theatre, Ruskin, Fla., from Hal Willis to Wm. Kneip. . . . Bill Wolfson, Wilby-Kincey city mgr. in Montgomery, Ala., back at work after an eye operation in Ft. Worth, Tex. . . . Vivian Miller, new booker at M-G-M, replaces Dot Stephens. . . . Skyview Drive-In, Sylvania, Ga., closed permanently.

Norris Hadawy, mgr. of the Alabama Theatre, Birmingham, was nominated local "man of the year." . . . J. W. Hill, appointed mgr. of the Victory Drive-In, Savannah, Ga. . . . T. A. McDougald new mgr. of the Clay and Cove at Green Cove Springs, Fla., to replace M. B. Argo, transferred to Eustis, Fla. . . . Louis Rosenbaum, pres. of Muscle Shoals Theatres in Ala., was presented certificate of distinguished service by the Ala. Society for Crippled Children and Adults. . . . Murray Stohl, who recently purchased the five theatres in Tampa, Fla. from Claughton, installed CinemaScope in the Cinema, State, Northtown and Palma Ceia, also the Roxy in St. Pete.

Winston Huddleston, former circuit solicitor in Wetumpka, Ala., purchased the late Ed Clark's interest in the Coosa Theatre there. . . . The annual joint convention of MPTOO of Ga. and Ala. Theatre Assn., is to be held at the Biltmore Hotel, Atlanta, May 15-17. . . . Dean Morris, RKO booker, moved up to post of sales representative. . . . Georgia Theas. closed the Augusta Drive-In at Augusta, Ga. . . . J. W. Hill appointed mgr. of the Victory Drive-In, Savannah, Ga. . . . Residents of Forsyth, Ga. voted two to one in favor of allowing Negroes to use the balcony of the local theatre.



James J. Lyons, Borough President of the Bronx, is greeted by United Artists president Arthur B. Krim (right) and distribution v.p. William J. Heineman (left) at special screening of Hecht-Lancaster's "Marty," forthcoming UA release filmed on location in that legendary borough.

Drive-In proposed for a 10-acre tract near Gulfstream Park, Hollendale, Fla., is running into trouble with the state road dept. which claims location would distract passing motorists. . . . Lakeland Drive-In, Lakeland, Fla., recently damaged by fire, being rebuilt by Mrs. C. W. Murrell and mgr. L. E. Hendrix. Likewise Martin Theas. drive-in at Port St. Joe. . . . Paramount in Palm Beach, Fla., reopened with Robt. Williamson as mgr. . . . New mgr. at the Miracle, Coral Gables, is Carl Jamroga, to replace Mel Haber, now at the Carib, Miami. Harry Parmenter appointed asst. mgr. at the Daytona, Daytona Beach.

BOSTON

Smith Mgmt. took a long-term lease on the new 2000-car Meadow Drive-In under construction in Hartford, Conn. by A. J. Bronstein and to be ready for spring opening. Wm. Riseman Assoc. is erecting a huge ozoner in Jersey City, N. J. for the Smith interests also. . . . Maine & N. H. Theas. Inc. signed Altec contracts for maintenance and service of the circuit's sound equipment. . . . Jean DuBerry, mgr. of S-W's Art Theatre, Springfield, tied up with the local Motion Picture Council for co-sponsorship of the March 9 area premiere of "Romeo and Juliet." Sale of the first ticket to Mayor Brunton by SMPC representatives got good newspaper space with photo. . . . Hy Fine, New Eng. Theas. dist. mgr., is recuperating at home after surgery.

Ernie Warren has taken a long-term lease on the Lexington Theatre, Lexington, which has been closed since last summer. He will reopen it in mid-March after extensive renovations, including remodeling of the front, and installation of CinemaScope with full sterophonic sound. Warren also operates the Paramount, Needham, and the Strand, Canton. . . . "The Country Girl" broke all existing records in its first week at the Astor Theatre, Boston; ditto for "Battle Cry" on opening day (Washington's Birthday) at the Metropolitan for any program without a stage show. . . . Receiving congratulations on additions to their families are Francis O'Neil, mgr. of the Paramount, Rutland, Vt., a son; exhibitor Raphael Sandlow, a daughter; Samuel Feldman, Winchendon exhibitor, a son.

First Bay State drive-ins to open for the season were Joe Levine's Round Hill near Springfield, Ned Eisner's Quaker at Uxbridge, Redstone's Neponset, and Rifkin & Loew's Meadow Glen, Greater Boston. . . . Sam Haase placed six new accounts for the Goodwill Awards plan. . . . Irving McDonald, former Springfield exhibitor who broadcast over WEEI for the past 14 years, resigned and plans to retire on Cape Cod. . . . Island Theatre, Portsmouth, R. I., was gutted by a $60,000 fire attributed to defective wiring connected with a soft drink machine.

John J. McAvoy leased the Somerset Theatre, Somerset, from the Yamins interests and will open it with a summer stock policy in late June. . . . Lloyd Mills, mgr. of the

BOSTON (cont'd.)

Cinema at the suburban Shoppers World near Framingham, has invited 4,000 Girl Scouts from districts covering eight nearby towns to a program celebrating the 43rd anniversary of their organization on March 12. Mrs. Christian A. Herter, wife of the Governor, will be guest of honor. Mrs. Herter has also accepted the honorary chairmanship for a fashion show to be put on by Elizabeth Arden on March 18 at the Sheraton Plaza for benefit of Variety Club's Jimmy Fund. Wives of Mayor John B. Hynes, Lt. Gov. Sumner Whittier, Atty. Gen. George Feingold, Motor Vehicle Registrar Rudolph F. King and Ambassador to Uruguay Thomas Pappas are included in the list of an active committee which is sponsoring the show. . . . Mr. & Mrs. Samuel Pinanski enjoying a month's holiday in Florida.

CHARLOTTE

After several days of picketing, the Visualite Theatre's mgr. Robert Shrader and IATSE Local 322 business agent W. H. Fowler decided to split the cost of two hours in question. The theatre had refused to pay a minimum of four hours to the projectionist for Wednesday matinees which run only two hours. . . . J. O. Wills is adding a 100' screen and CinemaScope to his Concord Drive-In at Concord, N. C., which he enlarged to 650-car capacity. . . . George Ebersole, 20th-Fox special sales representative, is back on the job after a spell of illness. . . . Drive-In Castle Haynes closed for balance of winter with early spring opening planned. . . . Gaston Drive-In, Roanoke Rapids, N. C., which was demolished by Hurricane Edna, is being rebuilt. . . . Bill Henderson of Theatre Booking and Theatre Promotions took his little daughter to Warm Springs, Ga. for a checkup.

CHICAGO

Seven theatres of the H&E Balaban circuit have become members of Allied Theatres of Ill. They are the Bryn Mawr, Commercial, Esquire, Milford, Surf and Windsor in Chicago and the Des Plaines in Des Plaines. Another recent member is the Melrose at Melrose Park, owned by John L. Billish. . . . Raytone Screen Corp's midwest offices are now located at 401 W. Charles Rd., Lombard, with Milt Sherman, formerly of Radiant Screen, as ad mgr. . . . B&K's Chicago houses are now all CinemaScope equipped having just completed its 35th installation at the Luna Theatre. . . . Joseph Vogel, John Murphy and Ernest Emerling, Loew's execs, were in town for closing of the Twin Outdoor Theatre deal.

Tampico Theatre, 1611 Roosevelt Rd. seriously damaged by fire, with loss estimated at $25,000. Owner Abraham Gomez was elected pres. of the newly organized Mexican Chamber of Commerce here. . . . Best and Kaplan have sold the Amo Theatre property to Dudley Real Estate Co. However, Jack and Ben Cooney will continue to operate the house. . . . Essaness, according to gen. mgr. Ralph Smitha, acquired the ABC Outdoor Theatre at 147th & Western Ave., giving the circuit four ozoners to manage. . . . Jack Hunt, former mgr. of the Oriental, and Ray Carsky, former B&K exec., have taken over the Trail Drive-In at Sarasota, Fla.

Installation of new Variety Club officers will take place at the Congress Hotel on March 7. . . . Sidney Fields named west coast representative for DaLite Screen, with headquarters in Hollywood. . . . Edward Cassin joined B&K's State Lake managerial staff. . . . William M. Platt, Evanston, Ill. mgr., passed away; also John J. Calvey, 84, Chicago theatre mgr., and Otto Peska of Operators Union. . . . "Illicit Interlude," Swedish import, had its midwest premiere at the World Playhouse on March 5, following 10-week run of "Aida."

Martin Sweeney and Murry Dickson in town for inspection of the Chicago Theatre as showcase for the Todd-AO film "Oklahoma." . . . First week of "The Country Girl" at B&K's United Artist Theatre broke house records. . . . Atty. Aaron Stein has withdrawn McVickers Theatre anti-trust suit from Milwaukee Federal Court and it is reported he will file same in Newark, N. J. . . . J. F. Helmers, of Curtis Circulation Co., Philadelphia, in town for the NAWA exposition, reported that books like the one brought out to tie in with "20,000 Leagues" will be published in connection with other leading films. . . . Greg Koerner, film delivery exec., home from the hospital recuperating from a leg injury.

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The third in a series of four coast-to-coast meetings of Universal office mgrs. and head bookers, to map the most efficient service for exhibitor customers, was held in Los Angeles, with asst. sales mgr. Ray Moon and branch operations mgr. F. T. Murray presiding. L to R: (seated) Irving Weiner, print dept. head; G. J. Malafronte, asst. to Murray; Murray; Moon; Foster M. Blake, western sales mgr.; Barney Rose, dist. mgr., San Francisco; (standing) Harold Whitman, L.A.; Al Chiarpotti, S.F.; Ed Cooke, L.A.; Herbert Lane, New York; Betty Gamble, S.F.; Ed Bramwell, Portland; Rene Amter, L.A.; Dale Haslam, Salt Lake City; John Rickert, N.Y.; Ed Smythe, S.F.; Phil Stanton, Seattle; Oscar Gallanter, Denver.

CINCINNATI

Edward McGlone, who came here from New York to manage RKO's Palace, will take over management of the RKO Palace in Columbus. J. Elwood Jones will move from the Grand to replace McGlone at the local Palace. Robert Horton, asst. at the Albee, goes to Columbus to manage the Grand, and the Grand in Cincinnati will be managed by Robert Rehme, assistant to McGlone at the Palace. Edward Beekman, back to RKO after military service, will take over as asst. at the Albee. J. J. Shinbach, RKO dist. mgr. with headquarters in Chicago, resigned to become pres. & gen. mgr. of Monarch Theas., which operates two ozoners in Louisville, Ky. and is building one in Columbus.

Maple Drive In at Zanesville, which was owned by Herman Boedecker, has been sold to exhibitor Nate Schultz of Cleveland. . . . Mrs. Julia Cummins, 89, mother of Mark Cummins, local drive-in circuit owner, died after a short illness. . . . Mid-West is widening screens of Nat Kaplan's Woodlawn Drive-In, Glendale, O., and the Dixie Gardens Drive-In, Covington, Ky., also installing CinemaScope equipment. Mid-West is also installing CinemaScope in Earle Eveland's Twin Opera House, McConnelsville.

G. D. Saylor of Wallins Creek, Ky. is building a new 400-car ozoner in Manchester, Ky., completely furnished by National Thea. Supply, who also installed CinemaScope in the Western Plaza Theatre, owned by Mrs. M. M. Weinig. . . .Ray Russo, Kentucky salesman for 20th-Fox, receiving congratulations on the arrival of a baby girl.

CLEVELAND

The Pearl Road Drive-In, now under construction in Middleburg Hts., which will accommodate 600-cars, is expected to be open for early summer business. Two of the owners are Jack and Harold Oehs, Cleveland bookers. . . . Frank Gilfilen plans to open his new Tri-Vale Drive-In in Coshocton early this spring. Located on the Louisville River Road, the Tri-Vale will replace Gilfilen's old Skyway Drive-In which had to be torn down due to highway construction in that area. The new project will be equipped with wide screen and CinemaScope, and hold some 700 cars. . . . Loew's State here will offer the closed circuit TV theatre CARE-ANTA show, produced by Gilbert Miller, on March 28.

DALLAS

"Birth of a Nation" was shown for the last time in Dallas at the Plaza Theatre since rights to the picture were recently purchased by a film syndicate for a modern version of the story. . . . Rialto Theatre initiated a new opening policy, changing from Friday to Thursday and using a double re-release bill. . . . Exec. Dir. Kyle Rorex announced that the Academy Award Oscar Race campaign, prepared and patented by Texas COMPO for theatres in this district, would be made available to theatres throughout the country. It enables the public to compete in a contest to guess the winners before the awards are announced.

Frank Gillespie is the new city mgr. at Henderson for East Texas Theas. At Rusk, the chain has installed James Pryor as city mgr. . . . Variety Boys Club in Houston announced plans to add two new buildings—one for Latin-American boys and one for Negro boys. The present clubhouse on Houston's north side is to get a swimming pool, pres. R. E. (Bob) Smith disclosed. Floyd Karsten was elected board chairman and Smith reelected pres. Mack Howard is chief

DALLAS (cont'd.)

barker of the sponsoring Variety Club, which opened new quarters in the Montagu Hotel last week.

Claude Ezell is to be honored March 9 for his 50 years in show business with a banquet at the Dallas Variety Club headquarters. Ezell is founder of the International Drive-In Assn. and a member of the executive board of Texas COMPO. . . . Recent Texas exhibitor deaths include Weldon Parsons of the Jefferson Theatre, Beaumont, and Pete Blackshear of the Queen Theatre, Aspermont. . . . Empire Theatre, San Antonio, set adult prices at 50¢ and children at 15¢ for two first-runs, "Hell's Outpost" and "The Shanghai Story." . . . Loew's, Houston, got big crowd with showing of "Cartoonarama" —12 old cartoons made for a 16x24 screen and shown on 50' CinemaScope screen with all kinds of amusing distortion. Special showing was followed by regular run of feature. . . . Trail Drive-In, Houston, took space equal to ad on double feature to publicize its giant theatre restaurant.

DENVER

According to gen. mgr. Dave Davis, Atoz Theatres will build an 800-seat house in a new shopping center in Littleton, Colo. . . . Five downtown theatres, the Centre, Denver, Orpheum, Paramount and Tabor, simplified their parking problems by offering patrons a 25¢ discount on evening prices upon presentation of a parking ticket. . . . M. Y. Nygren and Herman Koeppen are building a 300-car ozoner at Hulesburg, Colo. . . . The News is offering $350, along with numerous passes, to those coming nearest to picking Oscar winners. Top prize is set at $250 but increases to $350 if contestant has included a Brotherhood Week donation.

Tom Bradley, member of the family which owns the Paramount, Cheyenne, will operate the theatre in the future. It had been operated by Fox Inter-Mountain for years and for the past few weeks by Carlin Smith. . . . Howard Manzhaf, city councilman and projectionist at the Tabor, is again running for the office. . . . Ed Mapel, owner of the Gem and a city councilman for 12 years, previously announced he would run again. . . . Mr. & Mrs. Stanley Dixon, owners of the Motor-Vu in Delta, Colo., went east on vacation. . . . Frank Green, Universal salesman, became a granfather for the first time with arrival of Frank III. . . . Frank H. Ricketson Jr., Fox I-M prexy, and Joe Dekker, Civic Theas. partner, were reelected pres. and v.p. of Roundup Riders of the Rockies.

Pueblo, Colo. City Council started a move which, if successful, would tax all amusements 2% on admissions. . . . L. J. Albertini, dist. mgr. for Wolfberg drive-ins, vacationed in St. Louis, New Orleans and Mexico City. . . . Archie Goldstein installed CinemaScope in his 310-seat World. . . . Robert Selig, Fox I-M v.p., was named to the board of directors of Rocky Mountain Corp., which will work to bring more industries to the state. . . . Variety Tent 37 will hold a dinner March 30, on occasion of the Oscar awards. . . . Ethel Merman, who now lives in Denver, will act as chairman of the Easter Seal campaign here. . . . John Dervin, U. S. mgr. for Stratford Picts. in N. Y., was in Denver conferring with Jack Felix, Allied Artists branch mgr.

DES MOINES

Jim Gray, formerly employed by Pioneer Theatre Corp. of Minneapolis, has taken over operation of the Band Box in Mason City for the C. A. Schultz interests and Consolidated Agencies of Kansas City. Gray managed houses in Webster City, Carroll, Jefferson and Sac City. He succeeds Robert Budlong, who was serving temporarily but is now associated with Gretchen's Sweets, another Schultz interest. . . . About 50 drive-in mgrs., assts. and partners from 27 Iowa and Nebraska towns attended a meeting of Central States in Des Moines. Speakers included Frank B. Rubel, Myron Blank and Stephen Olerich, and chief topic was public relations. . . . The Amuzu Theatre in Fonda gave passes to squad members of Fonda High and OLGC High basketball teams for the fine showing they made during the season. . . . Legion Theatre in Bagley announced end of the winter schedule of Sunday matinees. Weekend shows will now be on Sunday and Monday nights. During the winter there were no Monday shows.

More than 800 youngsters packed the Algona Theatre at Algona to see a free show sponsored by the theatre, six Algona dentists and the county nurse recently. Only requirement for admission was a card signed by the child's dentist. A similar show was held at the Croft Theatre at Bancroft. . . . E. H. (Lucky) Luchsigner, operator of the Elite in Laurens, has purchased the Laurens Reminder from Dean W. Alderman. Luchsinger will continue to manage the Elite. . . . West Theatre in West Bend is undergonig remodeling, including installation of a new wide screen. . . . Bob Gray of Des Moines, who took over the Collins Theatre in Collins, hopes to have the house open for business soon. Repairs to the heating system held up an expected earlier opening. Prices will be 40¢ for adults and 20¢ for children.

DETROIT

M. F. Gowthorpe, pres. of W. S. Butterfield Theas., announced that construction of the new theatre planned for Ann Arbor will soon get under way. Plans have been completed by Crane, Kiehler & Kellogg for a 1,400-seater, equipped with all the latest developments. . . . Fred Walton, formerly mgr. of the Broadway-Capitol and later pres. of Cambridge Picts. in Hollywood, returned to town as mgr. of the downtown Loop. . . . "Aida," which opened at the Krim Theatre, set a gate record double the figure set for "Romeo and Juliet." The Art Herzog office is trying to clinch a long run with secondary promotion which includes a foreign language campaign. Incidentally, the TV waiting room lounge installed at the Krim is attracting favorable comment.

Harry Leins left Universal to form his own company for distribution of imported Italian films. . . . Al Kreucher, Dexter projectionist, has a new granddaughter. . . . E. H. Forbes, pres. of Ernie Forbes Theatre Supply, sporting a healthy suntan after six weeks in Hollywood, Fla. . . . Herbert Rosen, young son of the pres. of Confection Cabinet, will not follow in his father's footsteps. He just passed his CPA exam. and will enter a non-theatrical type of business. . . . Betty Robbins, elevator operator at the Film Exchange bldg., will return to her post in mid-March following a battle with severe illness.

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Watch These Dates!

March 10-11: Dallas—Texas Drive-In Theatre Owners Assn. convention—Adolphus Hotel.

March 21-22: Pittsburgh — Allied Theatre Owners of Western Pennsylvania 33rd annual convention—Hotel Roosevelt.

March 28-30: Milwaukee — Allied Independent Theatre Owners of Wisconsin spring convention—Schroeder Hotel.

March 30: Los Angeles—Oscar Awards at Pantages Theatre.

Apri. 3-5: Biloxi—Allied Theatre Owners of Gulf States annual convention—Edgewater Gulf Hotel.

April 18-22: Chicago—Society of Motion Picture & Television Engineers (SMPTE) convention—Drake Hotel.

May 2-3: Minneapolis—North Central Allied Independent Theatre Owners convention—Nicollet Hotel.

May 10-12: Lake of the Ozarks—Missouri-Illinois Theatre Owners and Kansas- Missouri Theatre Assn. joint meeting—Arrowhead Lodge.

May 15-17: Atlanta—Joint convention of Motion picture Theatre Owners & Operators of Georgia and Alabama Theatres Assn.—Biltmore Hotel.

INDIANAPOLIS

Lou Siebert, Allied Artists rep., reports great interest in the Billy Graham short, currently in release. . . . Republic is moving to 444 No. Illinois St. . . . J. B. Sconce sold his Community Theatre, Greenwood, to Carl G. Carter. . . . The Royal Theatre, Evansville, closed. . . . Charles Bowles, is now operating the Drive-In and Logan Theatres in Russellville. . . . Charles J. Niesse, 86 years old, formerly active in management of several local theatres died in a nursing home after a long illness. . . . Virgil Brutcher, 56, also passed away.

Star Theatre, Indianapolis, is now operated by R. O. Clark. . . . Branch mgr. R. L. Conn, 20th-Fox was re-lected chief barker of Indianapolis Variety Club. Conn has been designated distributor chairman of local exchanges, for worthy causes sponsored by the industry, such as Brotherhood Week, Will Rogers Memorial, etc. . . . Mgr. Leonard Spiers, Allied Artists has returned to his desk after a stay in Methodist Hospital.

States Film Service has taken over shipping and inspection for Republic. . . . Tony Wiley was named steward for Indianapolis Variety Club. . . . Pete DeFazio, Paramount salesman, has been transferred to the Pittsburgh territory. . . . Dale McFarland, gen. mgr. of Greater Ind. Amuse. Co. gave a dinner party at the Hotel Lincoln, for Richard Egan, visiting star from the cast of "Underwater." James Smith resigned from Paramount and joined Twin-Drive-In here as buyer and gen. mgr. Harry Layne, formerly with Twin-Drive-In, is now with Cantor

INDIANAPOLIS (cont'd.)

Amuse. . . . Joseph Bohn, Realart mgr., is back at his desk after several weeks on the sick list.

KANSAS CITY

Matt Plunket, mgr. of the RKO Colonial in Dayton, O., transferred to K. C. as mgr. of the Missouri, replacing Lawrence Caplane, who resigned to go into advertising in Cleveland. . . . Henry Sonday upped from head booker to salesman at Universal succeeding Dwight Borin. . . . Alex Shuiderman and Louis Sutter of E. & S. Theatre Ents. plan to open their new 63rd St. ozoner on May 1. . . . Fox Midwest theatres in this area joined the Oscar Race promotion sponsored in 38 states by Texas COMPO. . . . To attract shoppers, businessmen in Adrian, Mo. reopened the Adrian Theatre for Sat. matiness, managed by J. O. Phillips, druggist.

F. L. Lowe opened the new Civic at Brookfield, Mo. . . . The Cozy at Geneseo, Kans. was reopened by Mrs. Betty Bond of Newton. . . . Mark Twain Theatre at Perry, Mo., closed since Dec., reopened with Mr. and Mrs. C. K. Paisley as owners. . . . Plaza Theatre bldg. in Independence, Mo. was leased for a clothing store. . . . Roscoe Cook closed Shelby Theatre at Shelbyville, Mo. . . . Walter Buchholtz remodeled the Walt at New Haven, Mo., installing new carpets, chairs and CinemaScope. . . . Carthage, Mo. has a new Fox Theatre rebuilt from fire-damaged Tiger. . . . Walter Fletcher of Meade, Kans. bought the Plains at Plains, Kans. from Fred Harrison to reopen with CinemaScope.

Commonwealth Amuse. joined the International Popcorn Assn. . . .New equipment has been installed in these Missouri theatres: Sunset Drive-In, Carthage; Durwood's Orpheum, St. Joe; Lyric, Salisbury; Holiday at Seneca; Shawnee, K. C. and Parkdale Drive-In owned by Herbert Jeans at Columbia. Kansas theatres with new equipment include: Augusta Theatre, Augusta; Dickinson, Mission; Ray Winch's Isis, Marysville; Aldon Holthus' Atwood ozoner at Atwood; Goveland at Quinter; Roxy, Newton; Roxy, Waterville; Aztec, Shawnee; Howard, Arkansas City; and the Starlite ozoner and and Meade Theatre at Meade. . . . Richard Brous, pres. of Motion Picture Assn. of K. C., appointed these committee co-chairmen: Public Relations & Publicity—Ben Shlyen and Bernie Evans; Legislation—C. A. Shultz and Dick Biechele; Charity & Welfare—Arthur Cole, chair; Membership & Finance—Lou Patz and Russell Borg; Ways & Means—Ben Marcus and Hardy Hendren; Entertainment & Activities—Ralph Amacher and Harry Gafney.

MIAMI

Wally Becker, who is pres. of Wometco's Home Guard, played host to 21 employees of the chain at breakfast and lunch as a token for helping to build up the Blood Bank. . . . George Hornstein visiting his brother Hal—they supply the theatres along the east coast. . . . Susan Hayward making personal appearances on TV and Radio in advance of world premiere of "Untamed" at the Carib, Miami and Miracle theatres. . . . Claughton's Embassy has the first showing of "Glass Slipper" set for Easter. . . . Crag Collins now mgr. of the Strand. . . . Tony Martin host to local celebrities at a special screening of "Hit The Deck." Night



Shown (l to r) at a dinner held in Minneapolis in honor of Elroy (Crazylegs) Hirsch, star of Warner's "Unchained," are: John Branton, Minnesota Amuse. Co. chief booker & buyer; Edward Hyman, United Paramount v.p., and Charles Winchell, MACO v.p.

letters were sent for the 2 a.m. screening at the Beach Theatre—public not invited. . . . Flamingo Theatre, managed by John Calio, opened the Garbo oldie "Camille" without fanfare and business was good.

MILWAUKEE

Reservation blanks for Variety International Convention, May 4-7 in Los Angeles, may be obtained from Oliver Trampe. . . . The opening of CinemaScope at the Savoy Theatre here was announced by Howard J. Gleason. . . . Estelle Steinbach is managing the downtown Strand. . . . Harold J. Fitzgerald was re-elected pres. of the civic progress commission of Milwaukee. . . . John Adler and the Ray Trampes are enjoying a Florida vacation. . . . Film Service Inc., had all their drivers in for a day's meeting and dinner. A bonus plan was announced for a safe driving campaign.

The Fox-Princess, managed by Robert Brill, is now showing first-run films. . . . Ben Marcus was selected by Wisconsin Allied as its exhibitor chairman for Brotherhood Week. Showmanship kits were sent to all theatres by National Screen. . . . The theme for this year's Wisconsin Allied Spring Convention is "Let's Look Alive In '55," a campaign designed to bring about a more vigorous "Back to The Theatre Movement." The convention and campaign will stress aggressive showmanship plus ways and means to improve the physical properties of theatres.

MINNEAPOLIS

The Wisconsin Assembly turned down a bill which would put the state on daylight saving time this summer. . . . Charles Creamer, Robert Lahti and Robert Lundquist of Minneapolis Theatre Supply are partners with Leonard Steele in a new drive-in being built at Pluma, S. D. to be called the Mile High, which Steele will manage. The theatre will be located below Deadwood's Homestake Mine, on the only piece of flat ground in the immediate area, and will be a deulxe operation with 600 speakers. It will be epuipped for CinemaScope and other widescreen projection. An early spring opening is planned.

Al Fritz, owner of the Lyric at Watertown, S. D., is building a drive-in at Watertown. The 500-car outdoor stand will be equipped for CinemaScope. . . . C. J. (Fay) Dressell ,RKO branch mgr., is back at work after being hospitalized for a checkup. . . . The 400-seat Lyric at Fergus Falls, which was closed for some time, has been sold for commercial use. Theatre formerly was operated by Berger Amuse. . . . An experiment at the Austin Theatre, Austin, Minn., with art pictures is running behind expectations, according to mgr. Karl Lindstaedt. Policy will probably be discontinued when present schedule is completed. . . . Paul Bacon, engineer at Radio City, collapsed and died at the theatre while on duty. . . . A series of screenings to raise funds for Brotherhood Week was planned by Sol Malisow, 20th-Fox branch mgr., and Bob Karatz, operator of the Gopher and various drive-ins in the territory.

NEW HAVEN

Senator Louis A. Lemaire, Jr., Norwalk Republican, has introduced a measure that would authorize creation of a State Board of Review "to aid local authorities in reviewing movies and theatricals," into the current session of the State Legislature.

The 2070-car Meadows Family Drive-In being built in Hartford for A. J. Bronstein, has been leased to Midwest Theas. of Boston, headed by Phil and Richard Smith, who plan a May 15 opening with first-run product. Bronstein will continue to operate the E. Hartford Family Drive-In. . . . Pike Drive-In, Newington, managed by Paul W. Amadeo, opened for the season. . . . Albert M. Pickus, owner of the Stratford Theatre, Stratford, and a national TOA v.p., was elected chairman of the local Civil Defense Committee.

Decision has been reserved on a rezoning application filed by Francis H. Holmes, landowner, to change a 40-acre tract in Berlin, Conn. to allow for construction of a drive-in by George LeWitt, New Britain theatre owner. . . . The 850-seat Crown in downtown Hartford, owned by Post-Thompson Estate, has been leased to the Crown Co., a new local corporation headed by E. Pomeroy of Hartford, who is completely modernizing the theatre. House mgr. will be Joseph L. Giobbi. . . . Peter and Milton LeRoy are increasing screen size at their Blue Hills Drive-In, Bloomfield. . . . The 500-seat Mayfair in Bridgeport, operated by Strand Amuse., has been sold to a furniture company, which will convert the building for its own use.

S-W has resumed a Tues. thru Thurs. art film policy at the Capitol, Willimantic, with regular product to be shown balance of the week. . . . A new policy of 9:30 a.m. openings on Saturdays was instituted at the Star, Hartford, a sub-run situation. Partners Bernie Menschell and John Calvocoressi have scheduled 20 cartoons on children's morning and matinee programs plus regular double bill. . . . Arthur and Sarita Jennings have leased the Music Box Theatre, New Britain and operating Fri. thru Mon. only. . . . M. J. Daly, pres. of Daly Thea Corp., Hartford, recuperating at home from surgery

NEW YORK

Berk & Krumgold, real estate brokers, have consummated a long term lease for the 1400-seat State Theatre in Middletown, N.Y. for Strata Theas. Inc., a Fabian subsidiary. The lessee is a corporation headed by Harry Brandt, who plans complete rehabilitation of the house immediately. . . . Sam Shain

NEW YORK (cont'd.)

Publications, Inc. has been formed to conduct a printing and publishing business at 15 E. 40th St. . . . The Eastern Regional Popcorn Conference is scheduled for March 8 at the Park-Sheraton Hotel.

Remodeled, enlarged, and featuring a new giant CinemaScope screen, Walter Reade's Woodbridge Drive-In on Rt. 1 at the Cloverleaf in Woodbridge, will reopen for its eighth season on St. Patrick's Day. The capacity has been increased to nearly 1200 cars, the Refreshery building almost doubled and completely remodeled, and the large children's free play area improved. It will again be managed by Frank Dean.

The New York film industry, which has a goal of $45,000 in the 1955 American Red Cross campaign, was urged to double that figure by Spyros P. Skouras, 20th-Fox president, who is again serving as industry chairman. Speaking at a luncheon meeting atended by some 75 industry leaders at the Metropolitan Club this week, Skouras urged that metropolitan theatre owners consider "passing the hat" among their audiences during the campaign. Besides bringing in collection dollars, he said, it would serve to accelerate interest on the part of the public, and hence increase the canvass contributions.

OMAHA

Neil Danberg, regional director of the National Conference of Christians and Jews, was guest speaker at Iowa-Nebraska theatre division's Brotherhood Week luncheon. Vince Flynn, M-G-M mgr., and Iz Weiner, U-I mgr. were co-chairmen for the event. . . . The Armed Forces Committee of the local Chamber of Commerce is trying to land one of the four "Strategic Air Command" film premieres for Omaha late in April or early in May, and James Stewart has been invited to attend the showing. Headquarters of the U. S. Strategic Air Command and its chief, General Curtis Le May, are at Omaha. . . . A bill to raise the state tax on boxing and wrestling matches from 5 to 7% was passed by the Nebraska legislature and signed into law by Gov. Victor Anderson. The measure also permits championship 15-round matches for the first time in nearly 35 years.

PHILADELPHIA

A percentage underreporting suit was filed in Northampton County Court by RKO, Loew's, 20th-Fox, U-I, Paramount and Warner against Wm. D. Beck, Berlinsville, Pa., owner of a drive-in there, which seeks an accounting and a judgment as well as punitive damages. . . . The Bromley Theatre in Philadelphia has been leased to Wagner's Ballroom and will be converted into a huge ballroom and also have facilities for banquets and other social functions. . . . Edward Gallner and Donald P. Kahn are new members of Variety Tent 13. . . . Moe Verbin, Charles Stiefel Theas., was recuperating at home following surgery.

George A. Hamid and his son George Jr. have become Absecon Island's biggest exhibitors through adquisition of four major theatres. They are the Warner and Colonial on Atlantic City's boardwalk, which were sold outright by the Stanley Co., and leaseholds to the Stanley and Virginia, also on the boardwalk. They also gained control of a block of six stores adjoining the Stanley and five stores on either side of the Colonial.

Reported that Harry Sley, parking lot mogul and theatre operator, is planning to build another cinema palace at 16th & Chestnut. . . . Wilkes-Barre theatre owners attended a session seeking reduction or elimination of the admissions tax. . . . Samuel D. Schwartz, former head of Stanley Co. of Am.'s real estate dept., was a surprise witness for plaintiffs in the $5,775,000 Sablosky anti-trust suit against the major distributors. Schwartz testified that plaintiff's theatres were not in substantial competition with first-run Philadelphia.

S-W's Commodore has given up its art policy and returned to regular film fare. . . . DeLuxe is now buying and booking for the Florence Theatre, Florence, N. J., and the Manor in Wilmington Manor, New Castle, Del. . . . Variety Tent 13 honored Leo Weinrott at a dinner on his appointment as Judge in Common Pleas No. 5. . . . Max Chasen, operator of the Shore and Hollywood in Atlantic City, has a new son named Stephen Allen. . . . Arthur Kerns, mgr. of the Randolph Theatre, passed away. He was 45 and had been with the Goldman chain 11 years.

Tri-State, Sandy Gottlieb's booking outfit, is now servicing Celeste Rossi Jr.'s Hazleton Drive-In at Hazleton. . . . Elizabeth Marrandine, UA booker, became a grandmother for the second time with the arrival of a baby girl at the home of her son. . . . John Daly, Warner booker, is recuperating at home from surgery. . . . Warner Bros. will celebrate "Norman Moray Month" starting May 2, on the occasion of Moray's 25th anniversary with the company.

PORTLAND

The 200 Oregon exhibitors made extensive plans for "Go to the Movies" during month of March. The majority have modernized their theatres and booked the recent popular features. . . . Wide arc lamps, CinemaScope and stereophonic sound are being installed at the Amphitheatre, Portland. . . . Al Lartenteur was recently named Oregon salesman for Northwest Releasing Co., which announces a re-sale of "Karamoja" for Salem's drive-in theatres. Their next big effort will be on "Garden of Eden," already shown in some 70 Calif. theatres.



For his work in the production of "Assignment: Children," which Paramount is releasing for the United Nations, Danny Kaye is presented a Brotherhood Award by Dr. William Lindsay Young (right), v.p. of the National Conference of Christians and Jews, on set of "The Court Jester," in the presence of Y. Frank Freeman, Paramount v.p. and studio head.

ST. LOUIS

Hurdy Boyd, operator of the 450-car Tommie's Drive-In near Kennett, Mo., announced plans for a new and larger ozoner in the district, to be located on a 16-acre tract. It will be operated on a first-run basis, and Tommie's as a second-runner. . . . Starlite Drive-In near Salem, Mo. will be opened on March 11 by Hugh Graham for week-end operation, with full week policy to start in April. . . . Aftr being closed for some time, the Southway Theatre here reopened under managerent of Lloyd Weston with new scale of 35¢ for adults and 15¢ for children. . . . Geraldine Twitty and Earl Farrell plan to put their Delta Drive-In at Skikeston, Mo. and the East Prairie at E. Prairie on a full week basis starting March 12.

Frisina's 350-seat Capitol at Bridgeport, Ill. closed for an indefinite period. Other reported closings include A. V. Shearman's 285-seat Rialto at LeBelle, Mo.; Roscoe Cook's 343-seat Shelby at Shelbyville, Mo.; C. H. Frobase's 480-seat Frobase at Benton, Mo.; the 230-seat Lyric at Moweaqua, Ill., after part-time operation by Verne Coffman; the 375-seat Louise at Louiseville, Ill., operated by Norma Woods, W. R. Woods and Naomi Goldsmith. . . . Leon Jarodsky, Paris, Ill. exhibitor, was in St. John's Hospital for complete checkup. . . . New members of MITO, TOA affiliate, include Leo Keiler of Columbia Amuse., Paducah, Ky., and Dick Fitzmaurice, Rivoli Theatre, St. L.

The stage version of "Caine Mutiny," cancelled for St. L. because of alleged cracks about the South, will be presented here after all. . . . Ray Colvin, exec. dir. of TEDA, became an editor with the first appearance of "The TEDA Spotlight," which will be published periodically from national headquarters here. . . . Lawrence McDonald is installing a giant silver screen at his 300-seat Prairie Theatre at Prairie du Rocher, Ill. . . . Carson W. Rodgers, pres. of Rodgers Theatre at Cairo, Ill., is convalescing at home after surgery. . . . Paul Hamaker, owner of Starlite Drive-In at Paris, Mo., recovered from his recent illness.

Herbert Jeans, owner of Parkdale Drive-In at Columbia, Mo., announced plans for widening the screen and installation of equipment to show the new processes. . . . Doby Stout reopened his Airport Drive-In at W. Paducah, Ky. and the Charleston D-I at Charleston, Mo. . . . P. F. Whitcraft has given up the presidency of Pepsi-Cola bottlers of St. L. to become board chairman. The business will be operated by an executive committee consisting of his three sons and a son-in-law. . . . Rearlart, owned and operated by Herman Gorelock and Geo. Phillips, booked "They Were So Young" in Bloomer's Ritz, Belleville, Ill., Fox Midwest's Broadway at Cape Girardeau, Mo.; Roxy, W. Frankfort, Ill.: the Stadium, Mt. Vernon, Ill., and Herman Ferguson's Liberty at Malden, Mo. . . . A new Walker screen was installed in Chas. Beninati's Capitol, Carlyle Ill., and at the Elmo, St. Elmo, Ill.

SALT LAKE CITY

Queen Theatre of Bountiful, Utah, was recently taken over by the ARTCOR, a group of local film men reportedly headed by Irving Gillman of the Gillman chain in Salt Lake and Denver. . . . Carl Anderson is back at his Liberty, Strand, Roxy and

SALT LAKE CITY (cont'd.)

Sundown theatres in Kallispell, Mont. after a vacation in Calif. . . . A new snackbar has been added to the downtown State, under general management of Jack Swanson. . . . Barbara Rush, star of "Captain Lightfoot" was scheduled to stop off here for some personal appearances at the Villa Theatre, managed by James Needham, in connection with the "Look Like Contest," on which $200 in prizes will be awarded to contestants who most resemble Miss Rush and Rock Hudson.

Wm. H. Oldknow of Sero Amuse. Co. of Los Angeles, the parent company of Utah Drive-In Theas., is in town preparatory to opening of their drive-in siutations in the territory. . . . The annual Heart Award of Variety Tent 38 was presented to D. K. Edwards, gen. mgr. of the Village theatres. . . . A. Kolitz, dist. rep. for RKO, is at the local exchange conferring with branch mgr. Giff Davison on new product. Also visiting their exchanges are Roy Brewer, UA exploiteer, with branch mgr. W. W. McKendrick, and Pete Bayer, Paramount publicist, with mgr. F. H. Smith for opening of "Country Girl." . . . RCA wide arc screen lamps and full CinemaScope equipment were installed at the Sunset Drive-In, Miles City, Mont.

SAN FRANCISCO

John Boles installed CinemaScope in his Firebaugh Drive-in near Fresno. . . . Point Theatre, Point Richmond, will open in March under the name Cine Art Theatre. . . . "Mr. Hulot's Holiday," in its 17th week at the Larkin, played to more repeat customers than any show in many years, according to mgr. Henry Pincus. . . . A two-week holdover for "Romeo and Juliet" at the Stage Door had mgr. Jack Allen enthusiastic over succes of the 50¢ student rate which "brought them in by the hundreds." . . . Ted Galanter, pub. dir. for MGM, pleased with the reception of Garbo in "Camille" at the Rio Theatre. . . . In cooperation with local industry leaders, Irving Levin, pres. S.F. Theatres, made his Coliseum Theatre available for the special Brotherhood Week showing—all proceeds earmarked for the drive.

A CinemaScope screen and remodeled snack bar were installed at the Delta Theatre, Brentwood, reports mgr. Jack Lane. . . . Lloyd Lamb, gen. mgr. Redwood Theatres, back from inspecting final CinemaScope installations in five theatres and four drive-ins. . . . During 1954, 11,105 lbs. of copper drippings were converted into $2,083 for Variety's (Tent 32) Blind Baby Foundation, made possible through cooperation of the Gilboy Company, providing free delivery, and B. F. Shearer Co., handling sale of the copper.

Norman Jurvic recently moved from asst. mgr. at the Alexandria to mgr. at the Harding. . . . Arch Booking & Buying has taken over the Vallejo-San Pablo accts. of Ray Syufy Ents. . . . Joe Blumenfeld, pres. Blumenfeld Theas., is in Europe on business. . . . Ed Smythe, U-I office mgr.; Bettie Gamble, head booker, and Al Chiarpotti attended a regional meeting in L.A. recently. . . . The Amazon Theatre lost $50 in a recent holdup—Floyd Ford is mgr. . . . Mark Alling, mgr. Golden Gate Theatre, pleased over promotional tie-in with "Courtesy Driver" contest sponsored by S. F. News and Nat'l. Safety Council, which netted a five-day front-page box advertising a free ticket to "The Sign of the Pagan" plus $5 as prizes.

The Vogue Theatre is plugging a 50¢ student rate for "Pickwick Papers." . . . Don Anderson, former organist at the Fox and Orpheum, expects to matriculate as a mortician soon. . . . Don Fuller, rep. Buena Vista Dist. Co., announced his permanent location at 255 Hyde St., tel.: OR. 3-1334. . . . Andy Anderson, Paramount salesman, is back on the job after attending his father's funeral in N.Y. . . . M-G-M head office rep. Irving Helfont, asst. West Coast sales mgr., and William Zollner, sales mgr. for short subjects, in town for meetings with local mgr. S. J. Gardner. . . . Homer Tegtmeier, membership chr. for N. Calif. Theatre Assn., announced the appointment of Harry Weaverling of National Screen as field rep. to recruit new members. . . . Scott four-year-old son of Paramount sales mgr. Ward Pennington, suffered a broken collar bone recently.

SEATTLE

Plans for an all-industry testimonial dinner at the Olympic Hotel on March 29 were under way for the late James M. Hone, who had resigned as exec. secy. for Theatre Owners of Wash., No. Idaho and Alaska because of his advanced age and ill health. . . . B. F. Shearer Co. announced that optical CinemaScope has been booked for Pauline Hevell's Empire Theatre at Tekoa, Wash. for the middle of March. . . . John Sullivan left Modern Theatre Supply here to join the staff of Western Theatrical Equip. Co. in San Francisco. . . . Jack Barber, mgr. of Modern Theatre Supply reports that CinemaScope equipment was installed in the Nifty Theatre at Waterville, Wash.

Skyline Drive-In at Richland has been taken over by Mid-State Amuse. Corp. Ray DiLorenzo will continue as mgr. under the new ownership. . . . Wide screen, new draperies and anamorphic lenses have been installed in the G Theatre at Mossyrock. . . . Stanley L. Groshong purchased the Olympic at Arlington from Jack Sisk. . . . New RCA wide arc lamps were installed in the Top-Hi at Toppenish. . . . Widened screen towers are being constructed by Merle Songstad & Co. at the Park-Y Theatre, Kennewick. . . . Enlarged screen towers and CinemaScope installed at the Prosser Drive-In, Prosser.

FILMS TELEVISED FEB. 5 TO MAR. 4

EDITOR'S NOTE: *The films listed below have been shown gratis on different television networks in the New York area and have not been previously used. A complete listing of titles of films already shown is available to our readers upon request.*

Title	Cast	Original release date
All For Love	Daniel Darrieux	
Battle For Music		Four Continents 11-2-45
The Big Blockade	Michael Redgrave	
The Big Bonanza	Richard Arlen	Rep. 1-10-45
Bulldog Drummond's Bride	John Howard	Par. 7-5-38
Bulldog Drummond's Secret Place	John Howard	Par. 4-12-39
Bungalow 13	Tom Conway	Fox 11-23-48
The Capture	Lew Ayres	RKO 4-12-50
Caught	James Mason	MGM 4-1-49
Cry Danger	Dick Powell	RKO 2-2-51
Dead Man's Gold	Lash LaRue	
The Fabulous Dorseys	Paul Whiteman	UA 3-3-47
Four Faces West	Joel Mcrea	UA 5-10-48
The Frightened Bride	Mai Zetterling	Hoffberg Prod. 11-2-45
Frontier Revenge	Lash LaRue	Screen Guild 12-17-48
The Great Dan Patch	Dennis O'Keefe	UA 7-17-49
The Great Rupert	Jimmy Durante	Eagle Lion 1-3-50
Hidden Enemy	Johnny Mack Brown	Monog. 12-5-48
I Love Trouble	Franchot Tone	Col. 1-1-48
I'm A Stranger	Greta Gynt	
King of the Bullwhip	Lash LaRue	
Lassie From Lancaster	Marjorie Brown	
Ma Pomme	Maurice Chevalier	Discinia Int. 10-24-51
Mark of the Lash	Lash LaRue	Screen Guild 10-15-48
Murder in the Music Hall	Nancy Kelly	Rep. 2-18-46
Oklahoma Blues	Jimmy Wakeley	Monog. 3-14-48
Outlaw Country	Lash LaRue	Screen Guild 1-7-49
Pancho Villa Returns	Leo Carrillo	
Piccadily Incident	Anna Neagle	MGM 1-1-49
Range Renegade	Jimmy Wakeley	Monog. 6-6-48
Range Rogue	Johnny Mack Brown	
Red Rock Outlaw		
The Rat		RKO 1-31-38
Rendezvous With Annie	Eddie Albert	Rep. 8-12-46
Rhythm Inn	Jane Frazee	Monog. 2-11-51
Riders of Cheyenne	Sunset Carson	
SOS Submarine	Semi-Documentary	Screen Guild 9-17-48
Scatterbrain	Judy Canova	Rep. 7-11-40
See Naples and Die	Renato Baldwin	
The Seven Raven		
Sir Adrian Fault	Constant Lambert	
16 Fathoms Deep	Lloyd Bridges	Monog. 6-11-48
So This Is New York	Rudy Vallee	UA 5-10-48
Son of Billy The Kid	Lash LaRue	Screen Guild 4-2-49
Spaceways	Howard Duff	Lippert 8-7-54
Theatre Royal		
The Torch	Paulette Goddard	Eagle Lion 6-1-50
Tunisian Victory	Documentary	MGM 3-8-44
Worm's Eye View	Ronald Shiner	

Anti-Toll TV Drive

(*Continued from page* 9)

are what television needs today." He held that "these ends can be achieved under existing commercial and foundation sponsorship." On the other hand, "subscription TV merely creates and additional and unjustifiable burden upon countless families of moderate means without any real benefit accruing to the public."

In Washington, meanwhile, the possibility arose that a third Congressional committee—the House Commerce Committee—would study subscription TV. Committee Chairman Priest (D., Tenn.) asking the House Rules Committee for broad investigative powers, cited toll TV as a possible subject for study. Previously the Senate Commerce Committee and the Senate Judiciary Committee had announced plans for toll TV investigations.

FEATURES—Calendar of 1953-54 1954-55 Releases

(As far ahead as it is possible to obtain them)

ALLIED ARTISTS

Release Date	Release No.	Production	Time (min.)	Cast
Aug. 8th	5417	Security Risk	69	John Ireland, Dorothy Malone, Keith Larsen
Aug. 22nd	5412	Killer Leopard	70	Johnny Sheffield, Beverly Garland
Sept. 5th	5420	Jungle Gents	64	Leo Gorcey, Huntz Hall
Sept. 12th	5427	Two Guns And A Badge	69	Wayne Morris, Beverly Garland
		1954-55		
Oct. 3rd	5501	The Human Jungle	82	Gary Merrill, Jan Sterling
Oct. 24th	5502	The Bob Mathias Story	80	Bob Mathias, Melba Mathias, Ward Bond
Nov. 7th	5503	Target Earth	75	Richard Denning, Virginia Grey
Nov. 21st	5504	Cry Vengeance	83	Mark Stevens, Martha Hyer, Joan Vohs
Dec. 5th	5505	Port of Hell	80	Dane Clark, Wayne Morris, Carole Mathews
Dec. 19th	5506	Tonight's The Night	88	Barry Fitzgerald, Y. De Carlo, David Niven
Jan. 2nd	5421	Bowery to Bagdad	64	Leo Gorcey, Huntz Hall
Jan. 23rd	5507	Treasure of the Ruby Hills	71	Zachary Scott, Carole Mathews, Dick Foran
Feb. 13th	5508	Big Combo	89	Cornel Wilde, Jean Wallace, Richard Conte, Brian Donlevy
Feb. 27th	5510	Murder Is My Beat	70	Barbara Payton, Paul Langton
Mar. 13th	5509	Dial Red O	62	Bill Elliott, Helene Stanley, Keith Larsen
Mar. 20th	5511	The Big Tip Off	77	Richard Conte, Constance Smith, Bruce Bennett
Mar. 27th	5512	Seven Angry Men	90	Raymond Massey, Debra Paget, Jeffrey Hunter
Apr. 10th	5513	Annapolis Story (Tech.)	81	John Derek Diana Lynn, Kevin McCarthy
Apr. 17th	5514	High Society	61	Leo Gorcey, Huntz Hall
Apr. 24th	5515	Shot Gun (Tech.)	80	Sterling Hayden, Yvonne De Carlo, Zachary Scott
May 8th	5516	Las Vegas Shakedown	77	Dennis O'Keefe, Coleen Grey
May 22nd	5517	Dark Venture	79	Frank Lovejoy, Forrest Tucker, Peggie Castle

BUENA VISTA DISTRIBUTING CO.

November '54	The Vanishing Prairie (Technicolor)	71	
January '55	20,000 Leagues Under the Sea (Technicolor)	127	Kirk Douglas, James Mason, Peter Lorre and Paul Lucas
June '55	Lady and the Tramp (Technicolor)	75	Cartoon feature
October '55	The Littlest Outlaw (Technicolor)	75	Pedro Armendariz and Joseph Calleia

COLUMBIA

June	633	Saracen Blade (color)	76	Ricardo Montalban, Betta St. John
June	707	Jungle Man-Eaters	68	Johnny Weissmuller
June	—	Black Eagle (Story of a Horse)	76	William Bishop, Virginia Patton Gordon James
July	636	Indiscretion of An American Wife	63	Jennifer Jones, Montgomery Clift
July	649	Hell Below Zero (Technicolor)	91	Alan Ladd, Joan Tetzel
July	705	The Outlaw Stallion (Color)	64	Phil Carey, Dorothy Patrick, Billy Bray
		1954-55		
Special Release	701	The Caine Mutiny (Technicolor)	125	Humphrey Bogart, Jose Ferrer, Van Johnson, Fred MacMurray, Robert Francis, May Wynn
Aug.	704	Pushover	88	Fred MacMurray, Kim Novak, Phil Carey
Aug.	711	The Law Vs. Billy The Kid (Color)	73	Scott Brady, Betta St. John
Aug.	....	Gun Fighters (Reprint)	87	Randolph Scott, Barbara Britton
Aug.	....	Coroner Creek (Reprint)	90	Randolph Scott, Marguerite Chapman
Sept.	712	Bullet Is Waiting (Tech.)	82	Jean Simmons, Rory Calhoun, Stephen McNally, Brian Aherne
Sept.	710	Human Desire	90	Glenn Ford, Gloria Grahame, Broderick Crawford
Sept.	721	The Black Dakotas (Technicolor)	65	Gary Merrill, Wanda Hendrix, John Bromfield
Oct.	702	On the Waterfront	108	Marlon Brando, Karl Malden, Lee J. Cobb
Oct.	720	Three Hours to Kill (Technicolor)	77	Dana Andrews, Donna Reed
Nov.	....	The Detective	91	Alec Guiness, Joan Greenwood
Nov	716	Fire Over Africa (Technicolor)	84	Maureen O'Hara, Macdonald Carey
Dec.	715	Phffft	88	Judy Holliday, Jack Carson, J. Lemmon
Dec.	717	They Rode West (Color)	84	Robert Francis, Donna Reed
Jan.	731	The Bamboo Prison	80	Robert Francis, Diane Foster
Jan.	....	Masterson of Kansas (Technicolor)	73	George Montgomery, Nancy Gates
Jan.	735	The Violent Men (CinemaScope-Tech.)	96	Glenn Ford, Barbara Stanwyck, Edward G. Robinson
Feb.	....	Pirates of Tripoli (Tech.)	72	Patricia Medina, Paul Heinrid
Feb.	....	Ten Men Wanted (Tech.)	80	Randolph Scott, Jocelyn Brando
Feb.	726	Women's Prison	80	Ida Lupino, Howard Duff

FILMAKERS

Sep. 15	6067	Private Hell 36	81	Ida Lupino, Steve Cochrane, Howard Duff
(not set)	6068	Mad At The World	72	Frank Lovejoy, Keefe Brasselle, Cathy O'Donnell
Feb. 15	6069	Crashout	90	William Bendix, Arthur Kennedy, Beverly Michaels

I. F. E.

American Dialogue

August '54	Hell Raiders of the Deep	93	Eleonora Rossi Drago, Pierre Cressoy
September '54	Bread, Love and Dreams	90	Gina Lollobrigida, Vittorio De Sica
October '54	Girls Marked Danger!	75	Vittorio Gassman, Silvana Pampanini
November '54	Aida (in Ferraniacolor) (in association with S. Hurok)	95	Sophia Loren, Afro Polli, Lois Maxwell
November '54	Mademoiselle Gobette	78	Silvana Pampanini
December '54	Theodora, Slave Empress (Pathecolor	88½	Gianna Maria Canale, Georges Marchal,
February '55	"Mademoiselle Gobette"	78	Silvana Pampanini
March '55	Wayward Wife	95	Gina Lollobrigida
April '55	"Love in the City"	90	English commentary & subtitles.

LIPPERT PRODUCTIONS

June 18th	5327	The Big Chase	60	Lon Chaney, Glenn Langan, Adele Jergens
June 25th	5326	Paid To Kill	70	Dane Clark
July 16th	5329	River Beat	73	Phyllis Kirk, John Bentley
Aug. 20th	5405	Thunder Pass	76	Dane Clark, Dorothy Patrick, Andy Devine
Sept. 3rd	5330	Terror Ship	72	William Lundigan
Sept. 17th	5404	Silent Raiders	65	Richard Bartlett, Earle Lyon, Jeannette Bordeaux
Sept. 24th	5401	The Unholy Four	80	Paulette Goddard
Oct. 8th	5402	Deadly Game	63	Lloyd Bridges, Simone Silva, Finlay Currie
Nov. 26th	5323	The Siege	63	Special Cast
Dec. 10th	5403	Race for Life	69	Richard Conte, Mari Aldon, George Coulouris
Dec. 24th	5407	The Black Pirates (Color)	74	Anthony Dexter, Lon Chaney, Martha Roth
Jan. 7th	5406	They Were So Young	80	Scott Brady, Raymond Burr, Johanna Matz
Jan. 28th	5411	The Silver Star	73	Edgar Buchanan, Marie Windsor, Lon Chaney
Mar. 11th	5415	Thunder Over Sangoland	73	Jon Hall, Ray Montgomery, Marjorie Lord
Apr. 8th	5409	The Glass Tomb	....	John Ireland

METRO-GOLDWYN-MAYER

Aug.	429	Her Twelve Men (Color)	91	Greer Garson, Robert Ryan, Barry Sullivan
	426	Seven Brides for Seven Brothers (Color-CinemaScope)	102	Jane Powell, Howard Keel
		1954-55		
Sept.	501	Betrayed (EastmanColor)	108	Lana Turner, Clark Gable, Victor Mature
	504	Brigadoon (Color-CinemaScope)	108	Van Johnson, Cyd Charisse
Oct.	503	Rogue Cop	92	Robert Taylor, Janet Leigh
	502	Beau Brummell (EastmanColor)	111	Elizabeth Taylor, Stewart Granger
Nov.	507	Athena (EastmanColor-CinemaScope)	95	Jane Powell, Vic Damone, Debbie Reynolds
Nov.	510	Last Time I Saw Paris (Technicolor)	116	Elizabeth Taylor, Van Johnson, Donna Reed
Dec.	511	Crest of the Wave	90	Gene Kelly, Jeff Richards
	513	Battleground (Re-Issue)	118	Van Johnson, John Hodiak, Ricardo Montalban, George Murphy
	514	The Asphalt Jungle (Re-Issue)	112	Sterling Hayden, Louis Calhern, Jean Hagen

FEATURES—Calendar of 1953-54 / 1954-55 Releases

(As far ahead as it is possible to obtain them)

Release Date	Release No.	Production	Time (min.)	Cast
	512	Deep In My Heart (EastmanColor)	132	Jose Ferrer, Merle Oberon, Helen Traubel, Walter Pidgeon, Paul Henreid
Jan.	515	Bad Day at Black Rock (Color CinemaScope)	81	Spencer Tracy, Robert Ryan, Anne Francis, Walter Brennan
	516	Green Fire (Color CinemaScope)	100	Stewart Granger, Grace Kelly
Feb.	517	Many Rivers to Cross (Color CinemaScope)	83	Robert Taylor, Eleanor Parker
	518	Jupiter's Darling (Color CinemaScope)	96	Esther Williams, Howard Keel
March		Hit The Deck (Color CinemaScope)	112	Jane Powell, Tony Martin
		Blackboard Jungle	101	Glenn Ford, Anne Francis, Louis Calhern
April		Glass Slipper	94	Michael Wilding, Leslie Caron
		Bedevilled (Color CinemaScope)	89	Anne Baxter, Steve Forrest
May		The Prodigal (Cinema-Scope-Eastman Color)		Lana Turner, Edmund Purdom
		Invitation to the Dance (Tech.)		Gene Kelly, Nora Raye

PARAMOUNT

July	R5325	The Greatest Show on Earth (Re-Release)	153	Charlton Heston, Betty Hutton, James Stewart, Cornel Wilde, Dorothy Lamour, Gloria Grahame
July	5319	Knock On Wood (Technicolor)	103	Danny Kaye, Mai Zetterling
August	5320	Living It Up (Technicolor)	101	Dean Martin, Jerry Lewis, Janet Leigh
August	5321	About Mrs. Leslie	104	Shirley Booth, Robert Ryan
		1954-55		
September	5401	Rear Window (Technicolor)	112	James Stewart, Grace Kelly
October	5402	Sabrina	113	Humphrey Bogart, Audrey Hepburn, William Holden
October	R5403	Reap the Wild Wind (Technicolor) Re-release	124	John Wayne, Susan Hayward, Ray Milland, Paulette Goddard
November	5430	White Christmas (Vista-Vision-Technicolor)	120	Bing Crosby, Danny Kaye, Rosemary Clooney, Vera-Ellen.
Jan.	5404	Three Ring Circus (Vista-Vision-Technicolor)	104	Dean Martin, Jerry Lewis
Feb.	5405	The Bridges At Toko-Ri (Technicolor)	103	William Holden, Grace Kelly, Frederic March, Mickey Rooney
Mar.	5407	Conquest of Space (Technicolor)	80	Produced by George Pal
Mar.	5409	The Country Girl	104	Bing Crosby, William Holden, Grace Kelly
April	5410	Run For Cover (VistaVision-Technicolor)	92	James Cagney, Viveca Lindfors, John Derek.
Apr.	5406	Mambo		Shelley Winters, Silvana Mangano, Vittorio Gassman, Katherine Dunham and Dancers

RKO-RADIO

September	502	Africa Adventure	64	Documentary
Sept.	572	She Wore A Yellow Ribbon	104	John Wayne, Joanne Dru, John Agar
September	570	Every Girl Should Be Married (Reissue)	85	Franchot Tone, Diana Lynn, Cary Grant, Betsy Drake
September	571	The Window (Reissue)	73	Barbara Hale, Bobby Driscoll, Arthur Kennedy
October	503	Passion (Tech.)	84	Cornel Wilde, Yvonne de Carlo, Raymond Burr
Nov.	504	This Is My Love (PatheColor)	91	Linda Darnell, Rick Jason, Dan Duryea, Faith Domergue
Nov.	505	Cattle Queen of Montana (Technicolor)	88	Barbara Stanwyck, Ronald Reagan, Gene Evans, Lance Fuller, Tony Caruso
Dec.	508	Hansel & Gretel (Tech.)	75	The "Kinemins"
Jan.	509	The Americano (Technicolor)	85	Glenn Ford, Ursula Thiesa, Frank Lovejoy, Cesar Romero
Jan.	510	Quest for the Lost City (color)	60	Dane & Ginger Lamb
Feb.	506	"Underwater!" (Technicolor-Superscope)	99	Jane Russell, Gilbert Roland, Richard Egan, Lori Nelson, Robert Keith, Joseph Calleia
Feb.	507	Tarzan's Hidden Jungle	73	Gordon Scott, Vera Miles
March		Escape to Burma (Tech.-Superscope)	87	Barbara Stanwyck, David Farrar, Robert Ryan
April		Rage at Dawn (Technicolor)	87	Randolph Scott, Mala Powers, Forrest Tucker
		Jet Pilot (Technicolor-Superscope)	119	John Wayne, Janet Leigh
		"Son Of Sinbad" (Technicolor-Superscope)	90	Dale Robertson, Sally Forrest, Lili St. Cyr, Vincent Price, Mari Blanchard
		The Conqueror (Cinemascope-color)		John Wayne, Susan Hayward, Pedro Armendariz

REPUBLIC

Aug. 1st	5306	Make Haste to Live	90	Dorothy McGuire, Stephen McNally, Mary Murphy
Aug. 15th	5308	The Outcast	90	John Derek, Joan Evans
Aug. 23rd	5307	Johnny Guitar	110	Joan Crawford, Sterling Hayden, Scott Brady, Mercedes McCambridge
Aug. 25th	5310	Roogie's Bump	71	Robert Marriot, Ruth Warwick, Robert Simon
Sept. 1st	5309	Tobor The Great	77	Charles Drake, Karin Booth, Arthur Shields, Billy Chapin
Sept. 1st	5311	The Shanghai Story	90	Ruth Roman, Edmond O'Brien, Richard Jaeckel
Nov. 15th	5312	The She Wolf	93	Kerina, Ettore Manni, May Britt
Dec. 1st	5313	Trouble In Glen	91	Margaret Lockwood, Orson Welles, Forrest Tucker
Dec. 8th	5314	The Atomic Kid	86	Mickey Rooney, Robert Strauss, Elaine Davis
Dec. 15th	5315	Hell's Outpost	90	Rod Cameron, Joan Leslie, Chill Wills
Jan. 5th	5430	African Manhunt	65	Myron Healey, Karen Booth, John Kellogg
Jan. 12th	5431	Trouble In Store	86	Norman Wisdom, Margaret Rutherford, Moira Lister
Jan. 28th	5326	Carolina Cannonball	72	Judy Canova, Ross Elliott, Andy Clyde
Jan. 28th	5342	The Square Ring	73	Jack Warner, Robert Beatty, Maxwell Reed
Feb.		Doctor in the House (Rank)	92	Dirk Bogarde, Muriel Pavlow, Kenneth More
Feb. 28th	5402	Timberjack	94	Sterling Hayden, Vera Ralston, David Brian
		The Eternal Sea		Sterling Hayden, Alexis Smith, Dean Jagger
		A Day to Remember		Stanley Holloway, Joan Rice, Odile Versais

TWENTIETH CENTURY-FOX

1954

Aug.	419	Broken Lance CinemaScope-DeLuxe Color)	96	Richard Widmark Spencer Tracy, Jean Peters
Aug.	408	The Raid (Panoramic Prod.-Tech.)	83	Van Heflin Ann Bancroft
Sept.	420	The Egyptian (Cinema-Scope DeLuxe Color)	140	Gene Tierney Edmund Purdom, Victor Mature, Jean Simmons
October	421	Woman's World (CinemaScope Print by Technicolor)	94	Clifton Webb, June Allyson, Van Heflin, Lauren Bacall, Arlene Dahl, Fred MacMurray and Cornel Wilde
October	418	Flight of the White Heron (CinemScope-Tech.)	52	Documentary
October	424	The Adventures of Hajji Baba (CinemaScope Color by De Luxe)	94	John Derek, Elaine Stewart
October	422	Carmen Jones (CinemaScope-Color by De Luxe)	105	Harry Belafonte, Dorothy Dandridge, Pearl Bailey
November	423	Black Widow (CinemaScope-Color by De Luxe)	95	Gene Tierney, Van Heflin, Peggy Ann Garner
November	425	Desiree (CinemaScope-Color by De Luxe)	110	Marlon Brando, Jean Simmons
November	428	Black Thirteen	75	Peter Reynolds, Rona Anderon
November	427	Outlaw's Daughter (Color)	75	Bill Williams, Kelly Ryan

FEATURES—Calendar of 1953-54 1954-55 Releases

(As far ahead as it is possible to obtain them)

THE GIRL RUSH

(VistaVision) (Technicolor)

Cast: Rosalind Russell, Fernando Lamas, Eddie Albert, Gloria De Haven, Jimmy Gleason.

Producer .....Frederick Brisson

Director .....Robert Pirosh

RKO RADIO PICTURES

			Time (min.)	Cast
		te		Marilyn Monroe, Ethel Merman, Dan Dailey, Donald O'Connor, Mitzi Gaynor, Johnnie Ray
			117	
			81	Hugo Haas, Cleo Moore
			71	Richard Arlen, Greta Gynt
		S	107	Pearl Bailey, Dorothy Dandridge, Harry Belafonte, Joe Adams
			102	Richard Burton, Maggie McNamara, John Derek, Raymond Massey, Charles Bickford, Elizabeth Sellars
		C		
		I	132	Gregory Peck, Hugh Marlowe, Gary Merrill, Millard Mitchell, Dean Jagger
		I		
			101	Robert Wagner, John Lund, Debra Paget, Jeffrey Hunter, Eduard Franz
February	505	The Racers (CinemaScope-Color by De Luxe)	112	Kirk Douglas, Bella Darvi, Gilbert Roland, Cesar Romero
March	507	Untamed (CinemaScope-Color by De Luxe)		Tyrone Power, Susan Hayward, Richard Egan, John Justin, Agnes Moorehead, Rita Moreno, Hope Emerson
March	511	Angela		Dennis O'Keefe, Mara Lane
April	508	The Adventures of Sadie	88	Joan Collins, Kenneth More, George Cole
April	509	A Man Called Peter (CinemaScope-Color by De Luxe)		Jean Peters, Richard Todd, Gill Esmond, Robert Burton
April	510	Violent Saturday (CinemaScope-Color)		Victor Mature, Sylvia Sidney, Stephen McNally, J. Carroll Naish
May	506	Life in the Balance	74	Ricardo Montalban, Anne Bancroft, Lee Marvin, Jose Perez
May	512	The Living Swamp		Documentary
May	513	The Magnificent Matador (CinemaScope-Tech.)		Maureen O'Hara, Anthony Quinn
May	514	Soldier of Fortune (CinemaScope-Color by De Luxe)		Clark Gable, Susan Hayward

UNITED ARTISTS

Aug.	5429	Malta Story	98	Alec Guinness, Jack Hawkins
Aug.	5334	Crossed Swords (PatheColor)	86	Errol Flynn, Gina Lollobrigida
Aug.	5432	The Diamond Wizard	83	Dennis O'Keefe, Margaret Sheridan
Aug.	5430	Victory At Sea	96	Documentary
Aug.	5433	Down Three Dark Streets	84	Broderick Crawford, Ruth Roman
Sept.	5437	The Golden Mistress (Technicolor)	82	John Agar, Rosemarie Bowe
Sept.	5435	Jesse James' Women (Technicolor)	83	Peggie Castle, Jack Beutel
Sept.	5419	Khyber Patrol (Color)	71	Richard Egan, Dawn Addams
Sept.	5436	Suddenly	77	Frank Sinatra, Sterling Hayden
Oct.	5440	The Barefoot Contessa (Technicolor)	128	Humphrey Bogart, Ava Gardner
Oct.	5434	Sitting Bull (CinemaScope, color)	105	Dale Robertson, Mary Murphy
Oct.	5439	The Little Kidnappers	93	Duncan Macrae, Jean Anderson
Oct.	5441	Operation Manhunt	77	Harry Townes, Jacques Aubuchon
Nov.	5446	Twist of Fate	89	Ginger Rogers, Jacques Bergerac
Nov.	5438	Shield for Murder	80	Edmond O'Brien, John Agar, Marla English
Nov.	5444	The White Orchid (PatheColor)	81	William Lundigan, Peggie Castle
Nov.	5447	Snow Creature	70	Paul Langton, Leslie Denison
Nov.	5445	You Know What Sailors Are (Technicolor)	89	Akim Tamiroff, Donald Sinden
Dec.	5448	Vera Cruz (Technicolor, Superscope)	94	Gary Cooper, Burt Lancaster
Dec.	5443	The Steel Cage	80	Paul Kelly, Maureen O'Sullivan
Dec.	5449	Romeo and Juliet (Technicolor)	140	Laurence Harvey, Susan Shentall
Jan.	5450	Black Tuesday	80	Edward G. Robinson, Jean Parker
Jan.	5501	The Beachcomber (Technicolor)	82	Robert Newton, Glynis Johns
Jan.	5502	Battle Taxi	82	Sterling Hayden, Arthur Franz
Feb.	5504	Sabaka (Technicolor)	74	Boris Karloff, Reginald Denny
Feb.	5505	The Good Die Young	100	Laurence Harvey, Gloria Grahame
Feb.	5506	Canyon Crossroads		Richard Basehart, Phyllis Kirk
Mar.		Big House, U.S.A.	82	Broderick Crawford, Ralph Meeker.

Release Date	Release No.	Production	Time (min.)	Cast
Mar.		Stranger On Horseback (Ansco-Pathe)	66	Joel McCrea, Miroslava.
Mar.		Marty		Ernest Borgnine, Betsy Blair.
April		The Purple Plain (Tech.)	100	Gregory Peck, Win-Min-Than.
April		A Bullet For Joey		Edward G. Robinson, George Raft, Audrey Totter.
April		Lilacs In The Spring (Eastman color)	94	Errol Flynn, Anna Neagle.

UNIVERSAL

Aug.	427	Francis Joins The Wacs	94½	Donald O'Connor, Julia Adams
Aug.	428	Magnificent Obsession (Technicolor)	108	Jane Wyman, Rock Hudson
Sept.	429	Black Shield of Falworth (Technicolor-Regular)	99	Tony Curtis, Janet Leigh
Sept.	436	Black Shield of Falworth (Tech.-CinemaScope)		Tony Curtis, Janet Leigh
Sept.	430	Dawn At Socorro (Technicolor)	80½	Rory Calhoun, Piper Laurie
Oct.	431	The Naked Alibi	86	Sterling Hayden, Gloria Grahame
		1954-55		
Nov.	501	Bengal Brigade (Tech.)	87	Rock Hudson, Arlene Dahl
Nov.	502	Four Guns To The Border (Tech.)	83	Rory Calhoun, Colleen Miller
Nov.	504	Ricochet Romance	80	Marjorie Main, Chill Wills, Rudy Vallee
Dec.	510	Yellow Mountain (Technicolor)	78	Lex Barker, Mala Powers, Howard Duff
Dec.	505	Sign of the Pagan (CinemaScope-Tech.)	92	Jeff Chandler, Jack Palance, Rita Gam
Dec.	506	Sign of the Pagan (Regular-Technicolor)	92	Jeff Chandler, Jack Palance, Rita Gam
Jan.	507	So This Is Paris	96	Tony Curtis, Gloria DeHaven, Gene Nelson, Corinne Calvert
Jan.	508	Destry	91	Audie Murphy, Marj Blanchard
Jan.	503	West of Zanzibar	83	Anthony Steel Sheila Sim
Feb.	511	The Far Country (Technicolor)	97	Jim Stewart, Ruth Roman
Feb.	512	Six Bridges to Cross	99	Tony Curtis, Julie Adams
Feb.	513	Abbott & Costello Meet The Keystone Kops	79	Bud Abbott, Lou Costello
Mar.	509	Land Of Fury	82	Jack Hawkins, Glynis Johns.
Mar.	514	Captain Lightfoot	92	Rock Hudson, Barbara Rush.
Mar.	516	Smoke Signal		Dana Andrews, Piper Laurie.
Apr.	517	Chief Crazy Horse (Tech.-CinemaScope)	86	Victor Mature, Susan Ball, John Lund
Apr.	518	Chief Crazy Horse (Standard Version)		
Apr.	519	Ma & Pa Kettle at Waikiki	79	Marjorie Main, Percy Kilbride, Lori Nelson
Apr.	520	Man Without a Star (Technicolor)	89	Kirk Douglas, Jeanne Crain, Claire Trevor

WARNER BROS.-FIRST NATIONAL

Aug. 7th	331	King Richard and the Crusaders (CinemaScope-WarnerColor)	113	Virginia Mayo, Rex Harison
Aug. 21st	332	Duel in the Jungle Technicolor	102	Dana Andrews, Jeanne Crain
		1954-55		
Sept. 4th	401	Dragnet (WarnerColor)	89	Jack Webb, Ben Alexander
Sept. 25th	402	The Bounty Hunter (WarnerColor)	79	Randolph Scott, Marie Windsor
Oct. 16th	403	A Star is Born (CinemaScope-Tech.) (Special Engagements only)	154	Judy Garland, James Mason, Jack Carson
Nov. 13th	404	Drum Beat (CinemaScope-WarnerColor)	111	Alan Ladd, Audrey Dalton
Nov. 27th	405	Track of the Cat (CinemaScope-WarnerColor)	102	Robert Mitchum, Diana Lynn, Teresea Wright
Dec. 11th	406	Saratoga Trunk (Re-release)	135	Gary Cooper, Ingrid Bergman, Flora Robson
Dec. 11th	407	The Big Sleep (Re-release)	114	Humphrey Bogart, Lauren Bacall, Martha Vickers.
Jan 1st	409	Young at Heart (Color by WarnerColor) (Print by Technicolor)	117	Doris Day, Frank Sinatra, Gig Young, Ethel Barrymore, Dorothy Malone, Robert Keith
Jan. 22nd	403	A Star is Born (In CinemaScope) (Color by Technicolor)	154	Judy Garland, James Mason, Jack Carson, Charles Bickford, Tom Noonan
Feb. 5th	408	The Silver Chalice (In CinemaScope) (Color by WarnerColor)	137	Virginia Mayo, Pier Angeli, Jack Palance, Paul Newman, Walter Hampden
Feb. 26th	412	Unchained	75	Elroy Hirsch, Barbara Hale, Chester Morris
Mar. 12	411	Battle Cry	148	Van Heflin, Aldo Ray, Mona Freeman.
Mar. 12	413	N. Y. Confidential	87	Broderick Crawford, Anne Bancroft.

Hollywood Production

ALLIED ARTISTS

Shooting

TIMESLIP
(ToDon Productions)
Cast: Gene Nelson, Faith Domergue, Joseph Tomelty, Vic Terry, Donald Gary.
Producer .....A. C. Snowden
Director .....Ken Hughes

LORD OF THE JUNGLE
Cast: Johnny Sheffield, Wayne Morris, Paul Picerni, Nancy Hale, Harry Lauter.
Producer-Director .....Ford Beebe

Cutting

WICHITA
(CinemaScope) (Technicolor)
Cast: Joel McCrea, Vera Miles, Keith Larsen.
Producer .....Walter Mirisch
Director .....Jacques Tourneur

THE BIG COMBO
(Security Pictures-Theodora Productions)
Cast: Cornel Wilde, Richard Conte, Jean Wallace, Brian Donlevy, Helen Walker.
Producer .....Sidney Harmon
Director .....Joseph H. Lewis

THE WARRIOR
(CinemaScope)
Cast: Errol Flynn, Joanne Dru, Peter Finch.
Producer .....Walter Mirisch
Director .....Henry Levin

TWILIGHT ALLEY
Cast: Richard Conte, Constance Smith, Bruce Bennett, Cathy Downs, James Millican.
Producer .....William F. Broidy
Director .....Frank McDonald

DARK VENTURE
Cast: Frank Lovejoy, Forrest Tucker, Peggie Castle, Marjorie Garretson.
Producer .....Lindsley Parsons
Director .....Harold Shuster

LAS VEGAS SHAKEDOWN
Cast: Dennis O'Keefe, Coleen Gray, Charles Winninger, Thomas Gomez, Mary Beth Hughes, James Millican.
Producer .....William F. Broidy
Director .....Sidney Salkow

SPY CHASERS
Cast: Leo Gorcey, Huntz Hall, Lisa Davis.
Producer .....Ben Schwalb
Director .....Edward Bernds

COLUMBIA

Shooting

THE GENTLE WOLFHOUND
Cast: Aldo Ray, Mitsuko Kinura, Phil Carey, Dick York, Chuck Connors.
Producer .....Fred Kohlmar
Director .....Richard Murphy

Cutting

MY SISTER EILEEN
(CinemaScope) (Technicolor)
Cast: Janet Leigh, Betty Garrett, Jack Lemmon, Aldo Ray, Kurt Kasznar, Bob Fosse, Tommy Rall.
Producer .....Fred Kohlmar
Director .....Richard Quine

"REBOUND"
(Shooting in London)
Cast: Stewart Granger, Jean Simmons, Finlay Currie, William Hartnell, Belinda Lee, Bill Travers.
Exec. Producer .....Mike Frankovich
Producer .....Maxwell Setton
Director .....Arthur Lubin

THE PRISONER
(Shooting in London)
Cast: Alec Guinness, Jack Hawkins, Wilfred Lawson, Ronald Lewis, Jeanette Starke.
Producers .....Sidney Box and Vivian Cox
Director .....Peter Glenville

MASSACRE AT MOCCASIN PASS
Cast: Phil Carey, Audrey Totter, Charlita.
Producer ..... Wallace MacDonald
Director ..... Fred S. Sears

A PRIZE OF GOLD
(Warwick Productions; Technicolor)
(For Columbia Release; Shooting in Berlin)
Cast: Richard Widmark, Mai Zetterling, Nigel Patrick, George Cole, Donald Wolfit.
Producers .....Irving Allan and A. R. Broccoli
Director .....Mark Robson

THE MAN FROM LARAMIE
(CinemaScope) (Technicolor)
Cast: James Stewart, Arthur Kennedy, Cathy O'Donnell, Aline MacMahon, Donald Crisp, Alex Nicol, Wallace Ford, James Millican, Gregg Barton, Jack Elam, John War Eagle.
Producer .....William Goetz
Director .....Anthony Mann

BRING YOUR SMILE ALONG
(Technicolor)
Cast: Frankie Laine, Keefe Brasselle, Connie Towers, Lucy Marlowe, William Leslie, Ruth Warren, Bobby Clark, Jack Albertson, Bob Hopkins.
Producer .....Jonie Taps
Director .....Blake Edwards

CALICO PONY
(CinemaScope) (Technicolor)
Cast: Van Heflin, Joan Woodward, Phil Carey, Raymond Burr, Allison Hayes, Richard Webb.
Producer .....Ted Richmond
Director .....George Sherman

INDEPENDENT

Shooting

THE BEAST OF HOLLOW MOUNTAIN
(Nassour Studios)
Cast: Guy Madison, Sarita Montiel.
Producers.William and Edward Nassour
Director .....Edward Nassour

THE LONESOME TRAIL
(Lyon and Bartlett Prods.)
Producer .....Earl Lyon
Director .....Richard Bartlett

Cutting

THE LITTLE RED MONKEY
Anglo-Guild-Tony Owen Production
(Shooting in London)
Cast: Richard Conte, Russell Napier, Rona Anderson, Sylva Langova.
Producer .....Alec Snowden
Director .....Ken Hughes

RETURN OF COLUMBUS
Paal-Real Film Productions
(Shooting in Germany)
Cast: Paola Loew, Eva Kerbler, Sydney Chaplin, Charles Chaplin, Jr., Ursula Herking.
Producer .....Alexander Paal
Director .....Alexander Paal

OKLAHOMA
(CinemaScope) (Todd-AO)
Cast: Gordon MacRae, Shirley Jones, Gene Nelson, Gloria Grahame, Charlotte Greenwood, Eddie Albert, James Whitmore, Rod Stieger, Barbara Lawrence, J. C. Flippen, Roy Barcroft.
Producer .....Arthur Hornblow
Director .....Fred Zinnemann

GENTLEMEN MARRY BRUNETTES
(Russfield-Voyager Productions)
(Technicolor) (Shooting in Paris)
Cast: Jane Russell, Jeanne Crain, Sco Brady, Alan Young, Rudy Vallee.
Executive Producer.....Robert Bassle
Producers .....Richard Sale a Robert Waterfi
Director .....Richard

Lippert PICTURES, Inc.

Cutting

THE BLACK PIRATES
(Lippert Release)
(Shooting in El Salvador)
Cast: Anthony Dexter, Karen Wilde, Lon Chaney, Robert Clarke.
Producer .....Robert L. Lippert, Jr.
Director .....Allen Miner

THE GLASS TOMB
(Executive Films for Lippert release)
Cast: John Ireland.
Producer .....Anthony Hinds
Director .....Montgomery Tully

SHOCK
Cast: Brian Donlevy, Margia Dean, Jack Warner.
Producers .....Michael Carreras and Anthony Hinds
Director .....Val Guest

METRO-GOLDWYN-MAYER

Shooting

IT'S ALWAYS FAIR WEATHER
(CinemaScope) (Color)
Cast: Gene Kelly, Dan Dailey, Cyd Charisse, Michael Kidd, Dolores Gray.
Producer .....Arthur Freed
Directors Gene Kelly and Stanley Donen

THE BAR SINISTER
Cast: Jeff Richards, Jarma Lewis.
Producer .....Henry Berman
Director .....Herman Hoffman

Cutting

LOVE ME OR LEAVE ME
Cast: Doris Day, James Cagney, Cameron Mitchell, Robert Keith, Harry Bellaver.
Producer .....Joe Pasternak
Director .....Charles Vidor

THE COBWEB
(CinemaScope) (Color)
Cast: Richard Widmark, Lauren Bacall, Gloria Grahame, Charles Boyer, Lillian Gish, John Kerr, Oscar Levant.
Producer .....John Houseman
Director .....Vincente Minnelli

THE KING'S THIEF
(CinemaScope) (Color)
Cast: Ann Blyth, Edmund Purdom, David Niven, George Sanders, Roger Moore, John Dehner, Isabel Elsom.
Producer .....Edwin H. Knopf
Director .....Hugo Fregonese

THE COURT JESTER
(VistaVision) (Technicolor)
Cast: Danny Kaye, Glynis Johns, Angela Lansbury, Basil Rathbone.
Producers-Directors ..Norman Panama and Melvin Frank

THE VAGABOND KING
(VistaVision) (Tecbnicolor)
Cast: Kathryn Grayson, Oreste Kirkop, Sir Cedric Hardwicke, Walter Hampden, Rita Moreno.
Producer .....Pat Duggan
Director .....Michael Curtiz

ARTISTS AND MODELS
(VistaVision) (Technicolor)
Cast: Dean Martin and Jerry Lewis. Shirley MacLaine.
Producer .....Hal Wallis
Director .....Frank Tashlin

Cutting

THE DESPERATE HOURS
(VistaVision)
Cast: Humphrey Bogart, Fredric March, Martha Scott, Arthur Kennedy.
Producer .....William Wyler
Director .....William Wyler

TO CATCH A THIEF
(VistaVision) (Technicolor)
(Shooting in France)
Cast: Cary Grant, Grace Kelly, Jessie Royce Landis, John Williams, Charles Vanel, Brigitte Auber, Georgette Anys.
Producer-Director ....Alfred Hitchcock

WE'RE NO ANGELS
(VistaVision) (Technicolor)
Cast: Humphrey Bogart, Peter Ustinov, Aldo Ray, Joan Bennett, Leo G. Carroll, Basil Rathbone, Gloria Talbott, John Baer.
Producer .....Pat Duggan
Director .....Michael Curtiz

THE SEVEN LITTLE FOYS
(VistaVision) (Technicolor)
Cast: Bob Hope, Linda Bennett, Jimmy Baird, Tommy Duran, David Kasday, Lee Erickson.
Producer .....Jack Rose
Director .....Melville Shavelson

YOU'RE NEVER TOO YOUNG
(VistaVision) (Technicolor)
Cast: Dean Martin, Jerry Lewis, Diana Lynn, Raymond Burr, Nina Foch, Mitzi McCall.
Producer .....Paul Jones
Director .....Norman Taurog

THE ROSE TATTOO
(VistaVision)
Cast: Burt Lancaster, Anna Magnani, Marisa Pavan, Virginia Grey, Ben Cooper, Jo Van Fleet, Flossie Sundstrom, Dorritt Kelton.
Producer .....Hal Wallis
Director .....Daniel Mann

Hollywood Production

THE GIRL RUSH
(VistaVision) (Technicolor)

Cast: Rosalind Russell, Fernando Lamas, Eddie Albert, Gloria De Haven, Jimmy Gleason.
Producer .....Frederick Brisson
Director .....Robert Pirosh

RKO RADIO PICTURES

Shooting

PEARL OF THE SOUTH PACIFIC
(SuperScope) (Technicolor)

Cast: Virginia Mayo, Dennis Morgan, David Farrar, Lance Fuller, Mervyn Vye, Lisa Montell.
Producer .....Benedict Bogeaus
Director .....Allan Dwan

Cutting

RAGE AT DAWN
(SuperScope) (Technicolor)

Cast: Randolph Scott, Forrest Tucker, Mala Powers, J. Carrol Naish, Edgar Buchanan, Ken Tobey.
Producer .....Nat Holt
Director .....Tim Whelan

Republic

Shooting

A FOREIGN ADVENTURE
(Trucolor)
(Shooting in Nassau, Bahamas Islands)

Cast: Yvonne De Carlo, Howard Duff, Zachary Scott.
Associate Producer-Director
Edward Ludwig

Cutting

SANTE FE PASSAGE
(Trucolor) (Shooting in Utah)

Cast: John Payne, Rod Cameron, Faith Domergue.
Assoc. Producer .....Sidney Picker
Director .....William Witney

THE ADMIRAL HOSKINS STORY

Cast: Sterling Hayden, Alexis Smith, Dean Jagger, Ben Cooper, Virginia Grey, Douglas Kennedy, Hayden Rorke.
Assoc. Producer-Director. John H. Auer

MAGIC FIRE
(Trucolor) (Shooting in Munich)

Cast: Yvonne De Carlo, Carlos Thompson, Rita Gam, Valentina Cortesa, Alan Badel.
Producer-Director ....William Dieterle

20th CENTURY FOX

Shooting

HOUSE OF BAMBOO
(CinemaScope) (Technicolor)

Cast: Robert Ryan, Robert Stack, Shirley Yamiguchi.
Producer .....Buddy Adler
Director .....Samuel Fuller

HOW TO BE VERY, VERY POPULAR
(CinemaScope) (Color)

Cast: Betty Grable, Robert Cummings, Sheree North, Charles Co-Burn.
Producer .....Nunnally Johnson
Director .....Nunnally Johnson

SIR WALTER RALEIGH
(CinemaScope) (Color)

Cast: Bette Davis, Richard Todd, Dan O'herlihy, Herbert Marshall, Jay Robinson.
Producer .....Charles Brackett
Director .....Henry Koster

Cutting

MAGNIFICENT MATADOR
(CinemaScope)
(National Pictures Corp. for 20th Century-Fox release)
(Shooting in Mexico City)

Cast: Maureen O'Hara, Anthony Quinn, Richard Denning, Lola Albright.
Exec. Producer....Edward L. Alperson
Producer .....Carroll Case
Director .....Budd Boetticher

UNTAMED
(CinemaScope) (Color)

Cast: Tyrone Power, Susan Hayward, Victor Moreno, John Justin.
Producers .....Bert Friedlob and William Bacher
Director .....Henry King

SOLDIER OF FORTUNE
(CinemaScope) (Color)

Cast: Clark Gable, Susan Hayward, Michael Rennie, Alex D'Arcy.
Producer .....Buddy Adler
Director .....Edward Dmytryk

UNITED ARTISTS

Shooting

THE BRASS RING
(Edward Small Productions)

Cast: Farley Granger, Anthony Quinn, Anne Bancroft, Peter Graves.
Producer .....Edward Small
Director .....Maxwell Shane

DESERT SANDS
(Technicolor)
(Bel Air Productions)

Cast: Ralph Meeker, Marla English, J. Carrol Naish.
Exec. Producer .....Aubrey Schenck
Producer .....Howard W. Koch
Director .....Lesley Selander

Cutting

THE KENTUCKIAN
(Technicolor)
(Hecht-Lancaster Productions)

Cast: Burt Lancaster, Dianne Foster, Diana Lynn.
Producer .....Harold Hecht
Director .....Burt Lancaster

BIG HOUSE U.S.A.
(Bel Air Productions)

Cast: Broderick Crawford, Ralph Meeker, Red Hadley, William Talman.
Producer .....Aubrey Schenck
Director .....Howard W. Koch

MARTY
(Hecht-Lancaster Productions)

Cast: Ernest Bornine, Betsy Blair.
Producer .....Harold Hecht
Director .....Delbert Mann

NOT AS A STRANGER
(Stanley Kramer Productions)

Cast: Olivia DeHaviland, Robert Mitchum, Frank Sinatra, Gloria Grahame, Broderick Crawford, Charles Bickford.
Producer-Director .....Stanley Kramer

KISS ME DEADLY
(Parklane-Saville Productions)

Cast: Ralph Meeker, Paul Stewart, Maxine Cooper, Cloris Leachman, Gaby Rodgers, Marian Carr, Wesley Addy.
Producer-Director .....Robert Aldrich

Universal International

Shooting

THE PRIVATE WAR OF MAJOR BENSON
(Technicolor)

Cast: Charlton Heston, Julie Adams, William Demarest.
Producer .....Howard Pine
Director .....Jerry Hopper

THE SPOILERS

Cast: Anne Baxter, Jeff Chandler, Rory Calhoun, Ray Danton.
Producer .....Ross Hunter
Director .....Jesse Hibbs

THERE'S ALWAYS TOMORROW

Cast: Barbara Stanwyck, Fred MacMurray, Joan Bennett.
Producer .....Ross Hunter
Director .....Douglas Sirk

THE RAWHIDE YEARS
(Technicolor)

Cast: Tony Curtis, Arthur Kennedy, Coleen Miller, William Demarest.
Producer .....Stanley Rubin
Director .....Rudolph Mate

Cutting

FEMALE ON THE BEACH

Cast: Joan Crawford, Jeff Chandler.
Producer .....Albert Zugsmith
Director .....Joseph Pevney

ABBOTT AND COSTELLO AS THE STUNT MEN

Cast: Bud Abbott and Lou Costello, Fred Clark, Lynn Bari, Frank Wilcox, Maxie Rosenbloom.
Producer .....Howard Christie
Director .....Charles Lamont

LADY GODIVA OF COVENTRY
(Technicolor)

Cast: Maureen O'Hara, George Nader, Victor McLagen, Rex Reason.
Producer .....Robert Arthur
Director .....Arthur Lubin

"AIN'T MISBEHAVIN' "
(Technicolor)

Cast: Rory Calhoun, Piper Laurie, Jack Carson, Mamie Van Doren, Reginald Gardiner.
Producer .....Sam Marx
Director .....Eddie Buzzell

ALL THAT HEAVEN ALLOWS
(Technicolor)

Cast: Jane Wyman, Rock Hudson, Agnes Moorhead, Conrad Nagel.
Producer .....Ross Hunter
Director .....Douglas Sirk

WARNER BROS.

Shooting

BLOOD ALLEY
(CinemaScope) (WarnerColor)

Cast: John Wayne, Lauren Bacall, Paul Fix, Anita Ekberg.
Producer .....Batjac Productions
Director.....William A. Wellman

THE ANIMAL WORLD
(Technicolor)

Producer .....Irwin Allen

ILLEGAL

Cast: Edward G. Robinson, Nina Foch, Hugh Marlowe, Albert Dekker, Jayne Mansfield.
Producer .....Frank P. Rosenberg
Director .....Lewis Allen

JAGGED EDGE
(CinemaScope) (WarnerColor)

Cast: Jack Palance, Shelley Winters, Lori Nelson, Lee Marvin.
Producer .....Willis Goldbeck
Director .....Stuart Heisler

Cutting

HELEN OF TROY
(CinemaScope) (WarnerColor)

Cast: Rossana Podesta, Jacques Sernas, Sir Cedric Hardwicke, Torin Thatcher, Robert Douglas, Nora Swinburne.
Producer .....Robert Wise

I DIED A THOUSAND TIMES

Cast: Perry Lopez, Walter Abel, Beverly Garland.
Producer .....David Weisbart
Director .....Walter Doniger

THE McCONNELL STORY
(CinemaScope) (WarnerColor)

Cast: Alan Ladd, June Allyson.
Producer .....Henry Blanke
Director .....Gordon Douglas



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NATIONAL *Screen* SERVICE
PRIZE BABY OF THE INDUSTRY

THE Independent FILM JOURNAL

DEVOTED to the BEST INTERESTS of the MOTION PICTURE INDUSTRY

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A CONSTRUCTIVE SUGGESTION

WITH the impasse that presently exists between exhibition and distribution, it is refreshing to read the proposal suggested by Al Lichtman at a Coast trade press conference.

The 20th-Fox sales chief, reviewing the troublesome industry situation, pointed out that 4,500 theatres can now earn anywhere from 85 to 90 percent of the total film revenue on a top picture. Since the balance comes from more than double that number, he urged flexible sales policies in order to keep "the little fellow" in business.

Emphasizing the fact that he is speaking only for himself, Lichtman stated, "This may startle some of my distributing colleagues but I urge them to think it over and come to my way of thinking. One of the

(See Page 3)

THIS IS DRAMA!

If *you* were a producer and wanted to make a story of real people, of a dime-a-dance girl who rose to the Ziegfeld Follies and Hollywood stardom, of a strange love story in lurid, mob-ruled Chicago days—you'd pick the life-inspired story of song-star Ruth Etting. M-G-M picked it and it's a winner! . .

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DORIS DAY as RUTH ETTING ☆ JAMES CAGNEY as "THE GIMP"



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Directed by CHARLES VIDOR • Produced by JOE PASTERNAK

(Available in Magnetic Stereophonic, Perspecta Stereophonic or 1-Channel Sound)

May 14, 1955
Vol. 35 No. 9

THE Independent FILM JOURNAL

Editor: MORTON SUNSHINE

DEVOTED TO THE BEST INTERESTS OF THE MOTION PICTURE INDUSTRY

A Constructive Suggestion

(*continued from cover*)

simplest and most constructive means of ending all this controversy and to prove to exhibition leaders that men in distribution have the welfare of our business just as much at heart as any one of them, I propose that for the small accounts, say those paying a film rental of $50.00 per picture or less, that we agree to arbitrate those film rentals or any other subject that may be controversial. . . ."

There is no doubt of the merit in Lichtman's proposal. The major stumbling block to the adoption of voluntary industry-wide arbitration has been the failure of distribution to agree upon a provision which would include arbitration of rentals. National Allied has remained aloof from the arbitration proceedings because of its insistence upon this condition.

Here is a solid starting point. Lichtman's proposal is not a far cry from the arbitration of rentals of $100 or $150. This could probably cover the whole situation since the large circuits are no more interested in such a clause than are the film companies. Distributors should give earnest consideration to these facts. Acceptance of this proviso can do much to introduce harmony, good will and other constructive measures into the business and put an end to talk of Federal regulation.

Second Invitation

Initial responses of the film company presidents to the joint Allied-TOA invitation to a New York round table conference on May 24 have been negative on the grounds that individual company sales policies are purely company business. Now, a second telegram, sent in an atmosphere of less militancy, clarifies exhibition's stand and assures the company toppers that there is no intention to discuss anything other than the plight of exhibition and general sales policies.

The new invitation reads in part, "It is the American way . . . that there be an exchange of ideas for the common good and that producers and distributors in any business sit and discuss the problems of their customers when they are in trouble. Should it be different in our industry? (*Ed. note: We hope not.*) What harm can come from an intelligent, sincere and free discussion of exhibitor and distributor relations? . . ." (*Ed note: No harm, but a great deal of good.*)

Distribution appears to feel that a group meeting with exhibition might be considered a violation of the anti-trust laws. This position is untenable and would, by the same token, put the fruits of any voluntary system of arbitration agreed upon in the same category.

Early reports, as we go to press, indicate a noncommittal attitude on the part of the film company presidents. We hope that they will reconsider. It will mark a turning point toward better industry relations.

Gambling With Attendance

In our business, the drought precedes the hot weather. A look at present releasing schedules gives substance to exhibitor grumblings from all sections of the country that there is a holding back of quality product for the summer months.

This is not a seasonal industry and responsible distribution executives must not contribute to a tailspin in attendance at a time when extra effort should be made to stimulate moviegoing. Can you see Ford and General Motors tying up their good models in order to unload a bad one? At least, they'd be putting out some quality cars at the same time. Only our industry seems to gamble with its patronage. This just doesn't make sense.

Write Now!

At the present time, the preponderance of mail being received by the Federal Communications Commission is in favor of pay-to-see TV. Reports from Washington indicate a planned letter-writing campaign by the proponents of subscription television who are sending in piles of form letters.

Theatre owners all over the nation must put this response in proper balance by personally writing and getting as many other individuals as they can reach to write to the F.C.C., Washington 25, D. C., expressing intelligent disapproval of pay-TV prior to the June 9 deadline for communications. Do it now!

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Exhibs Slate Round Table Despite Distributor Rebuffs

The round-table conference will definitely be held in New York on May 24, despite the fact that major distribution presidents have seemingly turned a deaf ear to exhibition's plea for such a meeting. So said Alfred Starr, TOA board chairman and member of the eight-man TOA-National Allied committee that tendered the invitations a few weeks ago. Starr said this week that the committee, after counting the roll of presidents attending, would then decide on further action. Meanwhile, Ruben Shor, National Allied president, revealed that there have been "some acceptances" to the parley.

Indications were, however, that individual company heads still would be reluctant to participate at a collective meeting with other distribution chiefs.

Starr cited the "unwarranted misapprehension" of the distribution presidents, who, he said, mistakenly seemed to feel that the meeting was called for vituperation or to discuss individual sales policies. The first possibility, he said, was not "gentlemanly"; the second, he added, would "probably not be legal."

The Nashville exhibitor, who felt certain that he could speak for the entire TOA-National Allied committee, defined the "very simple" purpose of the round-table as follows: "to discuss in broad, specific outline . . . what will happen to the motion picture industry if the public continues to lose the movie-going habit at the present accelerated rate?"

Schenck Explains Position

The audience is falling off, Starr said, because of a variety of reasons, and since March 1, business throughout the country has been generally bad, he added. "This is a fact. . . . There is a mounting feeling of desperation among exhibitors. Can we reverse the trend? I don't know, but it affects us all, and distribution should be willing—in an informal, high-level talk—to discuss the problem," he concluded.

Only Nicholas M. Schenck, Loew's-M-G-M president, and Barney Balaban, Paramount president, had publicly replied at this writing, and their refusal to attend stemmed from their belief that certain subjects could only be discussed individually, and not at such a meeting.

Said Schenck: "We do not believe that an industry round-table conference is suited for a consideration of the relations between M-G-M and its customers. Our sales policies and trade practices should not be the subject of discussion with our competitors." Schenck suggested that such matters could best be discussed with Charles M. Reagan, the company's sales chief.

Barney Balaban also objected to the 'subjects" proposed for the May 24 meeting, and asserted that sales policies and trade practices should remain individual company business. The Paramount prexy said that his company's doors will always be open to any exhibitor, for discussions based on facts. He added that Paramount has had such discussions in the past and will continue to do so in the future.

Official word was not forthcoming from Spyros Skouras, 20th-Fox president, but the company's distribution director, Al Lichtman, told a press conference in Hollywood that the round-table meeting idea had been definitely vetoed. (For Lichtman's arbitration proposal and comments, see accompanying story).

Soon afterward, at the Iowa-Nebraska Allied meeting in Des Moines, a resolution was passed urging the distribution chiefs to reconsider their decision and "thus demonstrate . . . that the motion picture industry is competent to handle its own problems by self-regulation instead of Government regulation." The resolution suggested that if the presidents continue to boycott a meeting, National Allied take whatever steps it may see fit including support of a bill to regulate film rentals. I.T.O. of Arkansas had also passed a similar resolution endorsing "further action" by TOA.

Shor Comments

Earlier, at the North Central Allied convention in Minneapolis, Shor had said: "We have reached the crossroads. The meeting on May 24 is the end of the line. I promise nothing. I am not optimistic." Another resolution was passed "to activate and implement the National Allied resolve to seek Federal regulation of film rentals" should the film companies "fail or refuse to participate" in the all-industry conference, or should the conference be "fruitless."

Alfred Starr, at a press conference this week, remarked that his mind is "open" about Government intervention. Starr stressed that "more and more exhibitors seem to be faced with economic disaster," and said that in his trips throughout the country he has heard a "swelling chorus of complaints" about bad business. He reiterated his previous remark that "desperate men will do desperate things."

'Reconsider Negative Decision:' TOA, Allied Ask Presidents

E. D. Martin and Rube Shor, presidents of TOA and National Allied respectively, on behalf of the joint TOA-Allied committee, this week again wired the presidents of Loew's, Paramount, 20th-Fox, RKO and Universal regarding their decision not to participate in the round table conference. Individual company sales and trade policies would not be discussed, the telegram stated. Martin and Shor went on to say that the purpose was "rather to present the serious plight of exhibition resulting in the closing of theatres and decrease of patronage and further the general sales policies of distribution that do not encourage licensing on the merits and ability to pay."

"What harm can come from intelligent, sincere and free discussion of exhibitor and distributor relations?" asked the two exhibitor representtives. The wire closed with a request that these presidents "reconsider" and telegraph their answers to Shor so that the conference may be held by May 24 at the latest.

Arbitration Plan Seen Promising

Distribution reaction to Al Lichtman's proposal to arbitrate rentals of $50 or less per picture was slow in coming, but exhibition representatives were almost unanimously favorable to the idea.

E. D. Martin, TOA president, said he "would like to congratulate" Fox's distribution director for his "constructive thinking." Alfred Starr, TOA board chairman, said he was "very happy to see it" and called it a "wonderful idea." Wilbur Snaper, New Jersey Allied president, said: It's a start."

Shor Comments

Ruben Shor, president of National Allied, complained however that the proposal "does not go far enough. . . . I'm not certain that the $50 houses are the only ones who need help." Shor argued that many theatres not in that category also need assistance.

Harry Brandt, president of the Independent Theatre Owners of New York, was another who asserted that the Lichtman proposal was a "step in the right direction." "Many large exhibitors do not want to arbitrate film rentals any more than do distributors," Brandt said. "The Lichtman proposal is not a far cry from arbitration on accounts paying $100-150, and I think this could be negotiated. We've got to make a start somewhere," Brandt insisted, "even if it can only be arranged with one company."

Stressing that he was speaking solely for himself, Lichtman had called his proposal "one of the simplest and most constructive means of terminating this controversy." He asserted that it is now possible for approximately 4,500 theatres and big drive-ins to earn from 85-90 percent of the total film rental on first-class motion pictures. The balance, he said, will come from "more than double that amount of theatres." "It behooves all distributors to have a most flexible policy in order to take care of the little fellow and keep him in business," Lichtman declared.

Lichtman Explains

The Fox executive explained that he did not include big exhibitors in his proposal because "the big exhibitor is doing all right." "In fact," Lichtman asserted, "it is possible for him as well as distributors to gross more money with top pictures in big situations today than ever before, and therefor he does not need the same treatment that I am advocating for the little fellow."

"We are no longer a habit-going business as we were prior to television," Lichtman asserted. "Today to compete for the leisure time of the public we must present superior entertainment. Also, we must have modern facilities. . . . The old-style picture house that refuses to modernize its equipment in every respect cannot possibly survive. But the industry as a whole," Lichtman argued, "must do everything possible to keep every theatre in business."

"I do not wish to go into the whys and wherefores of who said this or that concerning the round table meeting that I, in good faith, suggested to be called," said Lichtman. All I can say is. . . . I would like to see harmony, good will and constructive measures introduced in this business, thus enabling exhibitors, distributors and producers . . . to perpetuate and elevate this business to greater heights than ever before," he concluded.

EXHI-BITS

Ozoners To Skouras, Prudential

Skouras Theatres and Associated Prudential Theatres are expected to finalize a major drive-in purchase within the next two weeks, when they will acquire four Long Island ozoners. At present Skouras operates only four-wall theatres.

The drive-ins, now operating in the Family Drive-Ins group, are the Commack in Commack; Hempstead Turnpike in Bethpage; Massapequa, Massapequa and the Westbury, Westbury. All four open-airers are now serviced by the Ligget-Florin Booking Office.

Closed-Circuit TV Grows

Eighty-three theatres, many in cities using a closed-circuit TV hook-up for the first time, will carry the Rocky Marciano-Don Cockell heavyweight championship fight from San Francisco to an estimated 250,000 fight fans on May 16. Theatre Network Television announces that the fight will be shown in 17 theatres in the New York area. The network will go as far west as Denver.

Nathan Halpern, TNT president, predicted that "the day may not be far off when we can assure a million-dollar gate on our own." TNT's first championship closed-circuit telecast, between Joe Louis and Lee Savold on June 15, 1951, attracted only eight theatres in six cities.

Exhib Unit Formed

LOUISVILLE.—Formation of a new exhibitor association, to be affiliated with National Allied, is expected to take place next week at a meeting here to which all theatremen in the state have been invited. Sponsoring the new unit are: J. M. Reiss, Louis A. Arru and E. L. Arnstein, all Louisville, and Robert Enoch, Elizabethtown. Expected to attend are the following Allied representatives: Rube Shor, president; A. F. Myers, general counsel; Trueman Rembusch, Bill Carrell and Robert A. Wile.

TESMA Plan Endorsed

COLUMBUS.—Ohio bankers would be able to loan additional funds to theatre owners for refurbishing purposes if exhibitors adopted the TESMA plan to reserve three percent off the top of any picture on a percentage engagement for such purposes, according to Independent Theatre Owners of Ohio.

The exhibitor group consulted the Ohio Bankers' Association on the TESMA suggestion and found them "heartily" in favor. Robert A. Wile, ITOO executive secretary, said the bankers' unit hopes to have a sample escrow agreement drawn up shortly.

More Product Foreseen

The product shortage will be relieved gradually this year, according to The Value Line investment survey published this week by Arnold Bernhard & Co., investment advisory firm. "Nevertheless," it cautions, "for 1955 producers earnings will probably grow at a somewhat faster rate than those of theatres." Further, the survey declares, the industry in the next three to five years seems likely to be favored by a sharp growth in the population of its major customer group, the 15-24 olds. All in all, the survey concludes, all signs point to "continued recovery."

Pay-To-See TV Controversy Rages Unabated Over Nation

More skirmishes were reported on scattered pay-TV fronts as the battle showed no signs of letting up until well into next Fall. The new FCC deadline for comment on the desirability of subscription video is June 9, with the last day for rebuttal testimony now set at July 11. Two weeks later, commission members will vacation for one month, returning to Washington at the end of August.

Comments already received indicate a preponderance of mail in favor of subscription television.

The New York City Council, asked to vote on a resolution against pay-TV submitted by Council president Abe Stark, was said to be wavering because of a barrage of pro-pay-TV mail that arrived at Council offices. Previously the Council was said to have been overwhelmingly opposed to subscription video.

In Chicago, Alderman Seymour Simon, representing several local theatres, plans to introduce a similar resolution. Rep. Paul Randolph recently introduced a resolution in the state House of Representatives backing toll TV.

Baseball Fee Predicted

Walter O'Malley, president of the Brooklyn Dodgers, evisioned a future with a 50¢ charge for every set tuned into a Brooklyn game. The proceeds, a TV authority estimated, would be about $50,000 a game for the Flatbush club. The Dodgers now receive from between $500-600,000 yearly for sponsored baseball. Said O'Malley: "I'm satisfied the public is ready for it." He cited the fact that the club receives a "surprising" number of donations from people who have watched the Bums on TV.

Theodore Moran, past commander of the Father Duffy Post of the Catholic War Veterans, expressed his "amazement" at the announcement, and urged O'Malley to reconsider.

Spokesmen for the Committee Against Pay-To-See-TV said: "The American viewing public should be eternally grateful to Walter O'Malley. . . . It is now crystal clear that each and every TV program that is now delivering a satisfactory audience will be the unwilling prey to the coinbox brigade."

Congressional support for subscription TV appeared in a letter to the FCC from Rep. Frances P. Bolton (Republican, Ohio) urging the Commission to permit "a few pilot demonstrations," so that the public might endorse or reject the method. Mrs. Bolton, a pay-TV advocate, argued that if the idea fails to win public acceptance, the only financial loss will be that of the proponents.

Alfred Starr, co-chairman of "Organizations For Free-TV," posed a provocative question: "Who will pay for the pay-TV unscrambling device?" He quoted a Zenith remark that the device would cost $50, but that the public would not be required to buy it. Starr estimated that if 36 million set owners had the device connected, the cost would run to $1.8 billion dollars. Assuming another $30 charge for installation, add more than another billion to that figure. Grand total to Starr: $2.88 billion, which must be obtained from somewhere before pay-TV becomes a practical business reality.

(*Continued on page* 18)

Theatrical Unions Blast Pay Video

Labor and talent in the theatrical industry of New York City have opposed pay-to-see TV in a resolution adopted by more than 25 A.F. of L. show business unions affiliated with the Central Trades and Labor Council. Unions represented by the Fact Finding Committee include Actors Equity, American Federation of TV and Radio Artists, Associated Musicians of Greater N. Y., Legitimate Theatre Employees No. B183, Radio and TV Broadcast Engineers Local 1212, Theatre Authority, Radio and TV Directors Guild.

The action, which bears the signatures of Committee Chairman Solly Pernick and Secretary Milton Weintraub, follows a month's study by a Fact Finding Committee. The resolution states, among other objections, that introduction of pay-as-you-go video would impose a "financial burden on millions of wage earners" in the lower income bracket.

Announce New Date For COMPO Poll

A new date—from November 17 to November 27—has been set for the nationwide balloting to be held under COMPO's auspices to determine the public's favorites. A brochure containing details will be issued to exhibitors about June 1.

Robert W. Coyne, COMPO special counsel, also stated that while all pictures available for nomination must bear the Production Code Authority seal, foreign and independent films not released through member companies of the MPAA may also be submitted. The ruling also applies to personalities appearing in these films.

Nominations will be made by exhibitors under a procedure worked out by Elmer Rhoden, newly-appointed national chairman of the Audience Awards campaign. According to present plans, they will cover three different periods.

The first ballot would be sent to COMPO by exhibitors about June 1, to cover films generally released from October 1, 1954 to March 31, 1955. Distributors will determine which of their pictures have been exhibited widely enough to be eligible for nomination. Any picture or personality receiving 75 percent of the nominating votes from exhibitors will then go on the final ballot to be given to the public.

Similar procedures are planned for August 1 (for films released in April, May and June) and October 1 (films released in July, August and September). September 30 will be the cutoff date for films to be considered. It was also decided that awards shall be made at a Hollywood function to be held on the night of December 5, 6 or 7.

VCI Schedules '56 Gotham Meet; Peak Charity Endeavors Reviewed

Los Angeles.—The 19th annual convention of Variety Clubs International, concluded here over the weekend, was highlighted by a review of the record sums raised and spent during the year just ended for aid to underprivileged children. In line with the club's annual Humanitarian Award, Sir Winston Churchill was given the top honor.

Following the conclave, it was decided to hold next year's annual meet in New York. The year after, 1957, will see the convention in London.

George C. Hoover of Miami was meanwhile re-elected International Chief Barker. Other officers re-elected included John H. Rowley, Dallas, first assistant chief barker; George Eby, Pittsburgh, second assistant chief barker; Edward Emmanuel, Philadelphia, property master; Jack Dumestre, Atlanta, dough guy, and Judge William McCraw, Dallas, executive director.

Named International Press Guide was Robert Adleman, Philadelphia.

Raised $3,500,000

The 1,000 VCI delegates in attendance heard Morton Gerber, representing Nathan D. Golden of Washington, reveal that approximately 10,000 VCI members raised and spent $3,500,000 last year in varied endeavors aiding children. More than 400,000 individuals were directly benefitted by such welfare activities, it was noted.

The award to Churchill was made at the climaxing banquet of the convention. His honor was accorded "for the most outstanding service to humanity" last year by a committee of 80 newspaper editors and publishers.

Among resolutions recommended and accepted by the convention was one to appoint a committee to investigate the possibility of VCI conducting the annual convention rather than placing the entire burden upon one tent. This year, the Los Angeles tent supported the conclave.

To emphasize VCI's position as to support of the Will Rogers Hospital at Saranac Lake, Hoover said individual tents—not the International—will work with the hospital.

Goldwyn Resigns SIMPP Membership

Samuel Goldwyn, a founder of the Society of Independent Motion Picture Producers, disclosed in Hollywood this week that he had resigned from that organization three months ago. Goldwyn announced that since many of SIMPP's original members have left, and many indie productions are being "financed by major companies," the Society's area of activities has become "quite limited." The producer, whose latest film, "Guys and Dolls," will be released through M-G-M, some time ago bowed out of MPAA.

Ellis Arnall, SIMPP president, expressed his hope that Goldwyn would "reconsider," reporting that SIMPP now has 38 members, highest in its history, with "more money in the treasury than we've ever had before."

Financial Notes

Washington. — March saw the industry publicly declaring a total of $3,899,000 in dividends as against $3,482,000 for the similar 1954 month. Total dividends for the first 1955 quarter was $7,143,000, as against $5,529,000 for 1954's similar period, the Commerce Dept. reported.

For the 13 weeks ended Jan. 29, Republic Pictures reported net profit after taxes of $383,207. Total compares to a net after taxes of $260,937 for the similar 13 week period in the previous year.

National Theatres' consolidated net for 26 weeks ended Mar. 26 (first half of current fiscal year) was $1,280,549 or 46¢ per share, on 2,769,486 shares of stock outstanding. Net compares with $1,307,050 or 47¢ per share in previous period, 1954. Gross for the same period was up 4 percent but attendance was down 8 percent. Net for 13 weeks ended Mar. 26 was $734,133 or 27¢ per share compared to $651,468 or 24¢ per share for corresponding 1954 quarter.

Columbia Pictures reports net profit after taxes for 39-week period ending Mar. 26 at $3,655,000 or $4.37 per share compared to $2,664,000 or $3.12 per share for corresponding period of previous year.

Decca Records reports first quarter net for three months ended Mar. 31 at $816,339 or 50¢ per share on 1,602,501 outstanding shares of capital stock. Figure is 28 percent higher than net of $635,238 or 42¢ per share on 1,500,000 shares for corresponding period, 1954.

A quarterly preferred dividend of $1.0625 per share on the 4¼ percent cumulative stock of Universal Pictures has been declared payable June 1 to holders of record May 16.

RKO Theatres has reported a consolidated net of $535,236 for 1955's first quarter as against $531,451 for 1954's first quarter, before deduction for special items, which then brought the 1954 period net down to $485,358.

Popularity Of Movies Over Sports Outlined

Newspaper editors were reminded this week of the tremendous public interest in the movies, which cater to more people weekly than any major sport annually, in the latest and 43rd COMPO "Editor & Publisher" ad. Entitled "Want More Readers?" the ad contained numerical breakdowns of yearly attendance at such sporting events as racing, major league baseball, collegiate football and bowling. A reminder pointed out that the movies register 50 million admissions weekly.

Para Coast Meet Set

Eight completed features and parts of five others will be screened in Hollywood next week for Paramount distribution and production executives attending a week-long special sales-merchandising conference at which George Weltner, head of Paramount world-wide sales, will preside.

NEW POSTS



ROWLEY



ENDE

Edward H. Rowley Sr. has become executive vice-president of United Artists Theatre Circuit. A showman for many years, Rowley launched with Harold R. Robb the Robb & Rowley Circuit in Texas in 1916. UA Theatre Circuit acquired an interest in his operation in 1937. In 1951, the organization became known as Rowley United Theatres, which now operates 145 conventional and drive-in situations in 37 towns in Texas, Oklahoma and Arkansas. Rowley, besides his circuit affiliation, is head of the Rowley-Brown Broadcasting Co., and a director of the Zonite Productions Corp. His appointment to the UA circuit vice-presidency was announced by George P. Skouras, president, following approval by the circuit's board of directors.

Joseph Ende was appointed controller of United Artists. Formerly assistant controller of UA, Ende has been associated with the motion picture industry since 1939. He joined UA in 1951, shortly after the Arthur B. Krim-Robert S. Benjamin executive group assumed management of the company. Ende was previously controller of Film Classics, Inc., and earlier represented the Chemical Bank & Trust Co. as disbursing agent on motion pictures produced on the East Coast.

Arthur M. Brilant was appointed to the staff of COMPO to assist in the preparation of a brochure and press book for use in connection with the all-industry organization's forthcoming national audience award poll. Brilant, who has 25 years of motion picture publicity and promotion experience, will work under Charles E. McCarthy, COMPO information director.

Seymour Peiser was named west coast advertising, publicity and exploitation representative for Magna Theatre Corp., distributors of the Todd-AO "Oklahoma!" Peiser, veteran showman and promotional executive, was most recently vice-president of Western Advertising Agency.

Jack Diamond, who served as assistant to the late Sam Israel, succeeds him as studio publicity director of Universal-International. Israel died of a heart attack on April 21.

Fenner G. Headley, formerly motion picture finishing supervisor for Du Pont's photo products plant at Parlin, N. J., has been named motion picture sales supervisor for the New York district. He succeeds Norman F. Oakley, who becomes special adviser on motion picture sales problems in the district.

Justin Gilbert was appointed American unit publicity representative for Titanus Film's "The Swindler," for which Italian Films Export is supervising the production publicity campaign.

Rentals, Pay TV Mulled By Xhibs

DES MOINES. — "Pay-As-You-Go" television and the current practices of distributors in film release and rental were the two subjects most discussed at the Allied convention held here at the Hotel Savery. A resolution adopted in the convention's closing session included "support of a bill to regulate film rentals, if necessary." It was made clear that most exhibitors here do not favor government regulation but would support that if all other methods were tried and failed.

The convention, in another resolution, petitioned national distributors "for the release of more boxoffice attractions during the Spring and Summer months, which now constitute the period of peak theatre attendance." Supporting their request, the exhibitors cited the fact that only nine feature pictures are scheduled for release during the current months, "one of which is of doubtful value and another . . . due to the peculiar manner in which it is being handled, will not be made available on general release for many weeks to come."

Officers Elected

Leo Wolcott, Eldora, and Al Myrick, Lake Park, were re-elected board chairman and president respectively. Newly-elected officers are Harold Struve, Deshler, Neb., Nebraska vice-president, and Esco Lund, South Dakota vice-president. Other officers re-elected include Jim Watts, Osage, vice-president; A. B. Jefferis, Piedmont, Mo., Mid-Central vice-president; Bob Krueger, Sioux City, exec. vice-president; Elmer Huhnke, Omaha, Neb., treasurer; and Charles Jones, Northwood, secretary.

Speakers at the meeting included Abram F. Myers, and Ruben Shor, National Allied gen. counsel and president, respectively, and Myron Blank, Central States Theatres Corp., Des Moines. The convention was followed by a M-G-M Ticket-Selling Workshop.

Industry NCCJ Net Reached Peak Figure

The Motion Picture Division of the National Conference of Christians and Jews rolled up a record $115,000 nationally during the February Brotherhood Week fund-raising campaign, announced Emanuel Frisch at a Waldorf-Astoria luncheon honoring 35 theatre managers in New York area who made outstanding records in securing contributions.

Frisch, president of the Metropolitan Motion Picture Theatres Association, announced that of the $115,000, exhibitors were responsible for raising $52,500, a larger sum than ever before. Theatre managers in the metropolitan area accounted for $27,400 of this total.

'Heights' Re-Released

"Wuthering Heights" has been given a general re-release by the Samuel Goldwyn organization, according to James A. Mulvey, president. States rights distributors in 32 exchange cities are handling the picture and key city engagements are being made by Robert Mochrie, sales vice-president, for New York, Boston, Atlanta and Dallas.

Fox Intermountain Accenting Drive-Ins

BILLINGS, MONT.—Drive-ins have become part of an "accelerated building program" on the Fox Intermountain Theatres calendar. According to R. W. Selig, Denver division manager, the chain will make its first venture in the open-air field shortly. Reporting at the opening session of the Intermountain Theatres managers' annual convention, Selig stated that FI was boosting admissions and giving "improved theatre services and comforts" in an effort to try and meet rocketing operation costs.

"We plan an array of activities aimed at young people and children," Selig asserted. "Such things as kiddie parties for Summertime vacations will be planned with the full cooperation of the children's film librarians to see that programs are wholesome. He added that FI managers were urged to be sensitive to "community responsibility" by making theatres available for charities, drives and civil defense.

Md. Theatremen Combat Rental Tax

WASHINGTON.—Maryland and District of Columbia Motion Picture Theatre Owners Associations, have decided to seek an injunction against collection of the two percent tax on film rentals decreed at the last session of the Maryland legislature. A. Julian Brylawski explained that the tax applied to film rentals only because the legislative language was broader than intended by proponents of the bill.

The theatre owners contacted members of the legislature, who were surprised that film rentals were taxable under the bill, and the exhibitors received assurances that it was not the intent of the legislature to further tax the industry. With this background, the theatre owners believe than an injunction might hold up collections until the legislature has a chance to repeal the tax. Since the bill becomes effective on June 1, taxes will be payable in July on June rentals, which sets a July 1 deadline.

Shor, Berger Advocate Greater Exhibitor Unity

DENVER.—Pleas for Allied unity on crucial issues facing exhibition were issued this week by Ruben Shor, National Allied president, and Benjamin Berger, Central Allied head, at the Allied Rocky Mountain Independent Theatres convention here. Neil Beezley, RMIT prexy, urged members to write their Congressmen opposing the acceptance of toll television while Berger placed the burden on industry ills on high film rentals.

Top UJA Responses Seen

Adolph Schimel, Universal vice-president and chairman of the Motion Picture and Amusement Division of the United Jewish Appeal of Greater New York, predicted this week that the industry-wide luncheon in honor of Major Albert Warner on Tuesday, May 24, at the Hotel Pierre, would have a record attendance. Schimel pointed out that the division's drive was off to a solid start two weeks in advance of the luncheon.

"Greedy" Blasted On Export Policy

BURLINGTON, WISC.—A small minority of film companies "interested in greedy profit" have "literally been poisoning the minds of some people in the world against us," Sen. Alexander Wiley told a May Day-Loyalty Day celebration here. The Wisconsin Republican accused this group of squeezing the last possible dollar from the overseas market by portraying an America of "sex, sin, and sadism, of gangsterism, corruption, filth and degredation."

Wiley said that we are spending $80 million yearly in the U.S. Information Agency Program to create a good impression abroad, and that such "sin-strewn" films are undoing the work. Russian propagandists are "pouring out enough filth about us without our adding to our own problem," Wiley argued. He said that he does not believe in Government censorship, and called upon Hollywood to "demonstrate its further loyalty . . . by taking voluntary action. An unscrupulous few should not be in a position to tarnish the good name of the overwhelming mass of deeply responsible industry leaders," he concluded.

Meanwhile, a "general warning" was reportedly issued by the British Board of Film Censors to the MPAA calling for Hollywood to tone down scenes of violence, crime and passion. Six U. S. films were announced banned in the "last 18 months." They are: "The Wild One" and "Cell 2445, Death Row" (both Columbia); "Wicked Woman," "Black Tuesday," and "Operation Manhunt" (all United Artists), and "Cry Vengeance" (Allied Artists).

Japan Repeats Quota For Feature Imports

The Japanese Government has again set the quota for imports of feature films into Japan at 180 in fiscal year 1955 (ending March 31, 1956). However, there has been a slight change in the breakdown of import permits.

The regular quota is fixed at 164 films, including 122 from the dollar area (103 from the U.S. major companies and 19 from the independents), 16 from the sterling area, and 26 from other countries or the open account area. There are also 16 bonus permits to be awarded in 1955 as rewards for outstanding films or to be granted as awards for exporting Japanese films.

Complaints To Congress Urged On "SAC" Terms

COLUMBUS. — Exhibitors finding Paramount's sales terms for "Strategic Air Command" out of line were urged by Robert A. Wile, Independent Theatre Owners of Ohio executive secretary, to complain to their Congressmen. Similar action was advised regarding Warner's "Battle Cry" as both pictures were made in co-operation with tax-supported armed services.

Wile, who issued the advice in an ITOO bulletin last week, reprinted a letter written to Air Force Secretary Harold E. Talbott by Gulf States Allied President Abe Berenson, that carried a complaint about Para's terms for "SAC."

PERSONALITIES

• • • • • • in the news



At United Artists' international convention in London, Arnold M. Picker (standing), UA vice-president in charge of foreign distribution, addresses 150 executives and representatives. The week-long session at the Savoy Hotel mapped global distribution plans for the coming year. Seated on the dais are, L to R: Mo Rothman, continental division; Charles Smadja, vice-president in charge of European production; vice-president Max M. Youngstein; president Arthur B. Krim; Louis Lober, general mgr., foreign department; Montague C. Morton, managing director in Great Britain and William J. Smith, secretary, United Artist Corp., Ltd.



Getting together at a press luncheon for the 19th Annual International Variety Clubs Convention were, L to R: George C. Hoover, chief barker of International Variety Clubs; Ezra E. Stern, chief barker, Variety Club of Southern California Tent #25, and Mark J. Wolf, International Main Guy.



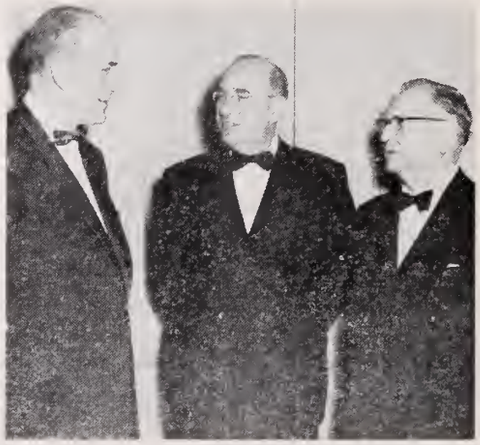
A gala premiere for the benefit of the March of Dimes heralded the record-breaking first week of 20th-Fox's "Daddy Long Legs," new Fred Astaire-Leslie Caron starrer in CinemaScope, at New York's Roxy Theatre. Shown here are, L to R: Charles Einfeld, 20th-Fox vice-president; Mrs. Irwin Dorfman; Irwin Dorfman, tennis star; film star Thelma Ritter; and her husband, advertising executive Joseph Moran.



Film exhibitor and civic leader William Goldman was honored with a special military review at the Philadelphia Naval Base. Flanking Goldman, who is chairman of the Philadelphia Armed Forces Week Committee, are (left) Rear Admiral F. L. Hetter, and Marine Sergeant Major John Joseph Amskay. Armed Forces Day is May 21.



Hailing the opening of Walt Disney's ballyhooed "Davy Crockett," starring Fess Parker and Buddy Ebsen, soon to open at New York's Globe Theatre, with a little gun-play of their own, are, L to R: Joe Ingber, film buyer, Brandt Theatres; Leo F. Samuels, gen. sales mgr., Buena Vista Film Distributing Corp.; Harry Brandt, president, Brandt Theatres; Irving Ludwig, domestic sales mgr., Buena Vista; and Richard Brandt, vice-president, Trans-Lux.



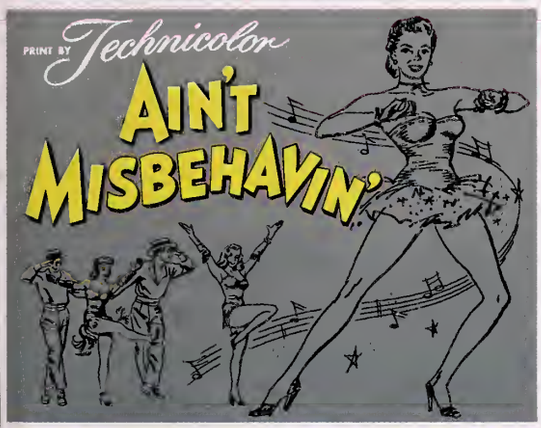
Shown at the Second Annual Heart Award Dinner of the Variety Club of New York, held in the Grand Ballroom of the Hotel Waldorf Astoria, are L to R: Russell V. Downing, honorary chairman; Richard F. Walsh, international president of IATSE, recipient of the Heart Award; and William J. German, chief barker of Tent No. 35, general dinner chairman.



Stars of a film meet with their real-life models at a London party marking the launching of Columbia's Warwick CinemaScope production, "Cockleshell Heroes." L to R: Co-producer Irving Allen; Col. H. G. Hasler, who led the British Marines attack on Bordeaux which is the basis of the film; Gen. Sir John Westall, commandant of British Marines; director-star Jose Ferrer, who portrays Hasler in the film; co-star Trevor Howard; and Bill Sparks, who with Hasler is the only other survivor of that raid.







this

SUMMER...

as every season...
every month...
the pictures from

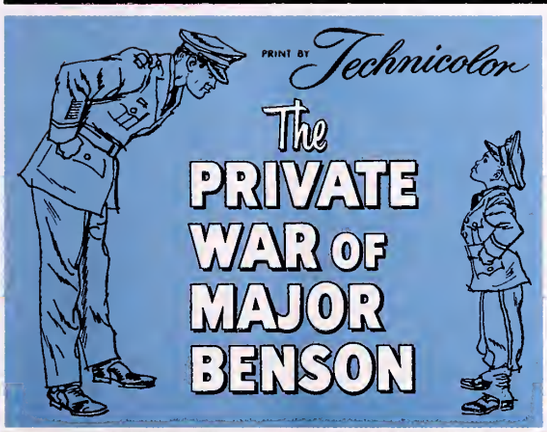
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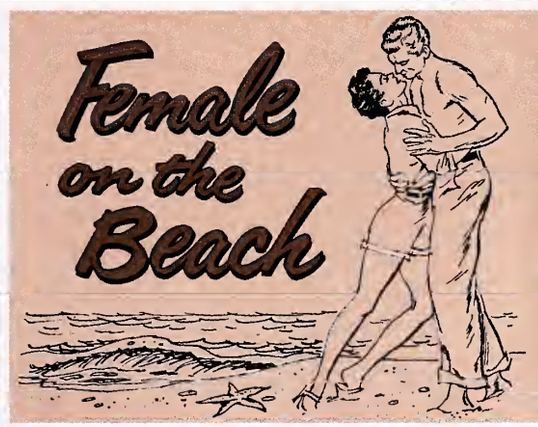
speak for themselves...
where they count the
most.....at your

BOX-OFFICE!

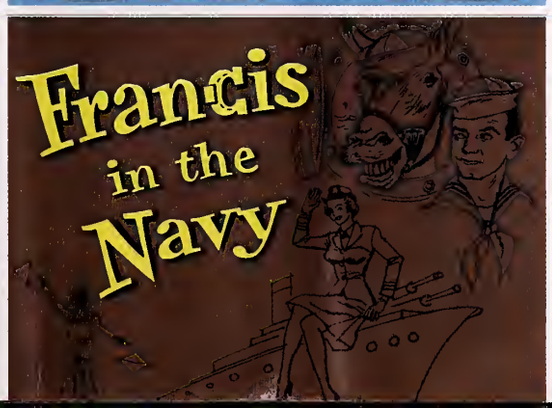
Universal International









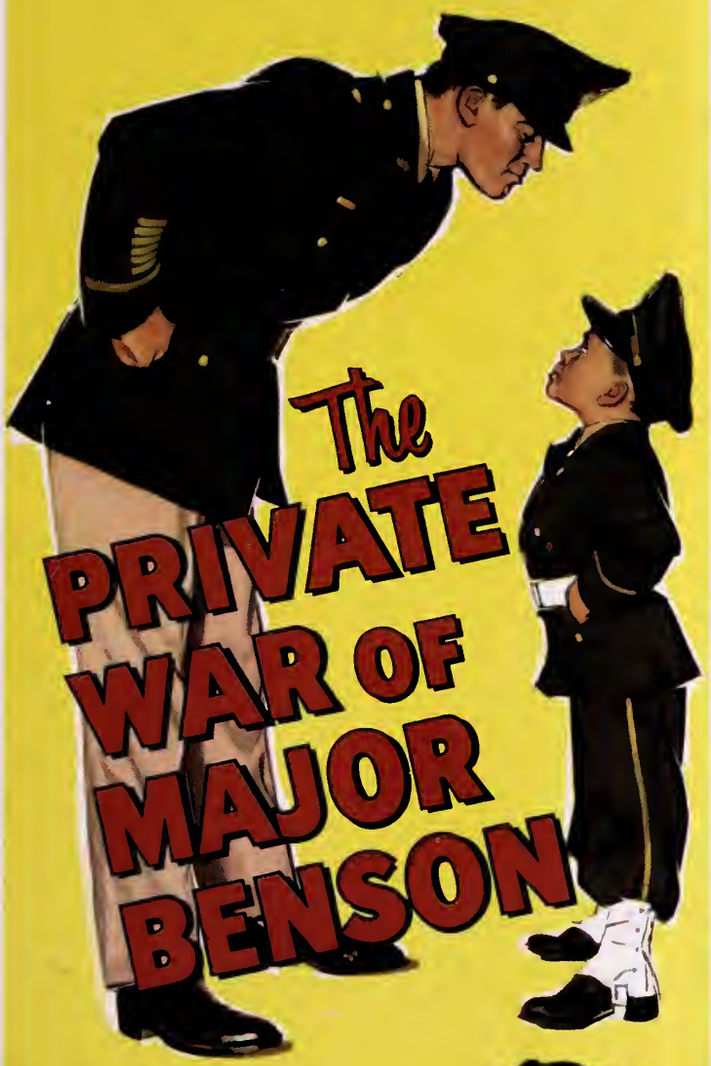





THE SUPREME EXCITEMENT OF OUR TIME!
2½ YEARS IN THE MAKING!
THIS ISLAND EARTH
STARRING
JEFF MORROW
FAITH DOMERGUE
REX REASON
COLOR BY Technicolor
Screenplay by FRANKLIN COEN and EDWARD G. O'CALLAGHAN
Directed by JOSEPH NEWMAN • Produced by WILLIAM ALLAND


Jane's got Jeff
FOX FIRE
Anya Seton
...living every passionate page of Anya Seton's Best Seller!
JANE RUSSELL
JEFF CHANDLER
FOXFIRE
COLOR BY Technicolor
CO-STARRING
DAN DURYEA
WITH MARA CORDAY • BARTON MacLANE
Screenplay by KETTI FRINGS • Directed by JOSEPH PEVNEY
Produced by AARON ROSENBERG

CHARLTON HESTON
JULIE ADAMS



The PRIVATE WAR OF MAJOR BENSON

PRINT BY Technicolor



WITH

WILLIAM DEMAREST · TIM CONSIDINE · SAL MINEO
NANA BRYANT · MILBURN STONE · MARY FIELD
AND INTRODUCING TIM HOVEY

Screenplay by WILLIAM ROBERTS and RICHARD ALAN SIMMONS
Directed by JERRY HOPPER • Produced by HOWARD PINE

ANNE BAXTER
ROCK HUDSON
JULIE ADAMS



One Desire

PRINT BY Technicolor

WITH CARL BENTON REID · NATALIE WOOD

Screenplay by LAWRENCE ROMAN and ROBERT BLEES
Directed by JERRY HOPPER • Produced by ROSS HUNTER

TURN PAGE


AIN'T MISBEHAVIN'
SPARKLING NEW HIT SONGS
Technicolor
STARRING
RORY CALHOUN
PIPER LAURIE
JACK CARSON
MAMIE Van DOREN
with REGINALD GARDINER · BARBARA BRITTON
Screenplay by EDWARD BUZZELL, PHILIP RAPP and DEVERY FREEMAN
Directed by EDWARD BUZZELL · Produced by SAMUEL MARX


TONY CURTIS
COLLEEN MILLER
CINEMASCOPE
The Purple Mask
PRINT BY Technicolor
CO-STARRING
GENE BARRY · DAN O'HERLIHY
ANGELA LANSBURY
with GEORGE DOLENZ · JOHN HOYT
Screenplay by OSCAR BROONEY · Directed by BRUCE HUMBERSTONE
Produced by HOWARD CHRISTIE


DONALD O'CONNOR
MARTHA HYER
Francis IN THE NAVY
with
RICHARD ERDMAN · JIM BACKUS · MYRNA HANSEN
LEIGH SNOWDEN and Francis The Talking Mule
Story and Screenplay by DEVERY FREEMAN · Directed by ARTHUR LUBIN
Produced by STANLEY RUBIN


JOAN CRAWFORD
JEFF CHANDLER
Female on the Beach
CO-STARRING
JAN STERLING
with CECIL KELLAWAY · CHARLES DRAKE
Screenplay by ROBERT HILL and RICHARD ALAN SIMMONS
Directed by JOSEPH PEVNEY · Produced by ALBERT ZUGSMITH

Universal-International presents

JOSÉ FERRER · JUNE ALLYSON

in the Great Pulitzer Prize Drama...



Every shocking moment, every intimate scene brought to the screen!

The Shrike

with JOY PAGE · KENDALL CLARK · ISABEL BONNER

Directed by JOSÉ FERRER · Screenplay by KETTI FRINGS · Based on the play by JOSEPH KRAMM · Produced by AARON ROSENBERG

Republic Sets 20 Releases To Fall

Republic will release 20 features, of which eight are in Trucolor, from May through September on a regular schedule of one picture a week, according to Richard W. Altschuler, director of world-wide sales for the company. Announcement was made on the heels of Republic's disclosure of one of the heaviest production schedules in its history.

May releases are: "The Eternal Sea;" "Santa Fe Passage," with John Payne, Faith Domergue and Rod Cameron, in Trucolor; "I Cover the Underworld," with Sean McClory, and "Don Juan's Night of Love," with Silvana Pampanini.

For June are: "Road to Denver," in Trucolor, with John Payne, Mona Freeman and Lee J. Cobb; "Flame of the Island," also Trucolor, with Yvonne DeCarlo; "The Green Buddha," with Wayne Morris; "City of Shadows," with Victor McLaglen, and "Double Jeopardy," with Rod Cameron.

July films include: "Magic Fire," a William Dieterle production in Trucolor, with Carlos Thompson, Rita Gam and Valentina Cortesa; "Mystery of the Black Jungle," with Lex Barker; "Deadline Alley," with Rod Cameron, and "Jaguar," starring Sabu.

August features are: "The Last Command," with Sterling Hayden, Richard Carlson and Ernest Borgnine, under producer Frank Lloyd's direction; "The Divided Heart," from England, with Cornell Borchers; "Lay that Rifle Down," with Judy Canova, and "Circus Girl," shot in Ceylon and India, in Trucolor.

September will bring: "The Hostage," directed by and starring Ray Milland, in Trucolor, with Mary Murphy; "The Vanishing American," with Scott Brady, Audrey Totter and Forrest Tucker, in Trucolor, and "Come Next Spring," a Robert Alexander Production, in Trucolor, starring Steve Cochran and Ann Sheridan.

Simultaneous 'Sneaks' Slated For "Roberts"

Simultaneous "in-the-theatre" trade showings have been set by Warner Bros. on its forthcoming release of Leland Hayward's "Mr. Roberts," Henry Fonda-James Cagney-William Powell-Jack Lemmon starrer, in selected theatres in each of its 32 exchange centers on Monday, May 23. In addition to exhibitors, the company is also inviting press, TV and radio representatives to attend the "sneaks" in the following theatres:

Strand, Albany; Rhodes, Atlanta; Fenway, Boston; Center, Buffalo; Carolina, Charlotte; B & K Century, Chicago; Valley, Cincinnati; Colony, Cleveland; Majestic, Dallas; Ogden, Denver; Des Moines, Des Moines; Fisher, Detroit; Fountain Square, Indianapolis; St. Johns, Jacksonville; Fox Brookside, Kansas City; Fox Boulevard, Los Angeles; Warner, Memphis; Warner Downtown, Milwaukee; State, Minneapolis; Roger Sherman, New Haven; Pitt, New Orleans; R.K.O. 86th St., New York; Midwest, Oklahoma; Center, Omaha; Commodore, Philadelphia; Schenley, Pittsburgh; 21st Avenue, Portland; Centre, Salt Lake; Alhambra, San Francisco; Egyptian, Seattle; St. Louis, St. Louis; and Ambassador, Washington.

Record Foreign Grosses Forecast; UA Ups Production Commitments

United Artists forged ahead on both domestic and overseas fronts this week. At home, the company decided to boost its independent film production commitments from 90 to 98 pictures for the next three years. Abroad, the company scheduled a 20 percent increase in promotional expenditures and added new personnel to its foreign department. Record overseas grosses were seen for this year.

The company additionally acquired world-wide distribution rights to the film of the forthcoming 15-round heavyweight world championship bout between Rocky Marciano and Don Cockell. Meanwhile, UA concluded arrangements to finance and release a film version of the "Foreign Intrigue" television show. It will star Robert Mitchum.

Hecht-Lancaster-UA's "Marty" won the Cannes Film Festival Grand Prize this week—the first U. S. picture ever to cop that honor.

Foreign expansion decisions were made at the company's international sales convention last week in London. A group of 150 UA distribution representatives from Europe, the Middle East and Africa were told by Charles Smadja, vice-president in charge of European production, that the company intends to make pictures in every major European country during the next three years.

Smadja said a number of these projects will be undertaken on co-production bases under projected agreements with foreign organizations. He added that it is planned to produce pictures in both English and foreign-language versions in some cases.

Youngstein Addresses Parley

Max E. Youngstein, advertising-publicity-exploitation vice-president, told the convention that a major portion of UA film rentals during the coming year will be used to finance new pictures.

The overseas promotional budget increase will be made during a year which Arnold M. Picker, vice-president in charge of foreign operations, forecast as the largest foreign gross-producer in company history. Foreign revenues rose from $6,000,000 to upwards of $16,000,000 since the current management team assumed control in 1951, Picker revealed.

New foreign department personnel additions are topped by the appointments of Mo Rothman as continental sales manager and Dave Bickler as sales manager in Great Britain.

Rothman, who will headquarter in Paris, joined UA in 1952 as Smadja's assistant when the latter was UA continental manager. Previously, he had been European representative of Edward Small Productions.

TNT-IATSE Contract

Theatre Network Television, Inc., and IATSE have concluded the first nation-wide labor pact covering employees in closed-circuit television. The one-year pact will involve workers on TNT's 41-city network of large-screen projectors. Negotiations were conducted by Martin H. Poll for the company and John J. Francavilla for the union.

Argentina's Industry Fared Well In 1954

The movie industry in Argentina had a good year in 1954. More pictures were produced and released and many established box-office records. Box-office receipts and attendance were up. A total of 368 feature films were released in 1954, the largest number since 1948, compared to 240 in 1953. Of these, 234 were U. S. films (compared with only 127 in 1953), 43 were Argentine, 24 Spanish, 17 British, 17 Italian, 12 French, 8 Soviet, and 13 from other countries.

More U. S. films were released than in any of the last seven years. Percentagewise U. S. films increased their share of the market at the expense of both Argentine and European films, reaching almost 64 percent of the total. Problems with regard to import permits all but disappeared.

For the Argentine producer 1954 was significant if not prosperous. Although the number of films produced was substantially higher than in 1953 they did not do well at the box-office. With the solution found to their problem of raw film shortages and because of easily available bank loans there was a rush to produce pictures. The result was a high percentage of poor quality films. In 1955 there has been a move toward fewer pictures, bigger budgets, color, foreign stars and directors.

New Firm Succeeds Pine-Thomas Outfit

The P.T.S. Corporation—named for William H. Pine, William C. Thomas and Maxwell Shane—has been formed to continue the multiple-picture agreement under which Pine-Thomas Productions will be filmed for United Artists release, it was announced this week by Arthur B. Krim, president of United Artists. The Pine-Thomas label will be maintained by the new corporation, of which Thomas is preisdent and Shane, who has had a continuing association with Pine-Thomas, vice-president. Thomas and Shane are partners in the independent producing company and Pine's heirs are retaining the late producer's interest in the corporation. UA's agreement with P.T.S. calls for a maximum of three top-budget Pine-Thomas Productions to be made this year under a flexible production program.

Sensitive Japanese Lens Acquired By Paramount

HOLLYWOOD.—Paramount announces it is the first studio to acquire the new Japanese Fujinon lenses. Together with the new ultra-fast Tri-X film, they will permit shooting under any conditions with an absolute minimum of light. Where heretofore it has been necessary to use studio equipment of lights pulling from 2000 to 5000 watts, Fujinon lenses require only one or two small sealed-beam lights.

INVITATION

Mister Exhibi

"Mister

AT THE SPECIAL THEATRE SCREE







STARRING Henry Fonda · James Cagney

CINEMASCOPE WARNERCOLOR STEREOPHONIC SOUND

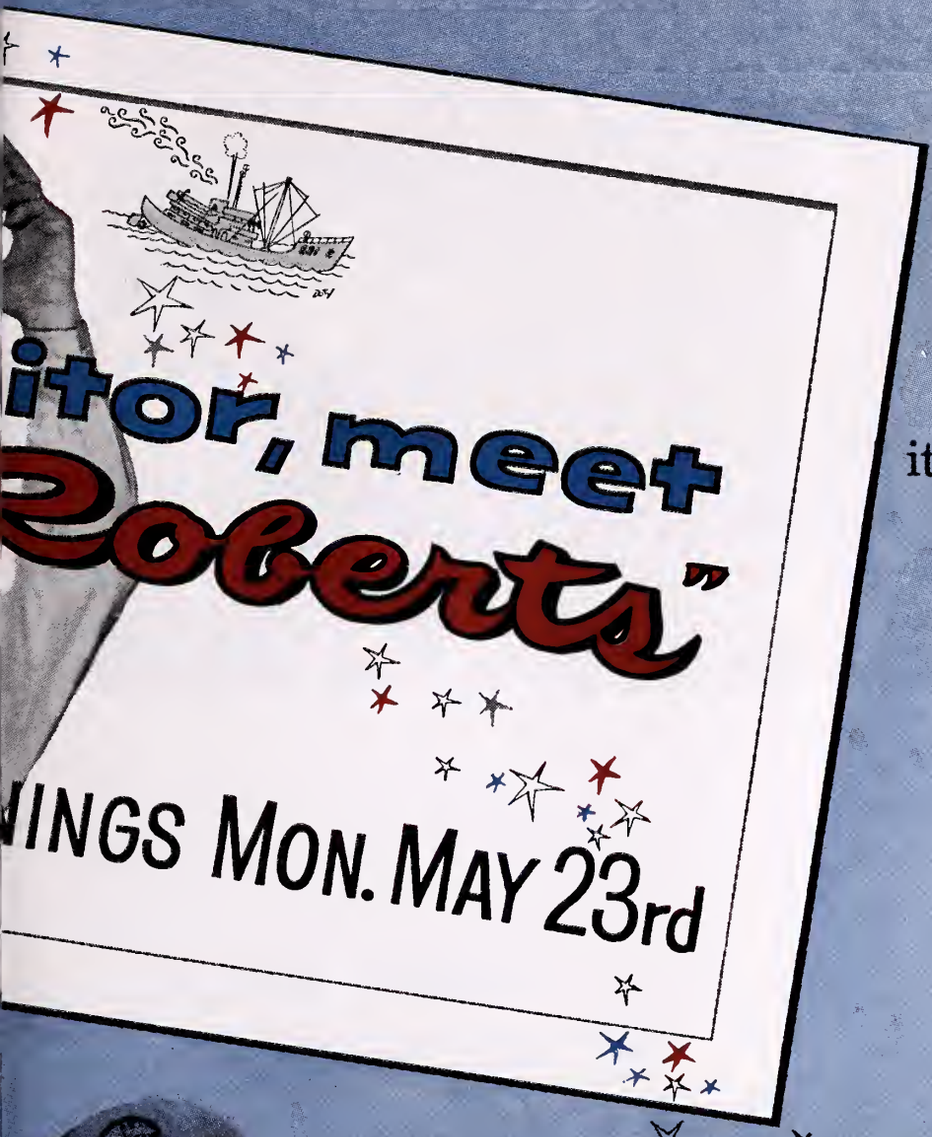
Based on the play by THOMAS HEGGEN and JOSHUA LOGAN

Also starring BETS

PRODUCED BY

TIME AND PLACE OF SHOWINGS

ALBANY STRAND 10:00 A.M. • **ATLANTA** RHODES 9:30 A.M. • **BOSTON** FE
CHICAGO B&K CENTURY 10:00 A.M. • **CINCINNATI** VALLEY 2:00 P.M. • C
DES MOINES DES MOINES 9:30 A.M. • **DETROIT** FISHER 10:00 A.M. • I
KANSAS CITY FOX BROOKSIDE 2:00 P.M. • **LOS ANGELES** • FOX BOULEV
MINNEAPOLIS STATE 9:30 A.M. • **NEW HAVEN** ROGER SHERMAN 10:3
OKLAHOMA MIDWEST 9:30 A.M. • **OMAHA** CENTER 1:30 P.M. PHILADELPHIA
SALT LAKE CITY CENTRE 9:30 A.M. • **SAN FRANCISCO** ALHAMBRA 2:0



Nothing we can say about "Mister Roberts" can describe the tremendous lift it will give every showman who sees it. The most loved and laughed-with play of our day, it ran three years on Broadway and six years nationwide. Its Broadway and roadshow grosses established it as the wonder-play of all time. Now come see for yourself as wonderful a motion picture as there has ever been —and bring Mrs. Exhibitor along.

Warner Bros.







illiam Jack
owell · Lemmon



PALMER · WARD BOND · PHIL CAREY · Screen Play by FRANK NUGENT and JOSHUA LOGAN

LELAND HAYWARD Directed by JOHN FORD and MERVYN LeROY MUSIC COMPOSED AND CONDUCTED BY FRANZ WAXMAN

NWAY 11:00 A.M. • **BUFFALO** CENTER 10:00 A.M. • **CHARLOTTE** CAROLINA 10:00 A.M.
EVELAND COLONY 1:30 P.M. • **DALLAS** MAJESTIC 9:30 A.M. • **DENVER** OGDEN 2:30 P.M.
NDIANAPOLIS FOUNTAIN SQUARE 1:30 P.M. • **JACKSONVILLE** ST. JOHNS 9:15 A.M.
RD 2:00 P.M. • **MEMPHIS** WARNER 10:00 A.M. • **MILWAUKEE** WARNER DOWNTOWN 10:00 A.M.
A.M. • **NEW ORLEANS** PITT 9:30 A.M. • **NEW YORK** R.K.O. 86TH ST. 9:45 A.M.
COMMODORE 11:00 A.M. • **PITTSBURGH** SCHENLEY 11:00 A.M. • **PORTLAND** 21ST AVE. 2:00 P.M.
P.M. • **SEATTLE** EGYPTIAN 2:00 P.M. • **ST. LOUIS** ST. LOUIS 2:00 P.M. • **WASHINGTON** AMBASSADOR 10:00 A.M.

Pay-To-See TV Debate Goes On

(*Continued from page* 5)

Telemeter, a subscription system 80% owned by Paramount Pictures, again asked exhibitors to support the innovation because pay-TV is "inevitable." Paul MacNamara, president, stated that from eight to 12 exhibitors, "some of whom are pretty important," have expressed interest in Telemeter franchises.

A motion picture combatting pay-TV is planned, to neutralize the effects of the Zenith-produced film currently extolling the medium, according to Marcus Cohn, general counsel for the Committee Against Pay-As-You-See TV. Faye Emerson, long a television personality, is being considered as the trailer's narrator.

FCC Commissioner Frieda B. Hennock asked Congress to launch "an immediate, vigorous network investigation . . . to get at the monopolistic grip which the networks are exercising over stations, advertisers, programming and talent in television." She told the Committee that "the networks maintain a life and death control over TV and are strangling UHF and the development of TV." The Committee last year was principally concerned about the plight of UHF telecasting and this year plans to continue its probe of ways to permit UHF to expand.

The poor struggling UHF TV broadcaster will find that pay-to-see TV is not the answer to his problems, according to UHF operator Thomas P. Chisman, president and gen. mgr., WVEC-TV, Norfolk. "A customer who finally converts (to UHF) and then finds that he will have to convert again and still pay for programs, as well as the additional service necessitated by the added conversion, is going to put up a real howl," Chisman said.

Faye Emerson Joins Fight

Public debates continue. Faye Emerson joined Alfred Starr on NBC-TV, Sunday, May 8, to discuss the "Case Against Pay-AS-You-See TV" following a 15-minute film presentation offered by Zenith.

Zenith's refusal to again debate the merits of pay-TV with Alfred Starr, this time before the Hollywood Advertising Club, was labelled "the hysterical act of a groggy opponent" by Starr. "I'm too modest to think for one minute that the results of the (previous) two debates had any influence on Zenith's decision," Starr stated. "Let's say that the rapidly rising public resentment over Phonevision's brazen attempt to capture televised baseball, boxing, basketball, football, horse races and other top-notch entertainment has caused (them) to change their tactics."

Theodore Pierson, Zenith attorney, opposed Marcus Cohn in one debate and Victor Sholis, vice-president of WHAS, Louisville, in another. Each time free-TV's fabulously successful "Peter Pan" came up. Said Pierson: Under the new system, audiences will see shows like "Peter Pan" every week. Answered Sholis: (They) "are offering the people nothing beyond what they really have free." He added that the system would merely swing the costs of TV from advertiser to consumer. Answered Cohn: Zenith president E. F. McDonald Jr. has estimated that advertisers paid 1¢ per viewer to televise "Peter Pan," and said: "Wouldn't it be marvelous if each person paid 25¢ to see 'Peter Pan?' That would have brought in $5,000,000." This means, according to Cohn, that "Commander McDonald doesn't want anyone to see 'Peter Pan' at 1¢ a person."

The Broadway Association, representing all types of businessmen in the heart of New York City, and the New York State American Legion, numbering some 200,000 ex-G.I.'s, have both declared their opposition to toll-box-TV. The former, in letters to the FCC and the City Council, believes that not only entertainment but related industries like hotels and restaurants would suffer irreparable harm if coin box TV should become a reality. The Legion organization based its objections on the limitations the coin-box medium would place on video entertainment seen by hospitalized veterans.

The Miami-Dade County (Florida) Chamber of Commerce also went on record before the FCC as opposing toll TV. The reason: "other means of communication (i.e. coaxial cables) would serve the proponents of toll TV without usurping the free air waves."

Zenith vice-president Erik Isgrig of Chicago painted a rosy picture for 200 delegates to the Spring convention of directors of the National Alliance of Television & Electronics Service Association in Buffalo. Toll TV, he promised, will mean "more work for TV servicemen."



From New York to Kansas City, M-G-M's "The Prodigal" seemingly captures the publicity spotlight. ABOVE: At the Metro home office for a discussion of promotion plans for the picture, are Arthur Canton, eastern M-G-M field press rep who conducted the meeting (seated) and (l to r) Oscar A. Doob, M-G-M executive; Sid Newman, Skouras; Al Florsheimer, Walter Reade; Charles Call, Century; Blanche Livingston, RKO; Edgar Goth, Stanley Warner of New Jersey; Ray Smith and Bernard Hickey, Shea. BELOW: Three M-G-M starlets visit the Kansas City branch while on tour with the promotional float. L to r: Harley Fryer, Plaza Theatre, Lamar, Mo.; William Gaddoni, branch manager; Jolene Brand, starlet; Ernest Block, Civic Theatre, Sabetha, Kas.; Joan Patti and Darlene Engle, starlets, and Harry Hixon, Orpheum Theatre, Atchison, Kas.

Herbert M. Miller

Herbert M. Miller, associated with Jay Emanuel Publications for the past 25 years and editor of "Motion Picture Exhibitor," died this week in Philadelphia after a lingering illness at the age of 48. He is survived by his wife, one son and a brother. Miller was a member of Motion Picture Pioneers and VCI Tent #13.

NEWS BRIEFS

Disney's "Crockett" Action

Walt Disney Productions started legal action this week in the Maryland Federal Courts against Morey and Hannah Schwartz, operating Davy Crockett Enterprises, Inc., Baltimore. Complaint demands judicial declaration that defendants have no exclusive right to the "Davy Crockett" name and that their "Davy Crockett, Frontiersman," registered trade mark is invalid. Complaint charges also that Disney has the exclusive right to use and license the "Walt Disney's Davy Crockett" name.

"Camera" To Key Cities

Slated for mid-summer national release, Distributors Corp. of America's "I Am A Camera" will first play to key cities where the legitimate show on which the picture was based brought healthy box office returns, it was pointed out this week by Fred Schwartz, DCA president. Picture is being accorded a preliminary ad campaign by the Monroe Greenthal Agency with Rogers & Cowan preparing a national publicity and exploitation drive.

Power As Duchin

Tyrone Power has been named to star in the title role of Columbia's "Music by Duchin." The CinemaScope-Technicolor musical drama on the life of the famed pianist Eddy Duchin will go before the camera in July, with George Sidney directing and Jerry Wald as executive producer. Power, under doctor's orders not to travel abroad due to his recent illness, has postponed his start in Copa Productions "Lorenzo the Magnificent." This Columbia release will be made in Italy after the completion of "Music by Duchin."

Independent Trade Reviews

"Daddy Long Legs"

(20th-Fox) CinemaScope-De Luxe Color 126 Min.

Cast: Fred Astaire, Leslie Caron, Terry Moore, Thelma Ritter, Fred Clark, Charlotte Austin, Larry Keating, Katherine Givney, Kelly Brown, Ray Anthony and his orchestra, Sara Shane, Numa Lapeyre.

Credits: Produced by Samuel G. Engel; Directed by Jean Negulesco; Screen play by Phoebe and Harry Ephron; From the novel by Jean Webster; Songs by Johnny Mercer; Ballets by Roland Petit.

One of the most lively and winning musicals to come along in some time is "Daddy Long Legs." Co-starring Fred Astaire and Leslie Caron, the picture boasts a tasteful De Luxe Color production and considerable enhancement from CinemaScope photography. The story is tender, romantic and not without humor. The dances and ballets are appealing. The music is engaging, with at least two songs grooved for tremendous popular acceptance. Summing up, "Daddy Long Legs" should prove a delight for all segments of the audience. Long first runs and enterprising subsequent engagements should be the order of the day.

"Daddy Long Legs" was twice before placed in front of the movie cameras. Early in the century Mary Pickford chose it as a starring vehicle. Over 20 years ago, Ruth Chatterton played the lead. The current version, starring Miss Caron, updates the plot, which fluctuates in setting between a girl's college in Massachusetts and a series of swanky New York locales. Miss Caron plays an orphaned French lass, brought to this country for a college education by Astaire, millionaire eccentric. Although the age difference between the two is great, love soon develops. The complications which ensue serve to keep the plot in motion, meanwhile providing ample opportunities for song and dance. Excellent comic support is furnished by Thelma Ritter and Fred Clark.



Fred Astaire and Leslie Caron star in the CinemaScope-De Luxe Color musical from 20th-Fox.

Clever pacing of dance number and story incident cloaks this production with an aura of freshness. The musical interludes range in content from exotic ballet to surrealistic fantasy to dance hall exhibitionism. Astaire and Miss Caron, in one sequence, introduce the already highly-touted "Sluefoot" dance. Later, the co-stars sing and dance to the popular "Something's Got To Give." Astaire also does a couple of solos. Miss Caron handles a few ballet sequences with exceptional ability. Her dramatic contributions to the story are successful. One is immediately brought into sympathy and understanding with the character she interprets. As the French orphan continually in the dark about the identity of her American sponsor, she imparts a rarely seen verve and flavor to the role.

"The Sea Chase"

(Warner Bros.) CinemaScope-WarnerColor 117 Min.

Cast: John Wayne, Lana Turner, David Farrar, Lyle Bettger, Tab Hunter, James Arness, Richard Davalos, John Qualen, Paul Fix, Lowell Gilmore, Luis Van Rooten, Alan Hale.

Credits: Produced and directed by John Farrow; Screen play by James Warner Bellah and John Twist; From the novel by Andrew Geer.

A double-barreled star combination of John Wayne and Lana Turner forms the main sails of this CinemaScope-WarnerColor sea saga. Action fans will find "The Sea Chase" to their liking. It details a fictitious pursuit which took place early in World War II of an aging German tramp steamer by a British naval vessel.



Lana Turner and John Wayne headline "The Sea Chase," CinemaScope-WarnerColor, from WB.

The chase began in Sydney, ranged through the South Pacific, then to Valparaiso, and climaxed in the stormy North Sea off the coast of Norway. The end result was a naval victory for England and a moral triumph for Wayne, cast in this picture as an anti-Nazi German.

Although the proceedings are marked by such vivid occurences as a storm at sea, a shark attacking a man, a couple of fist fights and the like, the plot is generally predictable as it follows along standard lines. The romantic scenes between Miss Turner and Wayne are adequately blended into the story to justify a woman's unusual presence on an all-duty steamer. Skullduggery, in the presence of Lyle Bettger, Wayne's second-in-command and an ardent Nazi, helps keep things perking. Wayne, assuming the responsibility for Bettger's slaughter of innocent British subjects, bides his time until he can bring the culprit before a court martial in Germany. As the war progresses, however, Wayne learns that the Nazis have other plans. The British, meanwhile, close in and sink Wayne's ship. Before going down, Wayne establishes the guilt of Bettger and, with Miss Turner, presumably perishes. His ship disappears flying the flag of the German Imperial Navy, not the Swastika.

An atmospheric flavor cloaks the production due to excellent usage of WarnerColor. CinemaScope photography aids in capturing the endless sweep of ocean. Here, also, employment of stereophonic sound lends an added breath to the melodrama. Presence in the cast of a number of younger players, all of them capable, helps the action take on a maximum of conviction. One song, a torchy affair, is rendered by Miss Turner midway in the proceedings. Her character in "Sea Chase" is that of a Mata Hari type spy for the Germans, operating in the more exotic lands of the South Pacific.

"The Shrike"

(Univ.-Int'l.) 88 Min.

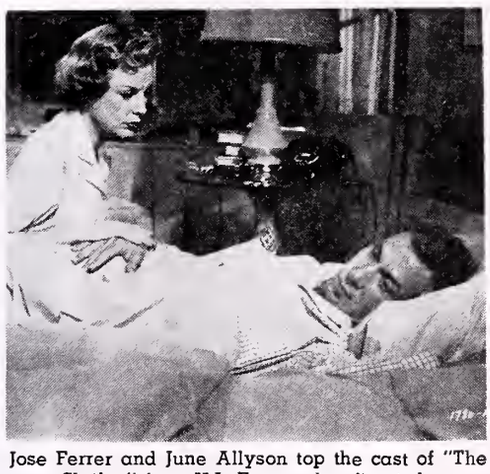
Cast: Jose Ferrer, June Allyson, Joy Page, Kendall Clark, Isabel Bonner, Jay Barney, Somer Alberg, Ed Platt, Dick Benedict, Will Kuliva, Martin Newman, Billy Greene, Joe Comadore, Leigh Whipper.

Credits: Produced by Aaron Rosenberg; Directed by Jose Ferrer; Screen play by Ketti Frings; Based on the play by Joseph Kramm.

The film version of "The Shrike" is compelling adult drama that is bound to stir up comment and controversy as well as a good measure of patronage. In the unfolding, it is explained that a shrike is "a soft, downy bird with a long beak on which she impales her victim." In Ketti Frings' screen adaptation of the Pulitizer prize-winning stage play by Joseph Kramm, June Allyson portrays the human counterpart of this bird of prey in the form of a jealous, meddlesome and possessive wife who is thwarted in her acting career while her husband goes on to achieve success as a Broadway stage director.

Jose Ferrer, again performing the twin functions of director and actor which earned for him a sweep of the major theatrical awards for the stage presentation, ably enacts the role of her victim. As a would-be suicide, he is imprisoned in the psychiatric ward of a city hospital (Bellevue) and is unable to obtain his freedom in defiance of conventional procedures for such release. As the story develops, there are moments of solid emotional impact in addition to a constant feeling of realism. A newcomer, Joy Page, registers impressively as the other woman who understands Ferrer and encourages him in the pursuit of his talents.

Examination of Ferrer by hospital psychiatrists Isabel Bonner and Kendall Clark reveals that the attempted suicide has no desire to return to his wife. Flashbacks detail the couple's early trials and tribulations and his recognition as a brilliant director. With Allyson's interference, his next efforts are failures. Ferrer begins to resent his mate's increasing intrusion into his professional life. When Allyson finally suggests that he quit the stage, Ferrer walks out on her. Advised to give the psychiatrists the answers they want to hear if he is to be set free, Ferrer says that he wants to go home with Allyson. Clark is skeptical and informs Allyson that she, rather than her spouse, might be a proper subject for psychiatry. On his release, Allyson offers Ferrer his freedom to go his own way. Touched by her change of heart, Ferrer goes home with Allyson.



Jose Ferrer and June Allyson top the cast of "The Shrike," from U-I; Ferrer also directed.

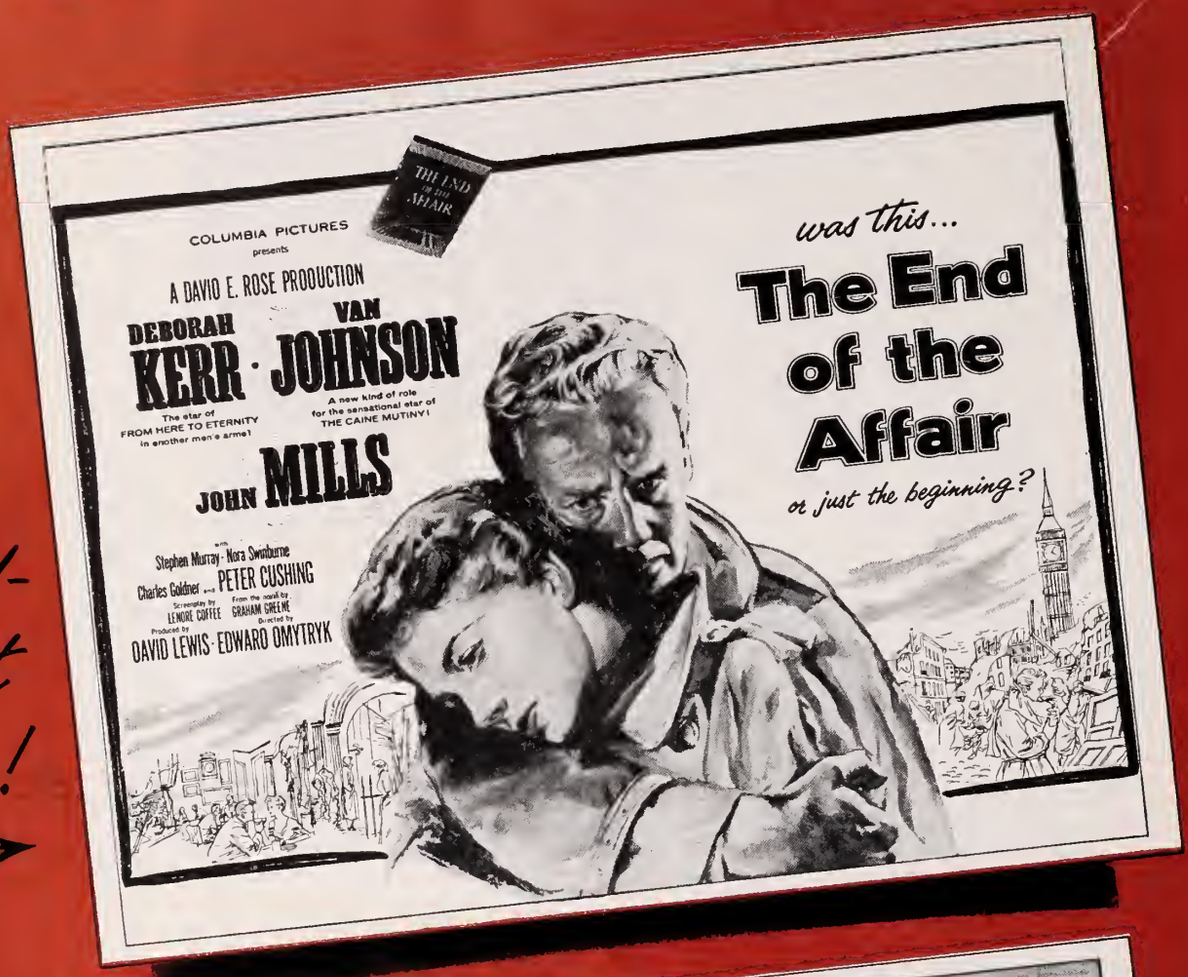
"VistaVision Visits Mexico"

Paramount's first two-reeler in VistaVision and Technicolor is a travelogue of exotic scenery in the mountains, valleys and cities of Mexico. Visually, this short is a treat and it should find welcome response among family audiences. James A. Fitzpatrick produced and directed. 17 minutes.

(*Continued on page* 26)

Maytime is Col

One of the year's most talked-about affairs!



Loads of action-thrills!



uMBIA Playtime!

The story of a "sleeper"...



GINGER ROGERS
EDWARD G. ROBINSON
BRIAN KEITH

Show business calls it a "sleeper" —a surprise hit! It's got the brassy taste of life, the hot breath of love! It's a detective story that guns it's way to greatness between the first shot and the last scream!



TIGHT SPOT



Screen Play by WILLIAM BOWERS • Produced by LEWIS J. RACHMIL • Directed by PHIL KARLSON • A COLUMBIA PICTURE

This rates a top spot everywhere!



THE SHOCK EVENT OF THE MOVIE YEAR!
Actually written in the Death Cell at San Quentin!



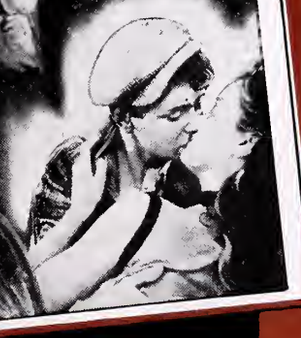






All the vivid details of the best-seller slashing across the screen!





CELL 2455, DEATH ROW

Starring WILLIAM CAMPBELL · ROBERT CAMPBELL
with MARIAN CARR · KATHRYN GRANT

Screen Play by JACK DE WITT · Based upon the book by CARYL CHESSMAN · Produced by WALLACE MacDONALD · Directed by FRED F. SEARS · A COLUMBIA PICTURE

The autobiography of a condemned man— a surprise hit!





and coming in August **THE MAN** ***FROM LARAMIE***

To Hell and Back . . .



This CinemaScope-Technicolor feature is based on the experiences of its star, Audie Murphy, most decorated soldier of World War II.

U-I Launches Strongest Releasing Slate

Several weeks ago, Charles J. Feldman, Universal Pictures vice-president and general sales manager, made one of his regular visits to the Universal-International Studios to see the pictures nearing completion and being "sneaked." So enthusiastic was he with what he saw that he decided to bring his entire home office sales cabinet, the company's division and district managers to the U-I Studios for a three-day series of meetings so that they could see these pictures for themselves.

To his mind, this group of pictures represent the greatest group of important film productions in the history of the company with top star values, important basic literary properties and all-around audience appeal.

The company has usually brought its sales executives to the Coast for such a sales conference in December but Feldman broke with precedent in calling this special mid-year conference.

He felt that the sales executives should see these pictures for themselves at the earliest possible moment so that they could go back to their territories and start telling their exhibitor customers about the pictures while the company's advertising, publicity and promotional executives set to work to reach the vast potential audiences for these pictures.

The sales executives were joined at their conference at the U-I Studios by the company's top executives including Milton R. Rackmil, president; N. J. Blumberg, chairman of the board; Alfred E. Daff, executive vice-president; Edward Muhl, vice-president in charge of production and vice-president David A. Lipton in charge of advertising and publicity.

For the "Sales Executives Preview," Feldman selected pictures to be released not only during the summer and fall but even pictures which were partially completed and which will probably not be released until the end of the year.

Two of the pictures—"The Shrike," starring Jose Ferrer and June Allyson and based on the Joseph Kramm Pulitzer Prize Play and "Foxfire," in Technicolor starring Jane Russell and Jeff Chandler, had already been seen by the sales executives but eight other pictures were screened and the executives were shown the incompleted "A Time Remembered," in Technicolor starring Rock Hudson and Cornell Borchers, the new European actress who recently signed a long term contract with U-I.

The eight pictures include "To Hell and Back" in CinemaScope and Technicolor and based on the experiences of Audie Murphy, America's most decorated hero of World War II, a picture being hailed as one of the

(*Continued on next page*)

Studio Expanding School For Talent

Far-reaching plans for the expansion of the School of Motion Picture Drama at Universal-International studio were revealed this week by Edward Muhl, U-I vice-president in charge of production.

The expansion program, including the construction of a new building to house the various departments of the school and enlargement of the present staff of instructors and coaches, will be under the direct supervision of Jess Kimmel, New York producer

(*Continued on page* 28)

Foxfire . . .



Jane Russell and Dan Duryea occupy the foreground of this domestic scene as Jeff Chandler observes the proceedings from a distance. Still is from the forthcoming Technicolor production of "Foxfire," an early entry on the Universal product agenda for upcoming release.

. . . All That Heaven Allows



Rock Hudson, Jane Wyman and Agnes Moorehead are topcast in "All That Heaven Allows," Technicolor drama. Picture again couples the co-stars of "Magnificent Obsession," which scored a tremendous bullseye at the nation's box offices last year.

Peak Ad Budget For U-I Product

Universal has increased by $1,000,000 its advertising and publicity budget for the current fiscal year ending Oct. 31 to give the company what David A. Lipton, vice-president in charge of advertising, publicity and promotional forces, terms the largest promotional budget in its history.

The additional money, Lipton stated, will be spent in national pre-selling and in local point of sale promotion to provide the greatest possible launching for each individual picture.

Funds will be reflected, he added, in increased appropriations for all advertising media including daily newspapers, television and radio in addition to the increase in national magazine advertising and Sunday supplements which Lipton previously announced. "Universal's pre-selling ad policy is in accord with what exhibitors for years have advocated," the vice-president then announced.

The company contemplates as a result of the boosted ad budget a 33⅓ percent increase in newspaper appropriations which have been running approximately 35 percent of the total ad budget during the past few years, Lipton said.

The newspaper ad boost will be apportioned, he added, among the sub-keys as well as the keys and represents a further affirmation of Universal's belief in the effectiveness of newspaper selling in the secondary situations as well as the keys.

The increased national advertising, publicity and promotion budget, Lipton told the executives, will also be reflected in increased spending for key city promotional tours of stars, featured players and special personalities; television and radio promotions and general exploitation.

For the campaigns already set on "This Island Earth," "Foxfire," "The Shrike" and "To Hell and Back," an initial total of 27 publications with a combined circulation in excess of 85,000,000 and an estimated readership of close to 300,000,000 will be used.

. . . The Second Greatest Sex



Jeanne Crain, George Nader, Kitty Kallen, Bert Lahr, Mamie Van Doren, Keith Andes, Kathleen Case and Paul Gilbert are the topliners of this CinemaScope-Technicolor musical.

Upcoming Releases Unveiled By Universal

(*Continued from preceding page*)

finest ever produced by Universal.

"The Private War of Major Benson," in Technicolor starring Charlton Heston and Julie Adams which received a most enthusiastic audience response at its sneak preview recently.

"All That Heaven Allows," in Technicolor starring Jane Wyman and Rock Hudson and a large supporting cast and reported to possess the same audience appeal as the Company's successful "Magnificent Obsession."

"The Second Greatest Sex," a large scale musical in CinemaScope and Technicolor starring Jeanne Crain, George Nader, Kitty Kallen, Bert Lahr, Mamie Van Doren, Keith Andes, Kathleen Case and Paul Gilbert.

"Female On the Beach," in Technicolor starring Joan Crawford, Jeff Chandler and Jan Sterling.

"One Desire," in Technicolor starring Anne Baxter, Rock Hudson and Julie Adams.

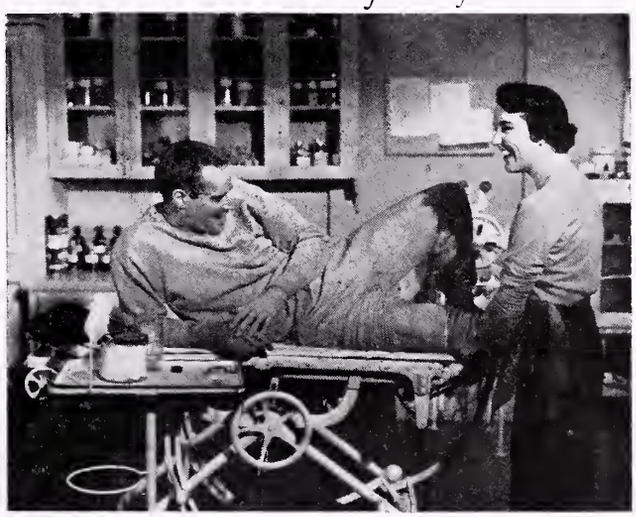
"There's Always Tomorrow," a drama starring Barbara Stanwyck, Fred MacMurray, Joan Bennett, Pat Crowley, William Reynolds and Gigi Perreau.

"The Spoilers," based on Rex Beach's novel in Technicolor and starring Anne Baxter, Jeff Chandler, Rory Calhoun, Ray Danton, Barbara Britton and John McIntire.

The Shrike . . .



. . . Private War of Major Benson



LEFT: June Allyson and Jose Ferrer appear in Universal's adaptation of Joseph Kramm's Pulitzer Prize play, "The Shrike."

ABOVE: Charlton Heston and Julie Adams co-star in "The Private War of Major Benson," in Technicolor. Both features have been termed strong items in the company's upcoming product line-up, scheduled to reach theatres during the summer, autumn and winter of this year.

May 31 thru June 6

400



HOWARD SON

SPECTACULAR THRILLS:
bombardment of an army... with explosive globes of Greek Fire!

starring

DALE ROBERTSON • SALLY FORREST • LILI ST. CYR

co-starring **MARI BLANCHARD** • Directed by TED TETZLAFF • Written by AUBREY WISBERG and JACK POLLEXFEN

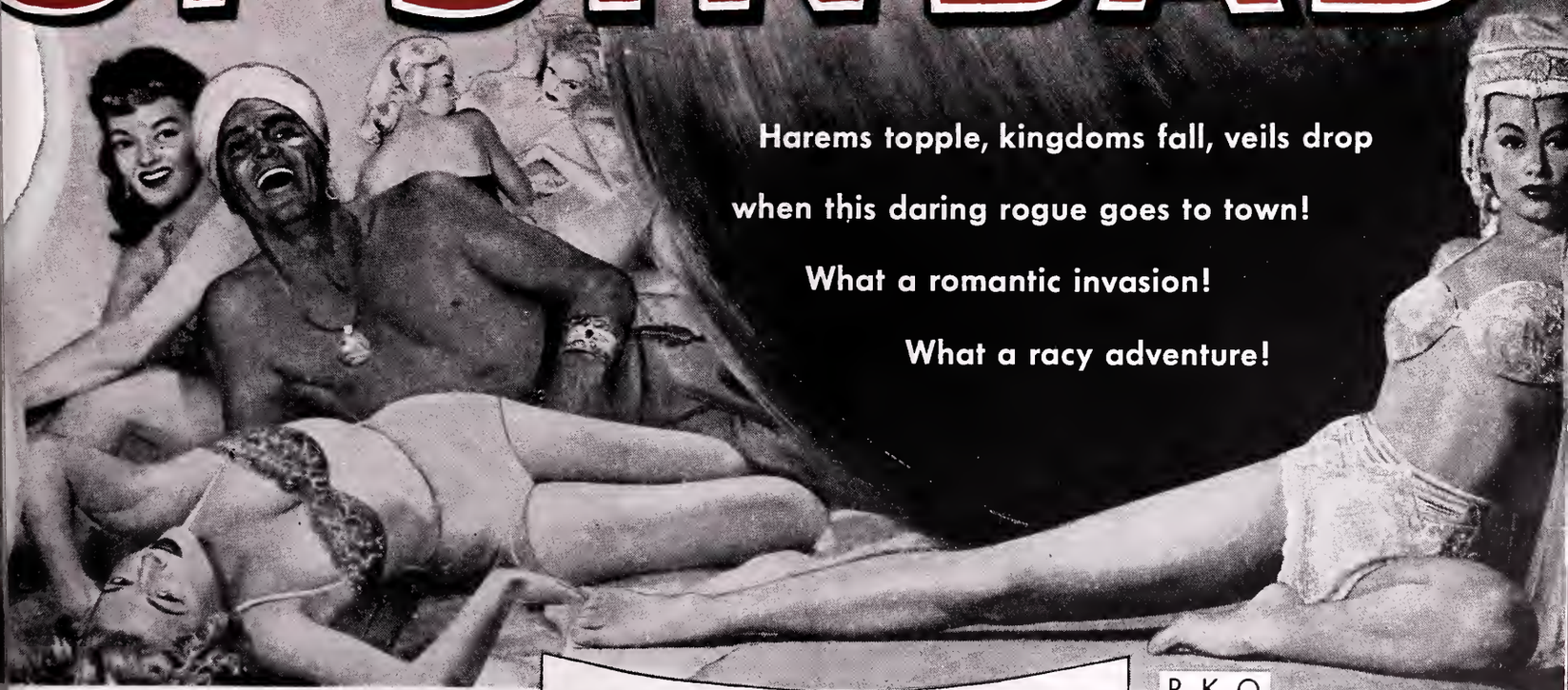
is SINBAD's week!

THEATRES

across the U.S. have booked SINBAD for the first week in June!

HUGHES presents

OF SINBAD



Harems topple, kingdoms fall, veils drop

when this daring rogue goes to town!

What a romantic invasion!

What a racy adventure!

VINCENT PRICE

ced by ROBERT SPARKS

THE NEW ANAMORPHIC PROCESS
SUPERSCOPE
ON THE GIANT WIDE SCREEN
color by
TECHNICOLOR

RKO RADIO PICTURES

Independent Trade Reviews

(*Continued from page* 19)

"Moonfleet"

(M-G-M) CinemaScope-Eastman Color 89 Min.

Cast: Stewart Granger, George Sanders, Joan Greenwood, Viveca Lindfors, Jon Whiteley, Liliane Montevecchi, Melville Cooper, Sean McClory, Alan Napier, John Hoyt, Donna Corcoran, Jack Elam, Dan Seymour, Ian Wolfe.

Credits: Produced by John Houseman; Directed by Fritz Lang; Screen play by Jan Lustig and Margaret Fitts; Based on the novel by J. Meade Falkner.

"Moonfleet" is a well-plotted period adventure, locaied along the wild and forbidding coast of England, and dealing with the activities of a young boy and a band of smugglers in the year 1757. Atmospheric and at times highly suspenseful direction, coupled with exceptional use of CinemaScope, directional sound and Eastman Color, combine to lift this one well above the average for its category. General box office response will depend largely on the name values of Stewart Granger, Joan Greenwood, Viveca Lindfors and George Sanders. Latter has a relatively minor part as a smooth heavy. Helping out for the action markets are a number of exploitable factors having to do with a sensuous gypsy dance, duels, pursuits and a ghost story angle. Plot's concentration on the youth's reactions to these events will serve as bait for the juvenile audience. Production values are good. Costumes and sets are highly appropriate for the period flavorings of "Moonfleet."

Orphaned Jon Whiteley, heir to a once prosperous British estate in a territory now infested with smugglers, is reluctantly befriended by Stewart Granger, former lover of the boy's mother. Granger, it seems, is the master smuggler and his efforts to control an unruly band of cutthroats, especially when they are making designs on Whiteley's life, comprise much of the proceedings. Granger eventually runs afoul of the law and discovers the whereabouts of a priceless diamond owned by the youth's family. After the pair take possession of the jewel, Granger plots to abandon Whiteley and join forces with Sanders in a nefarious proposition. Twinge of conscience on Granger's part leads to his return of the jewel to the youth. Granger, mortally wounded, goes off to die as the youth re-opens his rightful estate.

"Tall Man Riding"

(Warner Bros.) WarnerColor 83 Min.

Cast: Randolph Scott, Dorothy Malone, Peggie Castle, Bill Ching, John Baragrey, Robert Barrat, John Dehner, Paul Richards, Lane Chandler, Mickey Simpson, Joe Bassett, Charles Watts, Russ Conway.

Credits: Produced by David Weisbart; Directed by Lesley Selander; Screen play by Joseph Hoffman; From the novel by Norman A. Fox.

A vigorous and hard-shooting WarnerColor western, "Tall Man Riding" is sure to satisfy action fans, with plenty of gunsmoke and solid performances from Randolph Scott, Dorothy Malone and Peggie Castle. The story line is familiar but well-executed throughout, as the WarnerColor process neatly captures the feeling of the outdoors and the frontier atmosphere. Film begins when a bitter Scott, at the end of the 19th century, returns to Montana obsessed with the desire to kill quick-triggered Robert Barrat, who had publicly whipped him five years before in a misunderstanding about Barrett's daughter, Miss Malone. Latter, since married to another man, and Peggie Castle, as a girl from the wrong side of the tracks who works in the town saloon, complete an excellent romantic triangle as they try to talk Scott out of senseless revenge.

Supporting cast is excellent, with good performances from Bill Ching, as Miss Malone's husband, and heavies John Baragrey and John Dehner. There are plenty of gun battles, as Scott stirs up trouble with many elements in town. Eventually, Ching and Miss Castle are shot down by outlaws. A rousing rough-and-tumble fight between Scott and Mickey Simpson will be a crowd-pleaser, and the drama of a land rush, when choice acreage is suddenly thrown open for grabs, is well captured. Finally, a pistol fight in a darkened room with Barrat ends with Scott realizing what no one would tell him—that his target had become nearly blind. Scott makes his peace with Barrat, and decides to settle down with Miss Malone, who will marry him.



Stewart Granger and Viveca Lindfors in "Moonfleet," CinemaScope-Eastman Color adventure, from M-G-M.

"Hell's Island"

(Paramount) VistaVision-Technicolor 84 Min.

Cast: John Payne, Mary Murphy, Francis L. Sullivan, Eduardo Noriega, Arnold Moss, Walter Reed, Robert Cabal, Sandor Szabo, Paul Picerni.

Credits: Produced by William H. Pine and William C. Thomas; Directed by Phil Karlson; Written for the Screen by Maxwell Shane; From a Story by Jack Leonard and Martin M. Goldsmith.

A promising and shapely newcomer, atmospheric Caribbean backgrounds and generally fast-moving action highlight this lush VistaVision-Technicolor melodrama from Pine and Thomas. Starring John Payne and Mary Murphy, teen-age favorite currently receiving a buildup from Paramount, "Island" registers as a satisfastory and exploitable programer, with the promise of Miss Murphy in VistaVision to pull in the crowds. Hard-hitting story is about a once-promising attorney, down-and-out ever since his financee mysteriously jilted him to marry an international pilot of shady reputation. Physical action is plentiful throughout a rather complicated plot, as the lawyer goes to a tropical country and involves himself in murder, in return for the chance to see the girl, and perhaps have his revenge. Complicating matters is his attempt to recover a precious ruby, believed concealed by the girl.

There is plenty of sex-play between Payne and Miss Murphy, who is beautifully-gowned and seductive as she tries to recapture his heart. Meanwhile, an excellent cast, boasting many Latin accents, gives commendable support to the principals. A noisy juke-box convention in the quiet little Caribbean town of Puerto Rosario will create interest among teen-agers, and a quick look into the workings of a cock-fight may also create discussion. When Payne finally pulls all the threads together, Miss Murphy is revealed as a money-motivated creature, whose lust for expensive clothing had caused the death of several men.

"5 Against The House"

(Columbia) 84 Min.

Cast: Kim Novak, Guy Madison, Brian Keith, Alvy Moore, William Conrad, Kerwin Mathews, Jack Dimond, Jean Willes.

Credits: A Dayle Production; Produced by Stirling Silliphant and John Barnwell; Directed by Phil Karlson; Screen play by William Bowers, Silliphant and Barnwell; Based on Jack Finney's story in "Good Housekeeping."

An exploitable and off-beat suspense meldodrama, dealing with an attempt by a quartet of college students and a girl to rob the famous Harold's Club, a Reno gambling emporium, is contained herein. Picture is competently produced, with special attention accorded Kim Novak, rising star on Columbia's roster. The attractive blonde is given a couple of songs to render and wears several enticing gowns for ballyhoo fodder. Along with Miss Novak, picture presents a number of Columbia's new and younger players. All acquit themselves well and help, by their performances and smart dialogue lives to gloss over the several incredible situations of the plot.

Main suspense gimmick in "House" is the plan devised by the students for robbing the gambling place. This is an involved affair, with the focal point a concealed tape recorder which is made to play an important verbal part in the hold-up. One of the students gives birth to the robbery following an unsuccessful gambling evening at the house. During the ensuing semester at school, he evolves the plan and decides to carry it off as an experiment in psychology. A fellow student, Brian Keith, goes along with it, but it is his intention to keep the stolen money. Keith, a victim of war psychosis, is opposed by Guy Madison, another student, who is lured into the robbery with Miss Novak, his fiancee. The hold-up is successful and the climax finds Madison convincing Keith to give himself up.

"Sante Fe Passage"

(Republic) Trucolor 91 Min.

Cast: John Payne, Faith Domergue, Rod Cameron, Slim Pickens, Irene Tedrow, George Keymas, Leo Gordon, Anthony Caruso.

Credits: A Herbert Yates Presentation; Associate producer, Sidney Picker; Directed by William Witney; Screen play by Lillie Hayward; Story by Clay Fisher.

Here is a hard-hitting action film in Trucolor that wallops all the way, giving the blood and thunder fan all that he wants of violence and action. There are plenty of Indians, plenty of fights, some marvelous scenic shots and one of the most exciting wild horse stampedes captured by the camera in a long time. Top star trio of John Payne, Faith Domergue and Rod Cameron have sufficient marquee pull to aid the picture greatly and they all deliver solid performances. A strong comedy assist must be credited to Slim Pickens. Exploitable title should give the film an added box office punch.

Payne, a frontier scout, is blamed for an Indian massacre of a wagon train, and this adds to his hatred of Indians. Part of his hate can be traced to George Keymas, a double crossing Kiowa chief. After the massacre he has trouble getting hired until his sidekick, Slim Pickens, leads him to a train, owned by Rod Cameron and Faith Domergue, carrying guns to Sante Fe. Cameron hires him and Pickens. The Kiowas use all the ruses they can to overpower the wagon train with Payne helping to stave them off. Cameron in love with Faith, tells Payne, falling in love with her, that the young woman is a half breed. Payne shies away from her. Finally killing Keymas, he resolves what is bothering him after Cameron is killed and rene Tedrow, Faith's Indian servant, who is really her mother, dies. Payne earns that people are individuals and this is the way to judge them. With this in mind, he ends up with Faith.

"Angela"

(20th-Fox) 81 Min.

Cast: Dennis O'Keefe, Mara Lane, Rossano Brazzi, Arnoldo Foa, Galeazzo Benti, Enzo Fiermonte, Nino Crisman, Giovanni Fostini, Francesco Tensi, Maria Teresa Paliani, Gorella Gori, Aldo Pini.

Credits: Presented by Patria Pictures Corp.; Produced by Steven Pallos; Directed by Dennis O'Keefe; Screen-

play by Jonathan Rix and Edoardo Anton; After a story by Steve Carruthers.

The fast-moving story of an innocent man nearly convicted of murder, "Angela" is a good-looking movie that mixes sex and action with eye-filling location photography of present-day Rome, to produce an above-average programmer. Starring Dennis O'Keefe and Mara Lane, once billed as "England's Marilyn Monroe," the film concentrates on Miss Lane's sultry brunette beauty in several torrid scenes, some played on the beaches of Rome. Both principals are good, and the unfamiliar faces of the Italian supporting cast, all with excellent English diction, add to the suspense as the action moves, often in luxurious foreign automobiles, through the streets of the city. Film is expertly photographed in moody low key. As O'Keefe's first directorial effort, "Angela" has a few awkward transitions, but after a leisurely beginning, moves into high gear with violent scenes that are first-rate. A haunting and hummable musical theme adds to the dramatic effectiveness.

Drama really gets under way when Miss Lane, who is O'Keefe's sweetheart, tells him that her employer has had a heart attack in her apartment. Insisting that their relationship was innocent, she talks O'Keefe into depositing the body elsewhere, to avoid scandal. Actually, she had murdered the man in an argument over money. Later, O'Keefe learns that Miss Lane has a husband, an ex-convict, and O'Keefe is forced to kill the man in self-defense. Nearly framed for the murder of the employer, O'Keefe finally extricates himself and wrings a confession from the girl.

"The Tiger And The Flame"

(United Artists) Technicolor 97 Min.

Cast: Mehtab and Sohrab Modi.

Credits: Produced and directed by Sohrab M. Modi; Screen play by Geza Herczeg, Pandit Sudershan and Adi F. Keeka.

A historical melodrama dealing with the Sepoy rebellion in India under British rule a century ago is presented via vivid Technicolor photography in this English-language import from India. Bedecked with a cast of countless thousands, authentic settings and literally splashing in colorful costumes, "The Tiger and the Flame" is a joy to the eye. Because the acting style is strange to U. S. audiences, and the narrative pacing uneven when compared with western standards, special handling will be required for this picture. The curiosity value of this import—one of the first pictures from India to be commercially exhibited here—should find fulfillment in primary art house bookings.

Picture begins slowly, concentrating on royal ceremonies of pomp and circumstance for an overabundance of pictorial effect. Once the story gains momentum, the plot concerns itself with the career of a young woman who becomes queen of the province of Jhansi and dedicates herself to defend her people's freedom. Major clashes with British troops are the result. In the final half hour of footage, some of the most spectacular mass battles ever staged are depicted. In the most violent one, the queen falls mortally wounded. She dies, certain that India someday will become a free nation.

"Green Magic"

(IFE) Ferraniacolor 85 Min.

Credits: Produced by Leonardo Bonzi for Astra Cinematgrafica, Rome; Directed by Gian Gaspare Napolitano; Commentary by James Agee; Narrated (in English) by Brett Morrison and Carlos Montalban.

A colorful and oft-times captivating feature-length documentary filmed during an expedition across the face of South America from Brazil to Peru, "Green Magic" reveals some spectacular photography of nature in the raw. Winner of several awards, and with good exploitation potential, "Magic" may click as a general programmer in some cases, but the film seems best suited for art houses. Narrative drags in spots, and two extraordinary scenes—depicting a horde of tiny piranha fish tearing apart a tremendous bull in a matter of minutes, and a snake swallowing another snake whole—will be deemed objectionable for some children. Most audiences will regret the absence of the warmth and humor present in other nature productions like Disney's.

On the other hand, "Magic" shows life in the jungle with eye-opening intensity. In addition to the piranha and reptile episodes, strange animals like iguanas and sloths parade in close-ups before the cameras. Shown also are free-lance diamond hunters at work, some using very primitive methods; the "Macumba," a weird sequence of a native orgiastic rite; days in the life of a typical rubber hunter, and a delightful marriage ceremony between two primitive Aymara Indians, near the highest navigable lake in the world—nearly 13,000 feet above sea level, on the slopes of the Andes.

"Eight O'Clock Walk"

(Associated Artists) 87 Min.

Cast: Ian Hunter, Richard Attenborough, Derek Farr, Cathy O'Donnell.

Credits: Produced by George King; Directed by Lance Comfort.

An absorbing tale, dealing with the arrest and trial of an innocent man for the murder of a little girl, is unfolded with dramatic competence in this British import. For art house audiences, the names of Ian Hunter, Richard Attenborough and Derek Farr may prove of value. Dualler slotting is advisable for a more general playoff. Of interest to the latter audience grouping should be the fact that the real culprit is trapped in a last-minute courtroom climax which literally seethes with suspense. Until that payoff scene, the whodunit angle of the tale is exploited to the hilt to keep one guessing every minute of the way. Slight romantic interest between the accused, Attenborough, and his wife, Cathy O'Connell, rounds out the proceedings.

Accidentally involved with a small neighborhood child on the morning the youngster meets her death, Attenborough becomes the innocent victim of circumstantial evidence. Indicted and locked in jail to await trial, his wife, Miss O'Donnell, enlists the legal aid of Farr. The prosecution amasses a water-tight case and it is only the quick thinking of Farr that saves Attenborough's life. Case is won when the attorney uses a devastating type of psychological interrogation on a witness to establish the identity of the child's slayer.

"Murder Is My Beat"

(Allied Artists) 76 Min.

Cast: Paul Langton, Barbara Payton, Robert Shayne, Selena Royle, Roy Gordon, Tracey Roberts, Kate McKenna, Henry A. Harvey, Sr., Jay Adler.

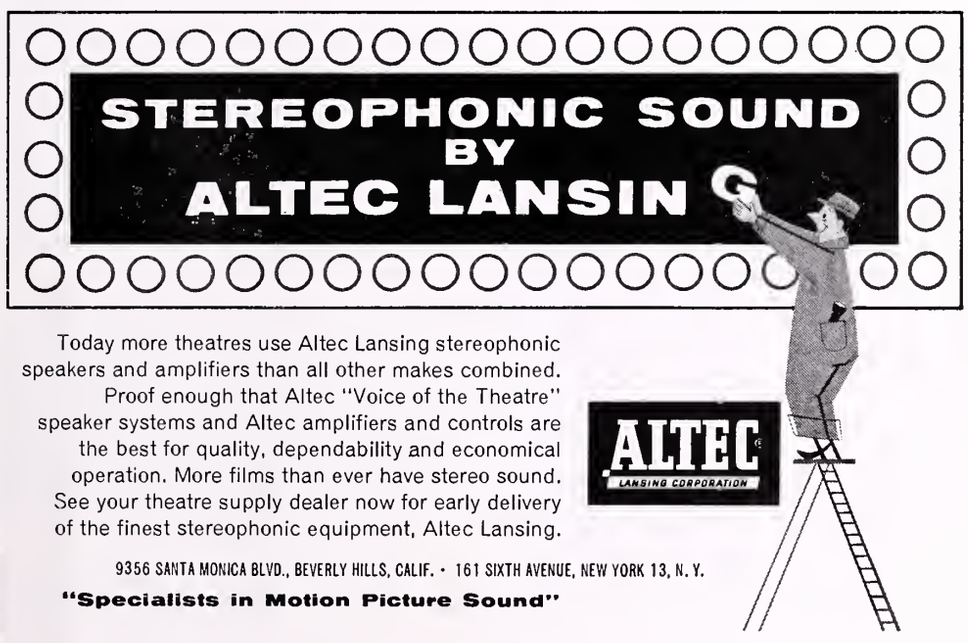
Credits: An Aubrey Wisberg Production; Produced by Wisberg; Directed by Edgar Ulmer; Screen play by Wisberg; Based on a story by Wisberg and Martin Field.

"Murder Is My Beat" is a low budget programmer that will get by as a supporting feature. It is an average crime melodrama, boasting the negligible box office name of Barbara Payton and that of Paul Langton, who is better known for his TV work. The film's story premise is a good one, but it wasn't developed fully enough. Langton fares the best of the cast, showing promise as a leading man. The screen story is so full of loopholes and obscure logic that a lot of suspense which certain situations could have generated is not there. Film's title is exploitable; in the general market, as a filler, it will get by.

The tale deals with Paul Langton, a hard-as-nails police lieutenant, who helps build up the case against Barbara Payton for the murder of her lover, whose burned body is found unidentifiable, except for personal effects. She is found guilty and Langton is assigned to take her to prison. En route, she tells Langton that she has seen the supposedly dead man alive through the train window. Langton finds out that Barbara is right; that Roy Gordon, the supposedly dead man, had killed his chauffeur, who was blackmailing him. He also bumped off another blackmailer, Barbara's roommate, Tracey Roberts. Barbara goes free and Langton is fired from the force for his escapade, but he is happy, for he has Barbara.

57 Paramount Shorts

Paramount will release during the 1955-56 season 52 one-reel shorts, five VistaVision-Technicolor two-reelers, and 104 Paramount News issues, according to Oscar A. Morgan, shorts and news sales manager. Of the one-reelers, 40 will be cartoons, of which 36 will be in Technicolor. Included are eight Popeyes, six Noveltoons, four Herman & Katnips, six Casper, the Friendly Ghosts, 12 Champions and four Speaking of Animals. Other one-reelers are six Grantland Rice Sportlights and six Toppers. VistaVision two-reelers will be subjects on Norway, Mexico, the sun trails, Hawaii and Japan. In connection with the shorts schedule, Morgan announced that the 28th anniversary of continuous, twice-a-week Paramount News issues will be marked this August.



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"Specialists in Motion Picture Sound"

Universal Expands Studio Talent Plan

(*Continued from page* 22)

and director and recently appointed school's director.

Plans for the new talent building, to be erected on the U-I studio lot, include a 200-seat playhouse for the presentation of plays and "showcasing" of talent combined with large and small rehearsal halls, a complete theatrical and motion picture library, a recording room, and a suite of executive offices.

In addition, continued use will be made of the school's present singing, diction and dance rehearsal studios, plus all studio facilities such as projection rooms, and sound recording, etc.

"In view of the growing importance of this school as a training ground for motion picture talent, the present facilities have become inadequate," said Kimmel. "Approximately 35 of our stock players and young beginners now are receivng the benefit of our courses. We plan to increase this figure considerably when the new building is completed."

For advanced players, the school offers an actors workshop program in addition to its curriculum for tyro thespians.

The U-I talent development faculty at present includes Kimmel as director; Jack Kosslyn, drama coach; Charlotte Hunter, dance instructor; John Scott, vocal instructor, Joan MacTavish, administrative assistant, and others. Kimmel said he ultimately hopes to add to the presnt staff.

"Our fundamental interest is to place an emphasis on individuality, offering the intuitive approach to acting," said Kimmel. "Upon the completion of the enlargement program, we will have the finest 'university' for the training of motion picture aspirants in the world and one of which the entire Hollywood community will be proud."

Ground-breaking for the erection of the studio's new talent building is expected to take place next month.

Sullivan In WB Film

Ed Sullivan, Broadway columnist and m.c. of the popular coast-to-coast TV variety show, "Toast of the Town," has signed to produce and star in an independent film for Warner Bros. distribution, according to studio executive producer Jack L. Warner. Casting will get under way immediately, with production expected to start about October 1st on Warner's Burbank lot. Attorney Arnold Grant handled negotiations between the studio and Sullivan.

Title Changes

20th-Fox: **"Raleigh and the Virgin Queen"** is the new title for "Sir Walter Raleigh." (Stars Bette Davis).

"The Mobsters" is the new title for "The Brass Ring." (Stars Anthony Quinn and Farley Granger; Edward Small produced).

Allied Artists: **"Finger Man"** is the new title for "Dark Venture." (Stars Frank Lovejoy, Peggie Castle and Forrest Tucker; Harold Shuster directed).

HOLLYWOOD

. . . on the wire

RICHARD BERNSTEIN, *Editor*
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4225½ Lockwood Ave.,
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Normandie 2-6494

Jan Sterling will join Edmond O'Brien in England as the femme lead in "1984," the picturization of the best seller by George Orwell, which N. Peter Rathvon will produce for Columbia release, starting May 30. . . . "Flamingo Feather," the novel by Laurens Van Der Post, has been purchased by Paramount for Alfred Hitchcock. The book concerns a white planter who detects evidence of a communist-inspired native uprising in Africa. With his own life in danger because of what he suspects, he sets out on his own to investigate, leading to a safari through the jungle.

* * *

The King Brothers purchased "Seven Lanterns in Japan," an original story by Merrill G. White and Robert Rich. They plan to make the picture in Japan, with the co-operation of the Japanese government. The will shoot it in CinemaScope and Technicolor.

* * *

Otto Preminger announced that he has signed Frank Sinatra for the title role in "The Man With The Golden Arm," based on the novel by Nelson Algren; screen play by Walter Newman and scheduled for his independent Carlyle Productions slate for United Artists release. This will follow "The Billy Mitchell Court Martial" which Preminger is set to direct next for Milton Sperling's United States Productions and Warner Bros. release. Following "The Man With The Golden Arm," Preminger will produce and direct for Carlyle Productions "The Wheel," the story of Mahatma Gandhi and India, which Columbia will release.

* * *

Michael Curtiz will both produce and direct "The Kiss-Off," at Paramount. The film, which will be shot in VistaVision, will star Carol Ohmart and Tom Tryon. It will start in June. "The Kiss-Off" is an original screen play by Frank Tashlin and Rip Van Ronkel. . . . M-G-M announced that it will release "Svengali," the Eastman Color feature made in Europe, starring Hildegarde Neff and Donald Wolfit, the Shakespearan actor. George Minter produced the film, which was directed by Noel Langley.

* * *

Republic added Jill Jarmyn to "The Twinkle in God's Eye," staring Mickey Rooney and being directed by George Blair. Others in the cast are Hugh O'Brian, Coleen Gray, Joey Forman, Touch Connors, and Donald Barry. Maurice Duke and Rooney are associate producers.

* * *

Richard Aldrich, Agent Fanny Holzman, and Agent M. C. Levee are working on plans to bring Aldrich's "Gertrude Lawrence as Mrs. A," to the screen, with Greer Garson in the title role. . . . Armand Deutsch is preparing "Nedra," based on the life of the wife of the late singing star Buddy Clark, to the screen as an independent production. Deutsch will film it in the fall.

* * *

Cornel Wilde signed Dennis Weaver to an eight-picture contract, two films for four years as a result of the actor's performance in "Storm Fear," a Theodora Production for UA release. . . . Carl K. Hittleman has formed Carl K. Hitlleman Productions, Inc. The producer-director will make theatrical features under this banner. Hittleman produced and directed "Kentucky Rifle," starring Chill Wills and Jess Barker, for Howco Productions.

* * *

Producer Lindsley Parsons announced that he has purchased from Sam Newman an original screen play, "Proving Ground," dealing with the atom bomb, and will produce the film next fall with John B. Burrows as associate. He plans to shoot most of the film, for Allied Artists release, in Nevada.

* * *

"The Bridge at San Luis Rey," Thornton Wilder's classic story, will be brought to the screen by Benedict Bogeaus with Barbara Stanwyck playing the role of the actress, Perichole. The film will be filmed in SuperScope and Technicolor and will be made for RKO release.

* * *

"Roan Stallion" and "Thurso's Landing," two epic poems by Robinson Jeffers, have been purchased by Columbia Pictures and will be the first of Jeffers' works to be brought to the screen, executive producer Jerry Wald announced. "Roan Stallion" is a story of a stallion bought by a young farmer, who loses his life under its hooves. His wife, strangely attached to it, shoots it, but too late to save her husband. "Thurso's Landing" tells of the star-crossed love between a passionate and restless woman and a brutal and stubborn husband. These two stories will be added to Phil Yordan's production schedule.

* * *

Filmakers' "Battle Hell," which will be produced by Hal Chester, will roll May 16 at Kling Studios. Harry Mandell, vice-president and general manager of the Filmakers Releasing Organization, left for a two week tour of New York, Boston, Chicago, and other offices of the company's Eastern franchise holders.



John Michael Hayes (left) receives the Edgar Allan Poe award from Malden Grange Bishop, head of the Southern Calif. chapter of Mystery Writers of America for his script on Paramount's "Rear Window" adjudged best mystery movie script of the year.

Sam Engel Terms Script Keystone Of Any Successful Motion Picture

By Richard Bernstein

"Good pictures and good pictures alone are the hope of the future," stated Producer Samuel Engel in his 20th Century-Fox office. "There is no magic formula as to how to make a successful film. Quality is what makes a good picture."

"The most important thing toward attaining that quality is a quality script. With rare exceptions, it takes a great deal of time and effort to develop a quality script."

"To attain the quality, that pictures in the future should have, it follows that the assembly line methods in terms of quantity is out," the producer pointed out.

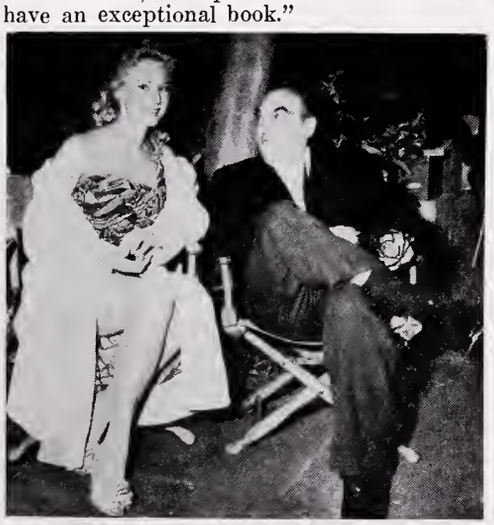
Producer Engel explained that there are a limited number of good subjects for motion pictures and that if there were more quality subjects, then Hollywood would once again make more pictures.

Engel has just recently completed "Daddy Long Legs." This is the third version of "Daddy." The first was a silent picture and since the second version, two generations have grown up. This is one of the reasons that Engel thought that it should be remade. Another reason was that the book was a semi-classic and had all the ingredients to be adapted into a fresh musical. Engel emphasized that he did quite a bit to modernize the story.

Producer Engel is now working on a subject that he inherited from Producer Sol Siegel: another musical, "Pink Tights," which according to Engel has "a modern background" and "great potentialities."

The cast for "Pink Tights" is headed by Dan Dailey, Jack Carson, Virginia Mayo and Sheree North. Engel thinks that Sheree North has all the potential to become a star. "There is the want-to-see and interest in her by the public," he said, "Given the right sendoff she can become a big star."

Engel stressed that today, a good musical to be successful on the screen has to have a good story. "You can't rely on songs and dances alone," he pointed out." You must have an exceptional book."



Virginia Mayo chats with Producer Benedict Bogeaus on the set of "Pearl of the South Pacific," RKO's adventure in SuperScope and Technicolor.



Samuel G. Engel (glasses) 20th-Fox producer, takes over the gavel as new president of the Screen Producers Guild from retiring president Arthur Freed following annual SPG board elections.

After "Pink Tights," which will be directed by Henry Levin, Engel will do "Good Morning, Miss Dove," which will be done in CinemaScope, as will "Pink Tights." This is based on the successful novel by Frances Gray Patton.

"For the lead role, this story demands a versatile, youthful star," Engel said.

Engel, one of the foremost producers in the film industry, said that when he picks a subject for filming, it is because he likes the subject and figures that he can do well by it.

He emphasized that people are still selective in choosing their entertainment, but that the proof of the pudding is that they support good films. He believes that careful preparation is a key to good filmmaking and that lots of time devoted to all facets of preproduction helps make the quality picture.

"Your picture begins and ends with your script," he said. "No person, no director, no cameraman, no scenic artist can take a poor script and by individual or combined efforts convert it into a successful movie. today, as always, the play is the thing."

Engel believes that the screen is a specific medium and great care must be taken in transferring something to the screen, be it a novel, a short story or a play. He is also an advocate of the original story written especially for the screen. However, he made it quite clear, that the most important thing, is that a producer have an interesting story to tell. If a picture's story fails to interest the audience you have two strikes against the film, despite all the other ingredients.

"The industry, since the inception of CinemaScope, has had its shot in the arm. We have had a larger number of better films and studios will try to make bigger and better films. This new enthusiasm is a great asset, because it has added more vitality to picture-making."

Engel stressed that a good screen musical should have songs and dances.

HOLLYWOOD...

Allied Artists executive producer Walter Mirisch announced the purchase of "Do It Yourself" by Donald Ridgeway and has entered into negotiations with Fred MacMurray to play the starring role in the comedy. . . . "Jagade," an original screen play by James Edmiston, was purchased by Universal-International and assigned to Howard Pine to produce. At the same time Harmon Jones was signed to direct the picture which will go into production in July. A western drama set in Kansas in 1873, "Jagade" is the story of an outlaw who saves the life of a sheriff and nearly wrecks the town, where the sheriff is the law, before the star packer is forced to shoot him down.

* * *

Roy Rowland has acquired full rights to an original by Aleen Leslie, titled "My Adorable," based on the life of Andrew Jackson's wife, Rachel. . . . Lloyd Nolan returns to the screen to star with Robert Taylor in "The Last Hunt" at M-G-M. Stewart Granger is another co-star in the film, which will be directed by Richard Brooks. Film deals with the final days of the buffalo herds and the buffalo hunters.

* * *

Yvonne De Carlo reports to Cecil B. DeMille this week for her role in "The Ten Commandments" at Paramount. . . . Bert E. Friedlob has signed Ida Lupino, Howard Duff and George Sanders as co-stars with Dana Andrews and Rhonda Fleming in his production for United Artists, "News Is Made At Night." Fritz Lang will direct.

* * *

Screen rights to "The Big Fisherman," final literary work of the late Lloyd C. Douglas, have been purchased by Century Films, Inc., and will go before the color cameras this fall. . . . Robert Wagner was signed by Producers Robert Jacks and Robert Goldstein for the lead role in "A Kiss Before Dying," the film version of the Ira Levin prize-winning mystery that Crown Productions will make for United Artists release.

* * *

Charles Brackett terminates this June his presidency of the Academy of Motion Picture Arts and Sciences after six years of service. . . . Otto Preminger purchased the dramatic and film rights to "Bonjour Tristesse," best-selling French novel.



Ray Milland and Herbert J. Yates, Republic president, display a plaque presented to Milland by the cast and crew of "The Hostage," starring Milland, and marking his debut as a director.

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A REPUBLIC PRODUCTION

REGIONEWS

ALBANY

Another drive-in will be serviced by Albany exchanges when Peter Papayanakos' 500-car project outside Potsdam premieres around June 1. Estimated cost is $70,000. Upstate Theatres will buy and book. . . . Donald Gilson is making major improvements at his Sunset Drive-In, Massena, which include a new concession stand, rest rooms and better ramps. . . . Plans for an ozoner at Sidney in Delaware County were delayed with abandonment of the first site selected. Another will be chosen, possibly in time for a late-season opening, according to word received here. Sidney has no outdoorer at present.

John Gardner is expanding by 100 cars the capacity of the Turnpike Drive-In at Westmere. . . . J. Ullman, Fabian div. mgr. became a grandfather once more when his son, H. Simon, welcomed a boy to the family circle. . . . Retiring chief barker Jules Perlmutter was presented with a camera and projector at the 12th annual dinner-dance of Albany Variety Club. . . . Nat G. Rosen, Fox mgr., transferred to Pittsburgh, was given a two-suiter by Filmrow colleagues at a farewell dinner.

ATLANTA

Plans for Atlanta's first Negro drive-in, to be built by Bailey Theatres at Hightower Rd. near Collier Dr. for 600 cars, have been approved and work is scheduled to start at once. . . . Cletus Benton and Hoyt Fair acquired the Cleveland Drive-In, Cleveland, Tenn., from Walter Morris. . . . Misdemeanor charge against Wm. Schultz mgr. of the State Theatre, Tampa, Fla., in connection with showing of "Garden of Eden," was dropped. The film is banned in Savannah, Ga. . . . Koblegard theatre interests in Ft. Pierce, Stuart, Vero Beach, Cocoa, Eau Gallie and Melbourne, Fla. have been sold to First Southern Corp. . . . Recent closings include Cherokee Amuse.'s Capital Theatre, Oneida, Tenn.; Martin Theas.' Ritz, Sylacauga, Ala.; Bijou Amuse.'s Gem, Nashville, Tenn.

With a $10,000 remodeling job completed at the Riviera Theatre, Chattanooga, Tenn., Independent Theas. transferred the art policy from its Park to the Riviera, returning the Park to neighborhood status. . . . Clifford Still is new mgr. of Martin's Gem, Cuthbert, Ga., succeeding the late C. L. Funderburke. . . . Wil-Kin Theatre Supply made a stereophonic sound installation at the Bacon Theatre, Alma, Ga . . . A new 500-car ozoner is being built at Tavernier, Fla. for Maj. & Mrs. Robt. L. Duncan. . . . Fire destroyed the Princes Theatre at Mt. Dora, Fla. . . . The 30-day Southeastern Movie Festival in Tenn. Fla. and Ga. gets under way May 16, with Warner's "The Sea Chase" selected as first film.

Paul S. Wood, theatre owner in Century Fla., has taken over the Coosa in Gadsden, Ala. . . . Curtis Mays, mgr. of Wilby-Kincey's Roxy Theatre, moved over as mgr. of the Paramount to succeed Sam George, resigned. . . . Louis Rosenbaum, partner and gen. mgr. of Muscle Shoals Theatres in Ala., cited in the local newspaper for his work on the March of Dimes campaign. . . . C. B. McManus reopened the New Theatre, Hurtsboro, Ala., after a year's shuttering. . . . The new Sheryl Drive-In, Commerce, Ga., was opened by owner Bill Wilson and is being booked by Marguerite Stith. . . . A new son arrived at the home of Curley Burns, Columbia booker. . . . Walter Griswald resigned as office mgr. for Howco Films.

Atlanta's largest ozoner, under construction on U.S. 41 South, will be ready for opening within 45 days, acording to John H. Stembler, v.p. of Georgia Theas. Named South Expressway Drive-In, it will hold more than 1,000 cars and employ all modern facilities. . . . Starlight Drive-In at Hallendale, Fla., completely destroyed by fire, will be rebuilt. . . . TOA prexy E. D. Martin appointed Horace Denning, pres. of MPE of Fla., as co-chairman of the drive-in committee for the national exhibitor group. . . . Joe Moore Lackey, Empire Theatre mgr., Birmingham, Ala., awarded Third Army Certificate of Appreciation for his support and promotion of the Army Reserve program. . . . The Southeastern Movie Festival, May 16-17, will bring together showmen from Ga., Ala. and Fla. in a tri-cities convention at the Biltmore Hotel. It will open with the M-G-M Workshop and close with a president's banquet in the Garden Terrace.



Martin C. Moskowitz, Atlantic Division sales mgr. for 20th-Fox, addresses a sales meeting in Philadelphia to set merchandising policies on spring and summer releases. L to R: Moskowitz; W. C. Gehring, exec. asst. gen. sales mgr.; C. G. Norris, Eastern sales mgr.; Jack Bloom, asst to Norris.

BOSTON

Mayor Hynes and Comm. of Public Safety, Otis M. Whitney, have accepted the "toned-down" version of "French Line" for showings in the city and Sunday showings throughout the Commonwealth. Should the Mayor of Lynn follow suit, the RKO case which Attys. Hale & Dorr had planned to use as a test challenging the Mass. censorship statutes, could be withdrawn. . . . Donald Sweenie resigned as mgr. of Nashoba Drive-In, Boxboro, on which Joseph E. Levine of Embassy Picts. and Barnet Yanofsky took a 15-year lease this spring. . . . Nat Hochberg has been appointed booker at Affiliated, replacing Carl Goldman, who resigned to become exec. secy. of Independent Exhibitors. Nat also operates the Stoneham Theatre.

If plans materialize, the Clinton, Mass. drive-in, under construction for Simon Queen and Frank Calvi, will have a booth large enough for two regular projectors and two VistaVision. Eddie Comi of Mass. Thea. Equip. Co. is fitting out the 800-car ozoner. . . . Nathan Ross, oldest active film salesman in New Eng., was presented with a $500 check, a life membership in Variety Club and a scroll signed by the guests at his testimonial luncheon. . . . Brattle Theatre, Cambridge, returns to a summer season of legitimate stage productions, starting July 5, Bryant Haliday and Cyrus Harvey, Jr. announced. . . . Richard Oberman, salesman for Embassy and son of Nate Oberman of M-G-M, became engaged to Roberta Weinberg of Dorchester. . . . Lloyd Clark, pres. of Middlesex Amuse., suffered a broken leg in a fall at his home.

Loew's State, Boston, and Loew's State, Providence, charging $3.50 for the closed circuit TV showing of the Marciano-Cokell bout on May 16, no seats reserved. Am. Theas.' Pilgrim in Boston has price range of $4.40 to $2.80, with balcony unreserved. ATC's North Reading Drive-In, only open airer to carry the fight, is charging $3.30 per person with a minimum of four to a car, and the circuit's 2,000-seat State in Portland, Me. has price range of $3.30 to $2.20, all seats reserved. . . . Edward S. Canter, ATC treas., became a grandfather for the second time with arrival of Sara Ellen at the home of the Arthur O. Freedmans. . . . Loew's State and Orpheum showed a Dept. of Commerce film called "A Massachusetts Holiday."



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and to thrill your audiences with the provocative story of the Spanish beauty whose flaming heart defied tradition . . . whose scandalous love affairs flaunted convention. As a novel 'That Lady' became an international best-seller . . . Katharine Cornell chose to star in it on the Broadway stage. Now it comes to tumultuous life as the picture that shocked a nation! "That Lady's" fabulous past has everything for your boxoffice's future!

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BUFFALO

Constantine J. Basil, pres. of Basil Ents., announced signing of a contract with George H. Mackenna as gen. mgr. and managing director of Basil's Lafayette, to run until 1960. . . . Applicants who filed for motion picture operator's license are required to take a written test on May 24 at City Hall and a practical exam. in a theatre on June 7. Stanley Kozanowski, mgr. of the Rivoli, is chairman of the city's newly appointed motion picture operators examining board. . . . Edward F. Meade, Shea ad-pub. chief, reports "Blackboard Jungle" at Shea's Buffalo attracted more than the usual juvenile audience but that they were well behaved.

Top brass, radio and TV representatives attended a special screening of "Strategic Air Command" at the Paramount, where it opens May 20 with a big parade, lobby interviews and a colorful stage ceremony during which Larry Bell, pres. of Bell Aireraft will be presented with a plaque by Paramount for his work in the development of jet planes. Elmer F. Lux, pres. of the Council and head of Elmart Theatres, will make the presentation address. . . . Charlie McKernan at the Seneca and Bill Colson at the Niagara both put on midnight Horror Shows on Friday, the 13th. . . . Gary Kent resigned as asst. mgr. at the Century. . . . Nat Marcus, mgr. of the Warner exchange, issued invitations for a private screening of "Mr. Roberts" at the Center Theatre on May 23 at 10 A.M.

Ben Dargush reports a big demand for tickets for the Marciano-Cokell bout which his Center Theatre will telecast on May 16. Tickets are $3.50 and no seats are reserved. Bill Shirley, well known exploiteer for various distributors, is okay again following a recent hospital checkup. . . . Gus Nestle, mgr. of the Wintergarden in Jamestown, put over a full page co-op on "The Glass Slipper." . . . Harry Weiner, mgr. of the Oswego in Oswego, went to town in ballyhooing "Ma and Pa Kettle at Waikiki," promoting a half page ad and a tie-up with State Teachers' College sororities and fraternities.

CHARLOTTE

Bob Saunders of Theatre Equip. Co. and Theatre Bookings, reports sale of his Prince Theatre, Athens, Ga., to Georgia Theas. and his North 11 Drive-In, Roanoke, Va., to Jack Kirby; also that his company installed CinemaScope in J. E. Alberts' Blue Star Theatre, Liberty, S.C.; G. C. Butker's Aynor, Aynor, S.C., and that they are booking for the College View Drive-In, Durham, N.C. . . . Eli Dreylinger, mgr. for Wellons Theatres, Fayetteville, N.C., reports the company will soon start work on a new 1,100-car ozoner in Fayetteville.

Gaffney Theatre Corp. is building a 320-car ozoner in Shelby, N.C., scheduled to open about May 15. . . . W. Frank Harris, Harris Theatres, has started campaigning for City Councilman. . . . S. J. Workman's White Horse Drive-In, Greenville, S.C., has been remodeled and CinemaScope installed. . . . Carey Theatre, Carey, N.C., owned by Bob and Clyde Anderson, has opened.

CHICAGO

Chicago Censor Board issued a new ruling on foreign films when it found the language in a Polish film unfit though the English subtitles were okay. A translator will have to pass on future films. The Board is also giving RKO's "French Line" and "Sinbad" a strict checkup. . . . B&K's Granada will soon sport a $50,000 Whiteway modernistic marquee sign. . . . All house records were broken on opening day of "Blackboard Jungle" at loop Woods Theatre. . . . Sidney Kaplan was appointed M-G-M office mgr. to succeed Edna Frank, who retired. . . . Loop Oriental, awarded June premiere of "Seven Year Itch," is negotiating for personal appearance of Marilyn Monroe at opening. . . . B&K's Gateway Theatre weekend receipts of $1,750 were reported missing, also newly appointed asst. mgr. John C. Biel.



Among showmen and Coca-Cola Co. representatives on hand for M-G-M's Ticket-Selling Workshop in Buffalo were (l to r): Richard Hayman, Cataract Theatre Corp., Niagara Falls, N. Y.; James Moore, C-C's Cleveland District rep.; Charles Okun, national rep.; Harry L. Bernstein, State Theatre, Ithaca, N. Y.; Byron Linn, Comerford Theatres, Scranton, Pa.; Tom Spencer, C-C rep., Cleveland District, and Barney Murphy, B & F Theatres, Toronto.

"Cinerama Holiday" will have its midwest premiere at Eitel's Palace on June 15, with opening proceeds designated for Peacock Camp for Crippled Children by pres. Otto K. Eitel. . . . Holly Theatre Corp. organized by N. Kamen to operate theatre at 1500 Fullerton Ave., managed by Sol Best. Harry Abrams is atty. . . . Wally Doroff named to country sales staff of RKO, succeeding Edward Sapher. . . . Bob Lourie, son of Columbia mgr. Ben Lourie, will be married in June to Florence Rubalsky of N.Y.C. . . . Abe Platt, northside dist. mgr. for B&K, home after medical checkup at Michael Reese Hospital. . . . Edward Wolk, theatre equipment mfr., and Mrs. Wolk back from three months' visit to Mexico.

Jack Alger, Wm. Marshall, Mahlon Glendy, Harold Larson and Mike Pullin of the Alger Circuit attended the M-G-M Workshop meetings in Des Moines. New managerial appointments in Alger theatres include Wm. Marshall at the Apollo, Princeton; Ervin Chapin, LaSalle; Richard Welling, Urbana, Ill. theatres. . . . James Jovan, pres. of Globe Film and Monroe Theatre Co., accompanied by his son Constantine, leave May 15 for extended tour which will include London, Paris, Rome, Athens, Istanbul, Israel, Cairo and Madrid. . . . Hershel Feldman, Radiant Screen sales mgr., has been upped to v.p. in charge of sales. . . . B&K's Belmont celebrated its 25th anniversary with a free Saturday morning kiddie show as guests of mgr Myron Mandy, who is also celebrating his 25th year with the company.

A package of 28 first-run films has been purchased by WGN-TV and 12 are scheduled for Courtesy TV Theatre on Sundays at 10 P.M. beginning in May. They are: Eagle Squadron, Genghis Khan, Ladies Courageous, Lady Takes A Chance, Night in Paradise, Operation X, Outpost in Morocco, Salome, Where She Danced, Smash Up, Spotfire and We've Never Been Licked. . . . Twelve theatres in the Alger Circuit have joined Allied Theas. of Ill., headed by Jack Kirsch. Another recent addition to both Allied membership and the buying and booking organization is Starview Outdoor Theatre, Elgin, owned by John H. Reckas. . . . Marvin Raczak named mgr. of Mode Theatre, Joliet, Ill. . . . Equipment has not been removed from the Morton Grove outdoor theatre, oldest ozoner in the area, sold by Barger interests for a cosmetic factory building, to which neighbors are objecting. . . . RKO mgr. Ray Nolan, convelescing at home after recent heart attack, hopes to be back on the job shortly.

CINCINNATI

Howard Shelton, who operates a theatre in Vanceburg, Ky., has taken over the Lewis Theatre in Garrison, Ky., formerly owned by Luke Bentley. . . . Theatre Owners Corp. is now booking and buying for the Groves Theatre, Summersville, W. Va., owned by John Groves. . . . Louis Wiethe, circuit exhibitor, was winner of the Cadillac in national raffle conducted by the Colosseum of Film Salesmen. . . . Foster Lane hopes to have his new 300-car Dixie Drive-In, Williamsburg, Ky., ready for operation around June 15. . . . With dismissal of temporary injunction, Nick Shafer and Roy White of Mid-States Theas. will proceed as scheduled with their new 900-car ozoner in Oakley, Cincinnati. . . . Eugene Burke, owner of the Lyric Theatre, Beckley, W. Va., will be back at his post shortly following surgery.

Midwest Theatre Supply is equipping two new ozoners going up in Ky.—the Sunset at Beattyville, owned by James M. Mahaffey and Ed McIntosh, also the Mack at Irvine, Ky., owned by the Russell McClanahans. Each will hold about 300 cars. . . . Paul Mitchell, who operates two indoor theatres in Barbourville, Ky., is also interested in the Knox Drive-In there. . . . Thomas Ridelis, new gen. mgr. of the Belmont and New Salem theatres in Dayton, is being

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CINCINNATI (cont'd.)

assisted in booking and buying for the Belmont by Zeke Poppas, and for the New Salem by John Gregory. . . . Local delegates to the Variety International Convention in Los Angeles were Vance Schwartz and Herman Hunt, former chief barkers, also Mrs. Pearl Hunt, who is pres. of the Ladies Auxiliary, and Jim Joseph.

Noah Campbell's new Lycinda Drive-In, going up in Fusonia, Ky., is expected to be ready by the 1st of June. Located between Whitesburg and Hazard, it will be equipped for CinemaScope and hold 300 cars. . . . Screen Classics has acquired distribution rights for "To Paris With Love" in the Cincinnati and Cleveland territories. . . . Kathryn Manthey, head of M-G-M's contract dept., was presented with a set of luggage by the M-G-M Club on her 25th anniversary with the company. . . . George Kirby, Republic branch mgr., is on a European tour with Mrs. Kirby. . . . Tony Knollman, 20th-Fox office mgr., who was made area leader for the company's "Central Clean Sweep Drive," May 15 to June 15, is counting on industry friends to help him put the local branch in top position.

Sid Katz and Joe Lee of Kay-Lee Corp., theatre promotion organization, are attending the joint convention of MPTOO of Ga. and Alabama Theatres Assn. in Atlanta, May 15-17. . . . Willis Vance became a grandfather for the first time with arrival of a girl at the home of his daughter Jane. . . . Ross Spencer, Columbia office mgr., has a new daughter, year-and-a-half-old Linda. The Spencers also adopted a boy two years ago. . . . Roberta Burns, daughter of Warner booker Bill Burns, will be married in June.

DENVER

Lee Theatres bought the 1,250-car Centennial Drive-In for $300,000 and will operate it first-run day and date with their Wadsworth and Monaco ozoners in Denver. Only a year old, it was built by Television Theas. Inc. and closed in Nov., when a local realtor took over the lease. . . . Mile High Corp. is finishing its 600-car drive-in at Deadwood, S.D. and expects to open later this month. Enough space has been reserved for a 1,200-seat indoor theatre, which will be built as the need develops. . . . Philip Heil resigned as mgr. of the Valley, Fowler, Colo., to become mgr. of the Golden at Golden, where he succeeds Fay Boyd who took a leave of absence due to rheumatic fever. . . . J. Don Alexander, 70, pres. of Alexander Film Co., died in a Colo. Springs hospital from a heart ailment. He is survived by his wife and two sons, Don Jr. and John, both officials in the company, which numbers 600 in its employ.

Theatres of Wyoming are building a 750-car drive-in at Casper and expect to open it in Aug. . . . Elden Menagh, owner of the Big Top, Ft. Lupton, Colo., took over the closed Lake at Johnstown, Colo., and reopened it as the Star Theatre. . . . The local UA exchange expects to win the company's nationwide drive for at least one date in every theatre in the territory during the week of July 1-7.

About $325 was stolen from the box office at the Monaco Drive-In by after-hour thieves. . . . Leo Bertolero, 63, pres. of Black Hills Amuse. Co. and a native of Lead, S.D., passed away after a short illness. Bertolero's first theatre was the Ford in Lead, and in 35 years had enlarged the circuit to 13 houses. . . . Frank J. Murphy, 67, formerly a Paramount booker here, in Salt Lake City and Butte, Mont., and later covering Montana, died in a Denver hospital following a heart attack.

DES MOINES

Dr. John T. Hardin, whose office was damaged last month when fire destroyed the Rialto Theatre in Bedford, Ia., has purchased the theatre lot and plans to rebuild the movie house. It will be about the same size as the old Rialto but of more modern design. The physician, who came here in 1934, felt that Bedford should not be without a theatre. . . . Mr. & Mrs. Howard Clark have taken over management of the Lyric Theatre in W. Des Moines. One of its new features is the CinemaScope screen. An added weekly attracion is the Saturday Kiddie Matinee of films recommended by the National PTA. . . . Vanda orchids, flown in from Hawaii, were given to mothers at the Lake Theatre Sunday matinee on Mother's Day by mgr. C. E. Mosher.

Lakota Theatre reopened under management of Andri Springis and Allen Smith. . . . Maurice Sorensen of Pocahontas has purchased the theatre in Newell from Oliver Stoeber. . . . The reopened Lamont Theatre in Lamont will be managed by Burdette Ross. . . . Wayne Dutton proprietor of the Castle Theatre in Manchester, suffered some injuries when his car crashed off the highway recently.



Inspired by United Artists' forthcoming film, Betty Craig, film and drama editor of the Denver Post, receives the "Not As A Stranger" medallion honoring her long years of work in promoting moviegoing. Presentation was made by Colorado Governor Edwin C. Johnson. Attending the ceremonies (l to r): Bud Austin, UA branch mgr.; Robert Sweeten, Center Theatre mng. dir.; Jack Wodell, Paramount Theatre; John Denman, Variety chief barker and Denver Theatre mng. dir.; and Russell Porter, Univ. of Denver School of the Theatre.

Watch These Dates!

May 15-17: Atlanta—Joint convention of Motion picture Theatre Owners & Operators of Georgia and Alabama Theatres Assn.—Biltmore Hotel.

June 16: Richmond—Virginia Motion Picture Theatre Assn. convention.

June 21-23: Kiamesha Lake, N. Y.—Allied Theatre Owners of New Jersey annual convention—Concord Hotel.

June 26-28: Biloxi — Mississippi Theatre Owners Assn. annual convention—Edgewater Gulf Hotel.

Oct. 6-9: Los Angeles—Theatre Owners of America national convention — Biltmore Hotel.

Nov. 13-15 Jacksonville — Motion Picture Exhibitors of Florida convention.

Nov. 13-15: Charlotte—Theatre Owners of N. & S. Carolina annual convention—Hotel Charlotte.

Nov. 21-22: St. Louis — Missouri-Illinois Theatre Owners annual convention — Hotel Chase.

DETROIT

The first Japanese picture in color to be shown in the motor capital had its premiere at the Krim Art Theatre in suburban Highland Park. Sol Krim has added writing conveniences for patrons waiting in the lobby. . . . A good promotion is being sponsored by the Westside Drive-In in suburban Ferndale, with 200 corsages given away every Friday evening to the first 200 lady patrons. . . . Fred Schader, who was longtime publicity chief at the Fox Theatre, is leaving the city to assume promotional activities for the summer opera, which he originated 10 years ago.

Youthful mgr. Wilson Elliott of the Jewel Theatre in Mt. Clemens, recipient of the Governor's community service award, reports that within 12 hours 1,070 people had passed through the Tuberculosis X-ray unit for which the management donated parking space and electricity in front of the theatre. Free passes are also given to townspeople who dontae blood to the Red Cross, and the "airman of the month," selected at nearby Selfridge Air Force Field, is given a month's pass to all shows. . . . A Milo DeHaven, general supervisor for the Woodville Drive-In at Toledo, is back at work following injuries received in an auto accident.

HOUSTON

Homer McCallum, mgr. of Loew's State, reports the first out-of-N.Y. showing of "Marty" will be held at his theatre. . . . All 14 theatres in the Frels circuit are now equipped for wide screen and CinemaScope showings, according to gen. mgr. Doyle Oliver. The circuit's completely remodeled Rice Drive-In at El Campo opened May 12, with paved ramps, a new aluminum screen and Bausch & Lomb lenses. . . . Houston Variety Tent No. 34 is having a 30-day drive in which they hope to double membership of 331, says Mgr. Dick Kennedy. Chief barker Bruce Layer is in Calif. visiting the Frankie Laines and hopes to sign Frankie for the next Variety benefit in Houston.

Julius Gordon, pres. of Jefferson and East



Columnists and motion picture editors of more than 100 newspapers from coast to coast participated in a promotion stunt for Columbia's "5 Against the House." Shown here is star Kim Novak reacting to a winning spin of the wheel at the Sands Hotel in Las Vegas, where she made bets for each columnist, with winnings designated for the Crippled Children's Society of America in the name of the player-by-proxy.

HOUSTON (cont'd.)

Texas companies, left for a three-month European trip after attending several N.Y. meetings of TOA, of which he is treas. . . . King Drive-In, according to mgr. Karl Stroud, may get the closed circuit telecast of the Marciano-Cockell bout on May 16. It is scheduled for the Jefferson Theatre and South Park D-I, Beaumont. . . . The Irvington, Pasadena, Hempstead and Winkler, Houston drive-ins, recently gave away little Mexican burros. . . . Telephone answering service, with recorded information about current shows and show-times, is being used at four Interstate theatres and some others in Houston which open late.

South Main Drive-In completed construction of a new formula screen, one of the largest in the South, according to Interstate's city mgr. Al Lever. Some equipment is being installed in the Shepherd D-I, reports asst. mgr. A. D. Deason. . . . Columbia's "The Houston Story," being filmed around Clear Lake and oil fields south of Houston, is nearing completion. Casting director Harry Stauber selected a number of Houstonites for parts in the film. . . . Howard Skelton, Village Theatre mgr., was elected director of Lyons Club, W. University.

KANSAS CITY

Gillham Theatre, erected in 1913, was sold by Helen L. Wells to Frank P. Moley, who will convert the building to a public hall, retaining projection and sound equipment. Henry Sager had the theatre under lease for six years. . . . Jas. McMillin, formerly with Lee Theatre, Clinton, Mo., bought the Admiral in K.C. from KGH Ents. . . . Joe Redmond, Fox Midwest public relations and ad director, was selected to edit May issue of the Showman, house organ of Natl. Theas. published in Los Angeles. . . . Bob Cloughey is new student booker for Paramount.

Ralph Gregory replaced Bob Wolf as IFE representative. Wolf is entering TV film-buying for local video station. . . . Regal Popcorn Co. has been put into operation by Geo. and Gus Kopulos. Gus will continue with Golden Theatre Service and Geo. will manage the plant, which will produce caramel and cheese popcorn exclusively for ozoners. . . . New assts. at Fort Drive-In, Leavenworth, Kans., are Mr. & Mrs. Fred Spindler. . . . Glenn Jones, former donkey baseball promoter, offered "an automatic lawn mower" as an April Fool's prize on opening day at his Gravois Mill Drive-In, Lake of the Ozarks. Winner was surprised to receive a donkey.

New mgr. at Pines Drive-In at Sikeston, Mo. is Milton Fletcher, replacing Reuben Harris who transferred to Springfield, Mo. . . . Fox Theatre, Carthage, Mo., is being remodeled. . . . Vita Theatre, Warrentown, Mo., managed by Wm. Zimmerman, is operating week-ends. . . . Bob Mashow, who assisted his mother at the Regal in St. Joe, will make his home in Las Vegas after his marriage there. . . . New equipment has been added to the Hi-Y ozoner, Fredericktown, Mo.; Forrest White's Royal, Hopkins, Mo., and the enlarged Kansas Drive-In. . . . Carl Theatre, Carl Jct., Mo., was dismantled and the Rexford, Rexford, Kans., closed. . . . Screenland Cafe, a Filmrow landmark, was sold to Jeff Sexton by Leon Fishman and Martin Store.

LOUISVILLE

From the number of cards returned by Kentucky exhibitors, indicating their interest in forming an Allied unit in the state and accepting invitation to attend a meeting for this purpose on May 17, it appears the committee on organization will have no trouble in forming an exhibitor association to be affiliated with National Allied. . . . John Nolan, who recently sold his interest in the Parkway Drive-In, Louisville, plans to take up residence in California after winding up his local affairs. . . . The Crescent Theatre, which has been dark for many months, is scheduled to reopen shortly as an art house.

LOS ANGELES

Max Factor, Paramount salesman, has been upped to sales mgr. to fill vacancy left by the passing of Robert Ableson. . . . Both the Atwater and Vogue theatres in Glendale, operated by Grover L. Smith, have shuttered. . . . The Earl Johnson office assumed buying and booking for Mike Levinson's Nuart and Tivoli in Sawtelle. . . . Sero Amuse. Co., headed by Bill Oldknow, acquired the Cherry Pass Drive-In in Beaumont. . . . After being closed for a complete remodeling, FWC's Valley Theatre in No. Hollywood opened with a policy of art and foreign pictures.

Office Employees Int. Union Local #174, signed a new agreement which calls for an increase in all job classifications and a 37½ hour work week. Contract effects office workers in all the major film exchanges. . . . One thousand delegates from every corner of the globe and every state in the Union were registered at the recent Variety Clubs International convention. It was disclosed at the opening meeting that Variety Club men, numbering over 10,000, gave over $3,000,000 to charitable projects. . . . Vineland Drive-In, 26th and newest ozoner to be opened by the Pacific Drive-In chain, is soon to be joined by another, to be called the Laurel, located in the San Fernando valley.

Destroyed by fire more than three years ago, a completely rebuilt Santa Ana Theatre began operations as a deluxe unit in the Cabart circuit. New facilities in the 1400-seat house include a modern lobby, plush mezzanines, smoking lounge, ultra-modern projection booth and a 24x52' screen, also an elaborate alarm system designed to report a blaze instantly to the Fire Dept. . . . The long closed Belmont was reopened by Berman Theas. House was formerly a first-run showcase belonging to FWC. . . . Film Row Club met to draft final plans for the summer dance to be held at the Rodger Young ballroom on June 11. Milt Frankel is chairman of the event.



Mr. & Mrs. Tony Abramovitch, who hail from Grand Island, Neb. and won a trip to Hollywood in a theatre attendance drive sponsored by Tri-States Theatres, pose on the set of 20th-Fox's "Love is a Many Splendored Thing" with William Holden. Jennifer Jones stars with Holden in the Buddy Adler production scheduled for fall release.

The new Northern Drive-In has been opened by S. L. Brateman and Raymond J. Goldstein of Pittsburgh. Located near Phoenix, it has a capacity of 1000, with a 50x110' screen. . . . Joe Wayne, recently made booker of Warner's Milwaukee office from his former post of asst. shipper in the L.A. branch, culminated an office romance with Jean Warner of the contract dept. by marying the girl in Las Vegas. . . . Ray Olmstead, who opeates a theatre chain in Arizona, returned from a six months' tour of Europe. . . . Sierra Madre Theatre, Sierra Madre, operated by Harold Stein for over 12 years, closed its doors.

MEMPHIS

The 400-car Ellis Drive-In, Millington, which opened April 21, has a novel self-service concession stand, open patios with comfortable chairs for viewing, and a fully equipped playground for children. The 90-foot screen is designed for VistaVision and CinemaScope. Amelia Ellis, with her brothers Oney, Eli and Mal, are the owners. Miss Ellis also built and operated the Frayser Drive-In, Frayser, Tenn., which is now operated jointly with Malco, Inc. . . . So successful was the Memphis Variety Club's Bennie Bluestein Memorial benefit for the organization's Home for Convalescent Children, reports Conrad Bach who chairmaned the affair, that plans are now to make it an annual event. Mr. Bluestein, who died Jan. 10, was prominent in raising funds to begin the home.

Closed circuit TV comes to Memphis for the first time when the Warner Theatre presents the Marciano-Cockell championship bout. Mgr. Eli (Slim) Arkin reports advance ticket sales splendid, with all seats going at $3. . . . "Blackboard Jungle," which opened at Loew's State after having been banned by Memphis and Shelby County Board of Censors, was held over for a second week. The Board relented after a suit was threatened by Columbia on the banning of "Bamboo Prison," deciding that "Blackboard

MEMPHIS (cont'd.)

Jungle'' could be shown to adults only. Arthur Groom is mgr. of the State. . . . Rison Theatre, Rison, Ark., is now under operation of Mrs. Van Sadler, who formerly leased it to Bertram Wilson.

MIAMI

Wometco will honor Claude Naughton and Walter Klements at the annual Old Guard banquet, at which Sid Meyer will present watches to the two for 20 years in the Wometco family. . . . Troupers Club will sponsor the anuual Wometco employees picnic to be held at Crandon Park. . . . North Andrews Drive-In had a courtesy contest for employees, won by Billie Holder and Harold Farnell, who were rewarded with a day off. . . . Walter Klements keeps Miami's only art theatre, the Mayfair, playing to full houses by running sneak previews and buying what the audiences like.

Flagler Theatre becomes the only Spanish language house in Miami. Owner-mgr. Oscar Pamirez made the split policy change after demands from University of Miami students. Booker Alda Pederson is in Mexico City to buy coming attractions. . . . Tom Cappuzzi resigned as mgr. of Florida State's Sheridan Theatre. Sam Rowlands, who managed the Boulevard, succeeds Cappuzzi, and David Payne will manage the Boulevard. . . . Wm. Rosser is new asst. mgr. at the Normandie; Paul Heppner in same capacity at the Trail.

MILWAUKEE

The Fox-Wisconsin Theatre celebrated its 31st anniversary with a big stage show featuring four local disc jockeys, Bob Stevens and his orchestra, Geraldine Brooks who was in town doing a play, Arthur Murray dancers, a men's style show and a contest in which 31 anniversary dollars were given away. . . . The UA exchange here took third place in their zone during a recent company drive. . . . Gran Ents, are moving to Suite 112-A, Bayshore. . . . Fred Meyer sold his theatres at Rice Lake and Laydsmith. . . . Hugo Vogel, Ben Marcus and Sam Kaufman attended the Variety International convention in Los Angeles.

Mrs. W. Bucholtz, Trenary, Mich., has taken over the B&D Drive-In at Rapid River, Mich. . . .The Century Theatre is promoting its Foreign Film Festival, running Wed. and Thurs. nights through June 23. . . . Erv Clumb, mgr. of the Riverside Theatre, was named ''Personality of the Month'' by Milwaukee Better Films Council. . . . Harold Pearson, exec. secy. of Wisconsin Allied, was invited to the recent exhibitors meeting held at Bruce, Wis. . . . A. Wickham is now operating the Highway Drive-In at Hustisford. . . . The Theatre in Campbellsport was taken over by Ken Shock.

MINNEAPOLIS

Wm. Knowles, former asst. at the Orpheum, Mpls., has been named mgr. of the RKO Pan, replacing Howard Walsted, resigned. Richard Olson transfers from asst. at the Orpheum, St. Paul, to replace Knowles at the Orpheum here. . . . Fred Haley, asst. shipper at 20th-Fox, became a grandfather for the first time. . . . "Strategic Air Command" is set to open May 20 at Radio City Theatre here and the Paramount, St. Paul, with co-operation from the U.S. Air Force, according to Arnold Shartin, Paramount office-booking mgr. . . . Hilltop Drive-In has a new wide screen made of fluted aluminium, said to be free of imperfections, with all seams completely sealed.



Shown here (l to r) at M-G-M's Ticket Selling Workshop in Oklahoma City, are Ralph Drewry, gen. mgr., Downtown Theatres, Tulsa; Henry S. Griffin, pres., Video Independent Theatres, Okla. and Tex.; Cliff White, Video's head film buyer, and Frank McCabe, booker; Charles Bourdelais, Coca Cola Co., Atlanta, Ga.

''Blackboard Jungle'' set a new house record in its first week at the loop Gopher. . . . The World, loop art house, which is undergoing extensive remodeling and redecorating, is not expected to reopen until around July 1. Meanwhile, theatre offices have been moved to the Northwestern Federal bldg. . . . Some 40 exhibitors from all over the Upper Midwest, as well as Manitoba and Ontario, Canada, attended M-G-M's Ticket Selling Workshop which followed the North Central Allied convention. Speakers included Mike Simons, director of customer relations for M-G-M, Emery Austin, exploi. dir.; and exhibitors Joseph Bugela, Greensbury, Pa.; Vic Sicilia, Muncie, Ind.; James Gaylard, Troy, Ala.; Paul Ricketts, Holyrood, Kans., and Ivan Fuldauer, M-G-M midwest press representative.

NEW HAVEN

An anti-trust suit, claiming $2,000,000 in trebled damages, has been filed by Boston attys., George S. and W. Bradley Ryan, for Miriam Z. Lewitt, owner of the Strand Theatre, Plainville, against the eight majors, claiming an illegal structure of runs, clearances and availabilities and charging theatres in Bristol, New Britain and Hartford with conspiracy, monopoly and restraint of trade. There are no exhibitor defendants as case was filed in Federal District Court of New Hampshire. . . . Shep Bloom, new branch mgr. for 20th-Fox, moved his family in from Philadelphia.

Hartford Theatres Circuit installed automatic phone answering service, which provides feature, cast and time information during non-performance hours, at the Art, Central, Colonial, Lenox and Lyric. . . . Benedict Kupchunos, who has theatre interests in South Windsor, was appointed Judge of the Town Court by Gov. Ribicoff. . . . Harry Feinstein, S-W zone mgr., dropped weekday matinees at the first-run State, Manchester. . . . Brookie LeWitt of LeWitt Theatres, New Britain, has a new daughter, named Ellen Susan. . . . Conn. premiere of "Strategic Air Command" at the Allyn, Hartford, on May 26, will be given a sizable sendoff by military recruiting forces in the state.

A June 15 opening is aimed at for the new $600,000 Meadows Drive-In going up in the North Meadows section of Hartford. Leased by Smith Mgmt. Corp. of Boston, a first-run policy is indicated and plans call for installation of 800 in-car heaters later in the season. . . . Teresa Locatelli, named mgr. of the E. Hartford Family Drive-In, is the area's first woman drive-in mgr. She replaces Anthony Scavatto, resigned. . . . Immediate construction of a 304-car, seven-story garage in downtown New Haven, announced by the City Parking Authority, is eagerly anticipated by downtown theatre interests. . . . James White of the Plaza Theatre, Windsor, married Lillian Avery of Windsor.

NEW YORK

Martin Levine, Brand Theas. exec., has been named chairman of the Fourth Annual Film Industry Golf Tournament sponsored by Cinema Lodge at the Vernon Hills Country Club, Tuckahoe, on June 9. Reservations at $20 for the day, including green fees, luncheon and banquet dinner, can be made at the Cinema Lodge office, 229 W. 42nd St. Pres. Max E. Youngstein stresses that the Cinema Lodge tournament is the only industry event of this type scheduled for the season. . . . Gerald M. Palmier, formerly gen. mgr. for Eastern Drive-In Theas., New Jersey, was appointed dist. mgr. for Smith Mgmt. theatres in N. J. and N. Y.

Consolidated Film Industries, film processors, is readying a new plant at 521 W. 53rd St., designed by Albert A. Duryea, resident mgr. of the company's Fort Lee plant and in charge of all East Coast operations. Scheduled to go into operation this fall, the new plant will utilize the most modern optical and electric equipment and will be headed by Arthur Howard, who has been associated with Consolidated since 1917.

PHILADELPHIA

Viking Theatre outbid other first-runs for "Not As A Stranger." Picture is scheduled to open July 1. . . . Studio has booked "Marty" for next month. . . . Park Theatre in Scranton and the Majestic in Carbondale have shuttered. . . . John Quinlivan, RKO booker, resigned as part of the company's retrenchment program. . . . At annual luncheon of Philadelphia Motion Picture Preview Group, awards and citations were presented to pioneer exhibitors Alexander Boyd, Frank Buhler and Louis Goldsmith, Boyd Ents., and Wm. C. Gehring, exec. asst. sales mgr. of 20th-Fox. . . . Don Weiner, son of Columbia dist. mgr. Hary Weiner, became engaged to Marilyn Green, daughter of Jack Green, Majestic Press.

"Green Scarf," having a long run at the Green Hill Theatre, was called "sleeper of the year" by Frank Brookhouser, local columnist. . . . Charles Weitz takes over the Italia from Ralph Schwartz as of May 15. Allied MPT Service will handle the buying and booking. . . . Alvin Kosoff, local salesman for 20th-Fox, is going to Albany in a sales position for the company. Reported that Gene Gantz, RKO salesman, will succeed him. . . . Nate Migram's DeLuxe Booking & Buying Service, is now handling the Pix in Mifflinburg and the C.V. in Shippensburg. The C.V. is the former State Theatre, which burned down last July. It was rebuilt with a CinemaScope screen and other improvements and reopened May 12.

Dave Rosen, independent distributor, is

PHILADELPHIA (cont'd.)

now handling the Pittsburgh territory, as well as Philly, for some of his accounts. . . . Leo Goldstein, Samuel L. Hyman, Samuel L. Lerner, Arnold R. Orsatti and Morton J. Sablosky are new members of Variety Tent #13. Johnny Night, which is sponsored by Tent 13 in conjunction with the Phila. Daily News, set for June 1, will be the game between the Phillies and Chicago Cubs. . . . Milt Young, Columbia exploiteer, underwent minor surgery at Graduate Hospital.

PITTSBURGH

A $450,000 anti-trust suit was filed in Pittsburgh Federal Court for the Park Theatre, Johnstown, which was operated by the Panagotacos family from 1932 until Dec. 1951, against seven leading film companies and Stanley Warner Corp., operators of the Majestic Theatre in Johnstown. Plaintiffs contend film companies suppressed competition in Johnstown. . . . The Penn Lincoln Drive-In, which was practically wrecked by the big wind last month, is back in operation. . . . Dependable Drive-In was forced to go back to general picture policy after their art movies didn't pay off.

The Film Row gang will bring Al Levy back to town from Boston on May 16 for a testimonial dinner at the Roosevelt Hotel. Levy was recently transferred to Boston as mgr. of the 20th-Fox exchange. Nat Rosen, who replaces him here, returned to Albany to be guest of honor at a big testimonial dinner there. . . . Gertrude Flynn of the UA staff, is engaged to Frank Rothen of Butler.

PORTLAND

Interstate Theatre Equipment Co. has been acquired by John D. Peterson, formerly branch mgr. for Modern Theatre Supply. Interstate was formerly owned by Frank Becker, who has retired after 32 years in the business. Jack Barber replaces Peterson at Modern. . . . Hall Baetz, well known theatre mgr. who has worked closely with PTA groups in scheduling children's film fare, got four independent theatre operators to form a temporary "Davy Crockett" circuit to play the reissue and all garnered good returns. The Disney version is not due to arrive for several weeks.

Jesse Jones of small theatre chain in Oregon announced that F. D. Harrington has become his assistant, replacing "Chuck" Charles who recently took over the Camas Theatre at Camas, Wash. . . . Roseway Theatre, Portland presented mothers with Hawaiian everlasting woodrise crosages on Mothers Day. Hamrick theatres gave free admissions to mothers over age 60.

ST. LOUIS

Floyd Hauhe and Vernon Miller, who bought the 500-seat State Theatre at Alton, Ill., have started on an extensive remodeing program. . . . Nox Theatre, New Haven, Ill., which was closed April 1 by Elmer Quesstell, reopened under management of Henry Alsher. . . . At Kansas, Ill., the Merchants Theatre, 200-seater, reopened with support of local merchants. . . . Outdoor Drive-In at Decatur, Ill. reopened for season with a 110' aluminum facing Manco screen. . . . Columbia Amuse. Co., Paducah, Ky., headed by Leo Keiler, received an FCC permit to install, maintain and operate a TV station there. The firm is presently constructing a twin-screen, 1000-car ozoner in W. Paducah.

Charley Goldman and Jules Leventhal closed their 500-seat Lincoln at Kinloch Park here. Also closed is the 200-seat Ashland at Ashland, Ill., by owner Arthur Samore; 482-seat Lyric at Casey, Ill., because of illness of owner Paul Musser; 475-seat Carol at Kevil, Ky., by owner Wayne Lindsey; 200-seat Meta at Meta, Mo., operated by Mr. & Mrs. Earl Chestnut. . . . Myra Stroud, MITO managing secy., and Kenneth Herth, director, visited Rolla, Lebanon and other Mo. towns in behalf of MITO's current membership drive. . . . The Unfair Film Rentals Committee of MITO is coordinating replies to its questionnaire on the subject, received from area theatre owners.

Recent benefit for the Amusement Employees Welfare Fund of St. L. and County netted $687 for the fund. . . . Loew's State will telecast the Marciano-Cockell bout on May 16. . . . Paul Krueger and Arthur Atkinson, pres. of the Wabash, toured downtown St. L. aboard the new South Twin Drive-In's kiddie train, to promote grand opening of its playgrounds and other facilities. . . . Harry Wald was the winner and Ben Mandel the runner-up in the local Variety Club's first annual gin rummy tourney.

The new 500-car ozoner near Marion, Ill., to be owned and operated by Stewart Cluster, is being fitted out with a 40' cafeteria-type concessions bar. . . . Pete Martin, mgr. of the Richmond Theatre here, made Bob Goddard's "Snappy Dressers" column in the Globe-Democrat. . . . Some drive-ins in this area are admitting carloads of patrons for $1, calling them "Buck Nights" and "Guest Nights." . . . Under an arrangement with local merchants, Kermit A. Buchur reopened the 266-seat Neoga Theatre at Neoga, Ill.

Marvin Stott reopened the 300-seat Dupo Theatre at Dupo, Ill., formerly owned by Mrs. G. Forristall. Mrs. Forristall sold her 400-seat Maple at Maplewood Park, Ill. to Menard & Buff. Lawrence Menard will manage. . . . M. W. Jessup, owner of the Merchants Theatre Bldg., Kansas, Ill., is thinking of reopening the theatre under an arrangement with local merchants. . . . A plaque in recognition of his efforts in producing and directing the Jewish War Veterns 1954 variety show at Kiel Auditorium was presented to Dion Peluso, mgr. of the Fox Theatre. . . . Charley Beninati's Car-Breeze Drive-In at Carlyle, Ill. is said to have the only porcelain drive-in screen in So. Ill.

SALT LAKE CITY

Horrace Hayes opened the New Sky View Drive-In at Preston, Idaho. He was formerly mgr. of the Liberty Theatre Tremonton, Utah. . . . Bus Campbell, co-mgr. with Rus Daughterman of Associated Film Ex., reports that "Garden of Eden" is breaking records at the Geneva Drive-In, Provo, Utah; Redwood D-I, Salt Lake City, and the suburban Villa Theatre. . . . Daughterman was among local industryites who attended the Variety International convention in Los Angeles. Others included K. Lloyd, 20th-Fox branch mgr.; Al Knox, mgr. Service Thea. Supply; Sid Cohen, mgr. Film Service Supply.

Dick Stafford, chief barker of Variety Tent #38, is busy with plans for the 10th Annual Round-Up which convenes here June 14-17. Included in the program is a big day at Saltair, with proceeds to go to the Heart Fund; Calcutta evening, and a tournament at Meadowbrook Golf Club. The "all-events" ticket sells for $30. . . . Irving Gillman, managing director for ARTCOR Mgmt. Co., reports that a "Favorite Film Festival" is being arranged, to start June 15. . . . Marvin George, mgr. of the Capitol, received some added publicity for his large showhouse when an Electric Cooking School for the public convened there for several days.

SAN FRANCISCO

Vern Paddack's Kings Drive-in at Armona, sold recently to George Petersen, former owner of the Geneva ozoner here. . . . Nate Krevitz resigned as Pittsburgh area dist. mgr., Blumenfeld Theatres, to go into insurance field. . . . Robert Bemis, Walter G. Preddy Supply Co., supervising equipment installation at new Maui Drive-in, first ozoner in the Islands. . . . Bob Apple, mgr. Fox California and U.C. Theatres, Berkeley, won the Oscarama contest, over 12 other houses, for largest attendance at two Kiddie Shows—a trip to Hollywood, lunch at Disney studios and tour of Disneyland with his wife and two young sons.

Bob Patton, who operates the Calaveras Theatre, San Andreas, plans a modern, new theatre for his recently purchased lot in Sonora. . . . Shirley Temple, now Mrs. Charles B. Black, helped launch the fund drive here for the Multiple Sclerosis Society —her older brother was stricken with the dread disease three years ago. . . . Alfred Starr, TOA exec., and George Gaughan, field rep., due here shortly to discuss toll-TV at a general exhibitors meeting.

Don Yarbrough, Fox West Coast pub. dir., appointed to edit the N. Calif. district page for "Showmen," Nat'l. Theatres publication. . . . May 8-14 was proclaimed Motion Picture Week by Mayor Elmer E. Robinson: Dixie Mollet, Telenews Theatre, was chosen Miss Movie Week with Helen Ahoe, secy. at FWC, runnerup. . . . Wedding bells for Charley Holtz, Sequoia and Colonial Theatres, Sacramento, and Wilhelmina Santos on May 14—congratulations. . . . Acc. to mgr. Herman Kersken, customers appreciate the latest lobby innovation at the Fox —a pink shadow box with list of characters in current attraction so viewers can check their identity afterwards.

SEATTLE

Sixty industryites signed up to attend the recent Variety Club organization meeting at which a temporary chairman was to be chosen. Bud Saffle of Saffle Theatre Service was in charge of arrangements. The organization will be dedicated to charity, to include spastic and delinquent children. . . . Bob Parnell, Columbia salesman, left the city for two weeks of active duty with the Air Force. . . . Nat'l Theatre Supply sold new Walker screens, anamorphic lenses and new stage curtains to W. D. Gross'' Coliseum theatres at Sitka and Petersburg, Alaska.

Modern Theatre Supply of Seattle announced that Jack Barber was appointed new mgr. of its Portland office. . . . Dave Dunkle resigned as Republic salesman to become asst. to E. W. Johnson, Grosley and Bendix dealer. Emil Wingard, formerly with National Screen, will replace Dunkle.

Hollywood Production

ALLIED ARTISTS

Shooting

NIGHT FREIGHT
Cast: Forrest Tucker, Barbara Britton, Keith Larsen, Thomas Gomez.
Producer .....Ace Herman
Director .....Jean Yarbrough

GUN POINT
(CinemaScope) (Technicolor)
Cast: Fred MacMurray, Dorothy Malone, Walter Brennan.
Producer .....Vincent Fennelly
Director .....Alfred Werker

Cutting

WICHITA
(CinemaScope) (Technicolor)
Cast: Joel McCrea, Vera Miles, Keith Larsen.
Producer .....Walter Mirisch
Director .....Jacques Tourneur

FINGER MAN
Cast: Frank Lovejoy, Forrest Tucker, Peggie Castle, Marjorie Garretson.
Producer .....Lindsley Parsons
Director .....Harold Shuster

LAS VEGAS SHAKEDOWN
Cast: Dennis O'Keefe, Coleen Gray, Charles Winninger, Thomas Gomez, Mary Beth Hughes, James Millican.
Producer .....William F. Broidy
Director .....Sidney Salkow

SPY CHASERS
Cast: Leo Gorcey, Huntz Hall, Lisa Davis.
Producer .....Ben Schwalb
Director .....Edward Bernds

TIMESLIP
(ToDon Productions)
Cast: Gene Nelson, Faith Domergue, Joseph Tomelty, Vic Terry, Donald Gary.
Producer .....A. C. Snowden
Director .....Ken Hughes

THE BODY SNATCHERS
Cast: Kevin McCarthy, Dana Wynter, Carolyn Jones.
Producer .....Walter Wanger
Director .....Don Siegel

PHENIX CITY
(Shooting in Phenix City, Ala.)
Cast: Richard Kiley, John McIntire, Kathryn Grant, Lenka Peterson, Edward Andrews, James Edwards, John Larch, Biff McGuire.
Producers .....Samuel Bischoff and David Diamond
Director .....Phil Karlson

COLUMBIA

Shooting

LAST FRONTIER
(Technicolor)
Cast: Victor Mature, Guy Madison, Robert Preston, Anne Bancroft, James Whitmore.
Producer .....William Fadiman
Director .....Anthony Mann

THE HOUSTON STORY
Cast: Lee J. Cobb, Edward Arnold, Barbara Hale, Jeanne Cooper, Paul Richards, Chris Alcaide.
Producer .....Sam Katzman
Director .....William Castle

MARSHAL OF MEDICINE BEND
(Scott-Brown Productions)
Cast: Randolph Scott, Angela Lansbury, Jean Parker, Warner Anderson, Ruth Donnelly, Jeannette Nolan, Michael Pate.
Producer .....Harry Joe Brown
Director .....Joseph H. Lewis

COCKLESHELL HEROES
(CinemaScope) (Technicolor)
(Warwick Productions)
Cast: Jose Ferrer, Trevor Howard, Victor Maddern, Anthony Newley, Peter Arne.
Exec. Producers.....Allen and Broccoli
Producer .....Phil C. Samuel
Director .....Jose Ferrer

JOE MACBETH
(Film Locations Inc.)
(Shooting in London)
Cast: Paul Douglas, Ruth Roman, Bonar Colleano.
Exec. Producer.....Mike Franovich
Producer .....George Maynard
Director .....Ken Hughes

Cutting

MY SISTER EILEEN
(CinemaScope) (Technicolor)
Cast: Janet Leigh, Betty Garrett, Jack Lemmon, Aldo Ray, Kurt Kasznar, Bob Fosse, Tommy Rall.
Producer .....Fred Kohlmar
Director .....Richard Quine

MASSACRE AT MOCCASIN PASS
Cast: Phil Carey, Audrey Totter, Charlita.
Producer ..... Wallace MacDonald
Director ..... Fred S. Sears

THE MAN FROM LARAMIE
(CinemaScope) (Technicolor)
Cast: James Stewart, Arthur Kennedy, Cathy O'Donnell, Aline MacMahon, Donald Crisp, Alex Nicol, Wallace Ford, James Millican, Gregg Barton, Jack Elam, John War Eagle.
Producer .....William Goetz
Director .....Anthony Mann

BRING YOUR SMILE ALONG
(Technicolor)
Cast: Frankie Laine, Keefe Brasselle, Connie Towers, Lucy Marlowe, William Leslie, Ruth Warren, Bobby Clark, Jack Albertson, Bob Hopkins.
Producer .....Jonie Taps
Director .....Blake Edwards

SGT. O'REILLEY
Cast: Aldo Ray, Mitsuko Kinura, Phil Carey, Dick York, Chuck Connors.
Producer .....Fred Kohlmar
Director .....Richard Murphy

QUEEN BEE
Cast: Joan Crawford, Barry Sullivan, John Ireland, Betsy Palmer, Lucy Marlow.
Producer .....Jerry Wald
Director .....Ranald MacDougal

RENEGADE ROUNDUP
Cast: Bill Williams, Adelle August, Tex Ritter, Movita.
Producer .....Wallace MacDonald
Director .....Fred F. Sears

INDEPENDENT

Shooting

WETBACKS
(Pacific Coast Pictures)
Cast: Lloyd Bridges.
Producer-Director .....Henry McCune

Cutting

RETURN OF COLUMBUS
Paal-Real Film Productions
(Shooting in Germany)
Cast: Paola Loew, Eva Kerbler, Sydney Chaplin, Charles Chaplin, Jr., Ursula Herking.
Producer .....Alexander Paal
Direetor .....Alexander Paal

THE BEAST OF HOLLOW MOUNTAIN
(Nassour Studios)
Cast: Guy Madison, Sarita Montiel.
Producers.William and Edward Nassour
Director .....Edward Nassour

GENTLEMEN MARRY BRUNETTES
(Russfield-Voyager Productions)
(Technicolor) (Shooting in Paris)
Cast: Jane Russell, Jeanne Crain, Scott Brady, Alan Young, Rudy Vallee.
Executive Producer.....Robert Bassler
Producers .....Richard Sale and Robert Waterfield
Director .....Richard Sale

CHARGE OF THE RURALES
(AnscoColor)
(Montezuma Productions)
(Shooting in Mexico)
Cast: Dane Clark, James Craig, Martha Roth, James Fernandez.
Producer .....Robert L. Lippert, Jr.
Director .....Louis King

EXHIBITOR PRODUCED PICTURES
Lippert
PRACTICAL PROFITABLE PRODUCTS

Cutting

THE GLASS TOMB
(Executive Films for Lippert release)
Cast: John Ireland.
Producer .....Anthony Hinds
Director .....Montgomery Tully

METRO-GOLDWYN-MAYER

Shooting

QUENTIN DURWARD
(CinemaScope) (Color)
(Shooting in London)
Cast: Robert Taylor, Kay Kendall, Robert Morley.
Producer .....Pandro S. Berman
Director .....Richard Thorpe

BHOWANI JUNCTION
(CinemaScope) (Color)
Shooting in Pakistan)
Cast: Ava Gardner, Stewart Granger, William Travers, Francis Matthews, Abraham Sofaer, Peter Illing.
Producer .....Pandro S. Berman
Director .....George Cukor

GUYS AND DOLLS
(CinemaScope) (Technicolor)
Cast: Marlon Brando, Jean Simmons, Frank Sinatra, Vivian Blaine, Robert Keith.
Producer .....Samuel Goldwyn
Director .....Joseph L. Mankiewicz

TRIAL
Cast: Glenn Ford, Dorothy McGuire, Arthur Kennedy, John Hodiak, Kathy Jurado, Robert Middleton, Juano Hernandez, Rafael Campos, John Hoyt.
Producer .....Charles Schnee
Director .....Mark Robson

TRIAL
(CinemaScope)
Cast: Glenn Ford, Dorothy McGuire, Arthur Kennedy, John Hodiak, Katy Jurado, Robert Middleton.
Producer .....Charles Schnee
Director .....Mark Robson

FORBIDDEN PLANET
(CinemaScope) (Color)
Cast: Walter Pidgeon, Anne Francis, Leslie Nielsen.
Producer .....Nicholas Nayfack
Director .....Fred Wilcox

DIANNE
(CinemaScope) (Eastman Color)
Cast: Lana Turner, Pedro Armendariz, Marissa Pavan.
Producer .....Edwin Knopf
Director .....David Miller

Cutting

THE COBWEB
(CinemaScope) (Color)
Cast: Richard Widmark, Lauren Bacall, Gloria Grahame, Charles Boyer, Lillian Gish, John Kerr, Oscar Levant.
Producer .....John Houseman
Director .....Vincente Minnelli

THE KING'S THIEF
(CinemaScope) (Color)
Cast: Ann Blyth, Edmund Purdom, David Niven, George Sanders, Roger Moore, John Dehner, Isabel Elsom.
Producer .....Edwin H. Knopf
Director .....Hugo Fregonese

THE BAR SINISTER
Cast: Jeff Richards, Jarma Lewis.
Producer .....Henry Berman
Director .....Herman Hoffman

Pine-Thomas Pictures

Shooting

THE TEN COMMANDMENTS
(VistaVision) (Technicolor)
Cast: Charlton Heston, Yul Brynner, Anne Baxter, Yvonne De Carlo, Debra Paget, Nina Foch, Edward G. Robinson, Sir Cedric Hardwicke, Vincent Price, John Carradine, John Derek, Olive Deering.
Producer-Director ....Cecil B. DeMille

ARTISTS AND MODELS
(VistaVision) (Technicolor)
Cast: Dean Martin and Jerry Lewis. Shirley MacLaine.
Producer .....Hal Wallis
Director .....Frank Tashlin

ANYTHING GOES
(VistaVision) (Technicolor)
Cast: Bing Crosby, Donald O'Connor, Jeanmaire, Mitzi Gaynor, Phil Harris, Kurt Kasznar, Walter Sande.
Producer .... ..Robert Emmett Dolan
Director .....Robert Lewis

Cutting

THE DESPERATE HOURS
(VistaVision)
Cast: Humphrey Bogart, Fredric Mareh, Martha Scott, Arthur Kennedy.
Producer .....William Wyler
Director .....William Wyler

WE'RE NO ANGELS
(VistaVision) (Technicolor)
Cast: Humphrey Bogart, Peter Ustinov, Aldo Ray, Joan Bennett, Leo G. Carroll, Basil Rathbone, Gloria Talbott, John Baer.
Producer .....Pat Duggan
Director .....Michael Curtiz

THE SEVEN LITTLE FOYS
(VistaVision) (Technicolor)
Cast: Bob Hope, Linda Bennett, Jimmy Baird, Tommy Duran, David Kasday, Lee Erickson.
Producer .....Jack Rose
Director .....Melville Shavelson

YOU'RE NEVER TOO YOUNG
(VistaVision) (Technicolor)
Cast: Dean Martin, Jerry Lewis, Diana Lynn, Raymond Burr, Nina Foch, Mitzi McCall.
Producer .....Paul Jones
Director .....Norman Taurog

THE ROSE TATTOO
(VistaVision)
Cast: Burt Lancaster, Anna Magnani, Marisa Pavan, Virginia Grey, Ben Cooper, Jo Van Fleet, Flossie Sundstrom, Dorritt Kelton.
Producer .....Hal Wallis
Director .....Daniel Mann

Hollywood Production

THE VAGABOND KING
(VistaVision) (Technicolor)
Cast: Kathryn Grayson, Oreste Kirkop, Sir Cedric Hardwicke, Walter Hampden, Rita Moreno.
Producer .....Pat Duggan
Director .....Michael Curtiz

THE GIRL RUSH
(VistaVision) (Technicolor)
Cast: Rosalind Russell, Fernando Lamas, Eddie Albert, Gloria De Haven, Jimmy Gleason.
Prodeuer .....Frederick Brisson
Director .....Robert Pirosh

RKO RADIO PICTURES

Shooting

TREASURE OF PANCHO VILLA
(SuperScope) (Technicolor)
(Shooting in Mexico)
Cast: Rory Calhoun, Shelley Winters, Gilbert Roland, Joseph Calleia.
Producer .....Edmund Grainger
Director .....George Sherman

BENGAZI
(SuperScope) (Technicolor)
(Panamint Pictures)
Cast: Richard Conte, Victor McLaglen, Richard Carlson, Mala Powers.
Producer .....Sam Weisenthal and Gene Tevlin
Director .....John Brahm

Cutting

PEARL OF THE SOUTH PACIFIC
(SuperScope) (Technicolor)
Cast: Virginia Mayo, Dennis Morgan, David Farrar, Lance Fuller, Mervyn Vye, Lisa Montell.
Producer .....Benedict Bogeaus
Director .....Allan Dwan

THE BOY AND THE BULL
(King Brothers Production)
(CinemaScope) (Technicolor)
(Shooting in Mexico)
Cast: Michel Ray, Fermin Rivera, Rudolpho Hoyos, Joy Lansing.
Producers ....Frank and Maurice King
Director .....Irving Rapper

Republic

Shooting

TWINKLE IN GOD'S EYE
Cast: Mickey Rooney, Coleen Gray, Hugh O'Brian, Donald Barry, Jil Jarmyn, Touch Connors, Joey Forman.
Associate Producers....Mickey Rooney-Maurice Duke
Director .....George Blair

Cutting

MAGIC FIRE
(Trueolor) (Shooting in Munich)
Cast: Yvonne De Carlo, Carlos Thompson, Rita Gam, Valentina Cortesa, Alan Badel.
Producer-Direetor ....William Dieterle

A FOREIGN ADVENTURE
(Trucolor)
(Shooting in Nassau, Bahamas Islands)
Cast: Yvonne De Carlo, Howard Duff, Zachary Scott.
Associate Producer-Director
Edward Ludwig

LAY THAT RIFLE DOWN
Cast: Judy Canova, Robert Lowry, Jacqueline deWit, Robert Burton, Tweeny Canova.
Associate Producer .....Sidney Picker
Director .....Charles Lamont

THE LAST COMMAND
(Trucolor)
Cast: Sterling Hayden, Anna Maria Alberghetti, Richard Carlson, Arthur Hunnicutt, Ernest Borgnine, J. Carrol Naish.
Assoc. Producer-Director ..Frank Lloyd

THE GUNMAN
(Trucolor)
Cast: Ray Milland, Mary Murphy, Ward Bond, Raymond Burr, Arthur Space, Lee Van Cleef, Douglas Spencer, Alan Hale.
Director .....Ray Milland

JAGUAR
(A Mickey Rooney-Maurice Duke Production)
Cast: Sabu, Chiquita, Jonathan Hale, Barton MacLane, Touch Connors.
Director .....George Blair

20th CENTURY FOX

Shooting

SEVEN CITIES OF GOLD
(CinemaScope) (Color)
Cast: Richard Egan, Anthony Quinn, Michael Rennie, Rita Moreno, Jeffrey Hunter.
Producers .....Robert Webb and Barbara McLean
Director .....Robert Webb

THE TALL MEN
(CinemaScope) (Color)
Cast: Clark Gable, Jane Russell, Robert Ryan, Cameron Mitchell, Emile Meyer, J. Lewis Smith, Robert Adler.
Producers..Wm. Bacher & Wm. Hawks
Director .....Raoul Walsh

Cutting

SOLDIER OF FORTUNE
(CinemaScope) (Color)
Cast: Clark Gable, Susan Hayward, Michael Rennie, Alex D'Arcy.
Producer .....Buddy Adler
Director .....Edward Dmytryk

HOUSE OF BAMBOO
(CinemaScope) (Technicolor)
Cast: Robert Ryan, Robert Stack, Shirley Yamiguchi.
Producer .....Buddy Adler
Director .....Samuel Fuller

"RALEIGH AND THE VIRGIN QUEEN"
(CinemaScope) (Color)
Cast: Bette Davis, Richard Todd, Dan O'Herlihy, Herbert Marshall, Jay Robinson.
Producer .....Charles Brackett
Director .....Henry Koster

HOW TO BE VERY, VERY POPULAR
(CinemaScope) (Color)
Cast: Betty Grable, Robert Cummings, Sheree North, Charles Coburn.
Producer .....Nunnally Johnson
Director .....Nunnally Johnson

THE LEFT HAND OF GOD
(CinemaScope) (Color)
Cast: Humphrey Bogart, Gene Tierney, Lee J. Cobb, Agnes Moorhead, E. G. Marshall.
Producer .....Buddy Adler
Director .....Edward Dmytryk

A MANY SPLENDORED THING
(CinemaScope) (Color)
Cast: William Holden, Jennifer Jones, Gloria Grahame.
Prodcer .....Buddy Adler
Director .....Henry King

UNITED ARTISTS

Shooting

STORM FEAR
(Theodora Productions)
Cast: Cornel Wilde, Jean Wallace, Dan Duryea, Lee Grant, Steven Hill, David Stollery, Dennis Weaver.
Producer-Director .....Cornel Wilde

THE BIG KNIFE
(Aldrich and Associates)
Cast: Jack Palance, Ida Lupino, Shelley Winters, Wendell Corey, Jean Hagen, Rod Steiger, Ilka Chase, Everett Sloane, Paul Langton, Wesley Addy.
Producer-Director .....Robert Aldrich

FORT YUMA
(Bel Air Productions)
Cast: Peter Graves, Joan Taylor, Joan Vohs.
Exec. Producer .....Aubrey Schenck
Producer .....Howard W. Koch
Director .....Lesley Selander

Cutting

THE KENTUCKIAN
(Technicolor)
(Hecht-Lancaster Productions)
Cast: Burt Lancaster, Dianne Foster, Diana Lynn.
Producer .....Harold Hecht
Director .....Burt Lancaster

THE BRASS RING
(Edward Small Productions)
Cast: Farley Granger, Anthony Quinn, Anne Bancroft, Peter Graves.
Producer .....Edward Small
Director .....Maxwell Shane

DESERT SANDS
(Technicolor)
(Bel Air Productions)
Cast: Ralph Meeker, Marla English, J. Carrol Naish.
Exec. Producer .....Aubrey Schenck
Producer .....Howard W. Koch
Director .....Lesley Selander

"THE TOWN TAMER"
(Samel Goldwyn Jr. Producions)
Cast: Robert Mitchum. Jan Sterling, Henry Hull, Karen Sharpe.
Producer .....Samuel Goldwyn, Jr.
Director .....Richard Wilson

Universal International

Shooting

THE KETTLES IN THE OZARKS
Cast: Marjorie Main, Arthur Hunnicutt, Una Merkel, Olive Sturgess, Ted de Corsia, Richard Eyer.
Producer .....Richard Wilson
Director .....Charles Lamont

A TIME REMEMBERED
(Technicolor)
Cast: Rock Hudson, Cornell Borchers, George Sanders, Shelley Fabares.
Producer .....Albert J. Cohen
Director .....Jerry Hopper

AWAY ALL BOATS
(VistaVision) (Technicolor)
Cast: Jeff Chandler, George Nader, Julie Adams, Lex Barker, Keith Andes.
Producer .....Howard Christie
Director .....Joseph Pevney

Cutting

FEMALE ON THE BEACH
Cast: Joan Crawford, Jeff Chandler.
Producer .....Albert Zugsmith
Director .....Joseph Pevney

ABBOTT AND COSTELLO AS THE STUNT MEN
Cast: Bud Abbott and Lou Costello, Fred Clark, Lynn Bari, Frank Wileox, Maxie Rosenbloom.
Produeer .....Howard Christie
Director .....Charles Lamont

LADY GODIVA OF COVENTRY
(Technicolor)
Cast: Maureen O'Hara, George Nader, Victor McLagen, Rex Reason.
Producer .....Robert Arthur
Director .....Arthur Lubin

THE RAWHIDE YEARS
(Technicolor)
Cast: Tony Curtis, Arthur Kennedy, Coleen Miller, William Demarest.
Producer .....Stanley Rubin
Director .....Rudolph Mate

THE SECOND GREATEST SEX
(Technicolor) (CinemaScope)
Cast: Jeanne Crain, George Nader, Kitty Kallen, Bert Lahr.
Producer .....Albert J. Cohen
Director .....George Marshall

WARNER BROS.

Shooting

THE ANIMAL WORLD
(Technicolor)
Producer .....Irwin Allen

PETE KELLY'S BLUES
(CinemaScope) (WarnerColor)
Cast: Jack Webb, Janet Leigh, Edmond O'Brien, Peggy Lee, Andy Devine, Lee Marvin, Ella Fitzgerald.
Director .....Jack Webb

REBEL WITHOUT A CAUSE
(CinemaScope) (WarnerColor)
Cast: James Dean, Natalie Wood, Jim Backus, William Hopper, Ann Doran, Dennis Hopper.
Producer .....David Weisbart
Director .....Nicholas Ray

THE DARKEST HOUR
(Jaguar Prod. Shooting in San Fran.)
(CinemaScope) (WarnerColor)
Cast: Alan Ladd, Edward G. Robinson, Joanne Dru, William Demarest, Paul Stewart, Perry Lopez.
Director .....Frank Tuttle

Cutting

I DIED A THOUSAND TIMES
Cast: Perry Lopez, Walter Abel, Beverly Garland.
Producer .....David Weisbart
Director .....Walter Doniger

JAGGED EDGE
(CinemaScope) (WarnerColor)
Cast: Jack Palance, Shelley Winters, Lori Nelson, Lee Marvin.
Producer .....Willis Goldbeck
Director .....Stuart Heisler


Mickey Spillane's
latest sizzler is his greatest!
TOPS IN THRILLS!
TOPS IN SUSPENSE!
AND TOPS IN BOXOFFICE!
PARKLANE PICTURES, Inc. Presents
KISS ME DEADLY
starring
RALPH MEEKER
with
Albert DEKKER · Paul STEWART · Juano HERNANDEZ
PRODUCED AND DIRECTED BY
ROBERT ALDRICH
Screenplay by
A. I. BEZZERIDES
thru
UA

THE Independent FILM JOURNAL

DEVOTED to the BEST INTERESTS of the MOTION PICTURE INDUSTRY

In this issue

NEWS

[illegible]

REVIEWS

[illegible]

Vol. 25, No. 12 June 25, 1955

[illegible]

MEN IN A TUB

THERE is a feeling of calmer seas in trade circles where only a few short weeks ago the waters were turbulent and muddied with name-calling and cop-calling threats. Nor does this appear to be only a calm that precedes the storm.

There is a feeling that our three men in the tub (exhibitor, distributor and producer), by virtue of recent, close-range discussions, are beginning to understand each other's problems and realize their interdependence. Nobody is rocking the boat.

Allied even joined TOA in a statement expressing the hope that these all-out efforts by exhibition to seek intra-industry solutions of their problems will ultimately bring peace and harmony to our industry. Threats of outside intervention have been quieted.

(See Page 3)



★

M-G-M presents in CINEMASCOPE and COLOR

DORIS DAY · JAMES CAGNEY

as song-star Ruth Etting — as "The Gimp"

in

"LOVE ME OR LEAVE ME"

Co-starring

CAMERON MITCHELL

With ROBERT KEITH · TOM TULLY

Screen Play by DANIEL FUCHS and ISOBEL LENNART

Story by Daniel Fuchs · Photographed in EASTMAN COLOR

Directed by CHARLES VIDOR · Produced by JOE PASTERNAK

★

(Available in Magnetic Stereophonic, Perspecta Stereophonic or 1-Channel Sound)

BUSINESS IS GREAT!

CINCINNATI–Held Over! First week neck and neck with sensational "Blackboard Jungle"!

CLEVELAND – Held Over! Beats "Blackboard Jungle's" happy grosses!

MINNEAPOLIS–Held Over! Tops all M-G-M pictures for past 9 months!

MEMPHIS–3rd Week!

ST. LOUIS–2nd Week!

NEW YORK – Music Hall in 1st week set new single weekday record; also new Sunday record; also new Memorial Day week-end record. 2nd week's gross close to 1st, and 3rd week topping second at press-time.

NEW ORLEANS–Held Over! First week beats "Blackboard Jungle"!

HOUSTON – Held Over! First week second only to "Blackboard Jungle" in past year!

PITTSBURGH–Held Over! First week second only to "Blackboard Jungle" in recent years!

SAN FRANCISCO–Held Over! First week biggest in years tops "Blackboard Jungle"!

MORE! MORE! MORE! – Held Over! Poughkeepsie, Boston (*2 theatres*), Kansas City, Portland, Scranton, Wilkes-Barre, Oklahoma City, Milwaukee and more openings every day are terrific!

★

GROWING! GROWING! DAY BY DAY!

Acclaimed by Redbook, Coronet, Cosmopolitan, Look, Time, Newsweek and Winchell's broadcast rave! SEE LIFE SPREAD CURRENT ISSUE!

June 25, 1955
Vol. 35 No. 12

THE Independent FILM JOURNAL

Editor: MORTON SUNSHINE

DEVOTED TO THE BEST INTERESTS OF THE MOTION PICTURE INDUSTRY

Some distributors have acknowledged justifiable grievances for which remedies may be expected. Progress is in the making.

We hope that when the Joint Exhibitor Committee meetings with distribution heads are completed this same feeling will prevail. There may not be any official pronouncements from some of the parties but a conciliatory attitude could be reflected in policy. However, no one should rightly expect the whole loaf. Both sides should give a little and it will more than substantiate our position that the industry is far better off straightening out its internal affairs rather than resorting to the public press, the courts or legislative halls for that purpose.

"Gasmeter" TV

This week, Rep. Emanuel Celler (N.Y.) introduced a bill in Congress to bar pay-TV from the airwaves with violations subject to criminal penalties. Rep. Frank Chelf (Ky.) proposed a measure making it unlawful for the FCC to decide the question against the public interest. While passage of any such legislation in the closing days of the present session is unlikely, Celler's measure in particular points up the fact that Congress must give the FCC additional direction before that body can make any determination whatsoever on this hotly contested issue.

In so doing, Rep. Celler supported the position of the Joint Committee Against Toll TV and pressed home the arguments that "gasmeter" TV will not guarantee good shows; that it will siphon off the best programs; that it will preempt the peak listening hours; that it will be expensive; that it will reduce listening; that it will divide audiences along economic lines; that it will include advertising anyway; and, of course, that it will not be in the public interest.

Return Your Pledge

Commencing the week of August 15th, theatres around the country will participate in a one day audience collection in behalf of the Will Rogers Memorial Hospital. A two and a half minute trailer featuring Cary Grant will be distributed by National Screen.

This is the industry's own hospital to which all of us can go should the need arise. Its research division is making notable progress in the search for an antitubercular vaccine. Backed by all exhibitor associations, theatre owners are urged to sign and return these pledge cards and extend the collections (as many important circuits are doing) as long as is practicable to turn in a result worthy of the over-all effort.

Generating Showmanship

With a total of more than 7,100 exhibitors from all sections of the country and Canada participating, M-G-M wound up its eight month series of Ticket-Selling Workshops in San Francisco this week. These constructive meetings should not pass into industry history without acknowledgment of their achievement at the grass roots level. Metro is entitled all possible credit for this fine example of customer relations and for generating showmanship at a time when it is most needed.

Pioneer of the Year

The Motion Picture Pioneers have selected Herman Robbins, board chairman of National Screen Service, as Pioneer of the Year and will honor him this fall. Robbins, a distinguished industry leader who shuns the limelight, is nevertheless always in the vanguard of all industry activities clothed in public service. Only those who know him intimately are aware of the many unpublicized services he has performed for charitable and philanthropic causes. The Pioneers can well be proud of their designee for 1955.

* * *

The motion picture industry has joined in the salute to Ed Sullivan on the occasion of his seventh anniversary on television. The Broadway columnist has proven on his program, beyond a question of doubt, that television can serve as a healthy adjunct for motion pictures and vice-versa. A toast to Ed Sullivan!

* * *

The whole town's talking about that Lewis boy (Jerry) and the wonderful manner in which he ingratiated himself with the press during the recent Paramount junket to Brown's in the Catskills for the premiere of "You're Never Too Young."

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Industry Defends Output Before Senate Probers

HOLLYWOOD.—Changes in the industry's output to reduce brutality, sex and sadism in motion pictures will be recommended by Sen. Estes Kefauver's subcommittee on Juvenile Delinquency, according to his announcement following hearings in Los Angeles at which prominent industry spokesmen participated. The subcommittee's purpose was to investigate the possible effects of motion pictures on delinquent behavior.

Industry spokesman stoutly defended their records and Hollywood's Production Code in their testimony, and it was generally agreed that while films portraying sex, violence and crime might have a negative influence on the public, they are not necessarily establishing low standards of juvenile behavior. A psychiatrist, Dr. Frederick J. Hacker, said that "social scapegoat-ism" like to fix responsibility for juvenile delinquency on movies, TV, books, or whatever is handy, but actually none of these have more than a "trigger" role in cases of latent abnormality, and are never their causes.

Recommendations which Kefauver said will be made to the Senate Judiciary Committee include: fewer showings on TV of old films that glorify gangsters; abolishment of scenes which portray excessive sex and brutality; fewer films which show the police in a poor light; fewer films portraying gangsters and teen-age gangs; and possible revisions in the advertising code to play down the emphasis on sex. Kefauver, conducting a one-man hearing, emphasized that his committee did not have industry censorship in mind.

Shurlock Testifies

Geoffrey Shurlock, MPAA Production Code administrator, Roger Albright, director of the MPAA's department of educational services, and Gordon S. White, administrator of the Association's Advertising Code, were among those testifying before the committee.

"In all my years in Hollywood," Shurlock declared, "I have yet to meet a responsible producer who would wish to abolish the system of self-regulation." He added: "I can confidently say that the Code is as strongly supported and as warmly approved in Hollywood today as it has ever been. There are no signs of weakness or wavering." He conceeded that mistakes have been made, but attributed them to "errors of judgment and nothing else."

Albright declared that the industry had resisted the trend toward public acceptance of frank presentations of many facets of human behavior, especially sex, and has "eliminated from motion pictures many types of material which are openly treated in other mass media and entertainment forms."

"We are not at the head of this parade, nor indeed, in the middle of it," Albright said. "We are in fact, far behind, and are rather proud that we are." White strongly defended film advertising approved by the ACA as meeting the "sound test of general acceptability."

Dore Schary, Y. Frank Freeman, Jack L. Warner and Jerry Wald also testified. Schary, vice-president in charge of production at M-G-M, insisted that films reflect public opinion and in some instances "accelerate" the public. He called "The Blackboard Jungle," under attack during the hearing, "an honest report to the nation," pointing out that the film reflects "a rising tide of public opinion against juvenile hoodlumism."

Schary asserted that despite controversies caused by the film, which depicts teen-age terror in a vocational school, it "will do good" in bringing about delinquent correction. It is a proper function of the motion picture producer to make a certain number of films that focus attention on matters of grave concern to the public, Schary said.

Freeman, Paramount studio chief, declared that the industry's Code "safeguards the public, with the assurance that every picture produced will be within the acceptable area." Warner said that it is his belief that delinquency is not due to either films or television, but to the "tough times" in which we have been living.

Metro Enters Video; Fall ABC Show Set

M-G-M has entered the television field, acording to an announcement made this week by Nicholas M. Schenck, President of Loew's Inc. An agreement has been signed with the American Broadcasting Company whereby



N. M. SCHENCK L. H. GOLDENSON

the M-G-M studios will present a weekly half-hour program entitled "The M-G-M Parade." It will start in the fall.

Schenck made the following statement: "Here at M-G-M we have made a study of television and have in mind the point-of-view of motion picture exhibitors. We are now evolving a type of program which will be good popular entertainment and will serve the mutual interests of our customers and ourselves. A portion of our "M-G-M Parade" will be devoted to information about the studio's forthcoming pictures to be played exclusively in motion picture theatres."

Leonard H. Goldenson, President of American Broadcasting-Paramount Theatres, Inc., which is the holding company of which ABC is a division, made the following comment: "The entrance of M-G-M into television marks an advance in the motion picture as well as the television industry. M-G-M will bring to television, I am sure, an outstanding program consistent with its reputation. By devoting a portion of each program to exciting behind-the-scenes stories on forthcoming M-G-M pictures, the public's interest will be stimulated to see these pictures in motion picture theatres. We are looking forward with enthusiasm to the advent of M-G-M on the ABC-TV network."

Press Book Set In COMPO Poll

COMPO's drive to establish the forthcoming audience award polling campaign with the nation's exhibitors received further acceleration this week as a number of developments, highlighted by the distribution of a special campaign book, took place.

The booklet, a 12-page affair, is being sent out to 16,000 theatres via National Screen Service exchanges, according to Robert W. Coyne, COMPO special counsel. It contains a detailed summary of the audience awards plan, together with facsimile formats of the officials ballot and theatre report of votes cast.

Also in the booklet are copies of a selection of newspaper ads which National Screen will make available at prevailing prices. In addition, the booklet carries two pages of suggested press releases and as many pages devoted to promotion and exploitation ideas.

Accessories designated in the campaign book include two trailers, for advance and current use; two 40 x 60 posters; a composite mat and ballot box stickers. Prices of ballots, it was made known, will be subsequently announced.

Judging In Progress

Judging was meanwhile in progress of a host of sketches for possible audience awards trophies. Selection of five from 58 submitted will be made by the advertising and publicity directors of the five major film companies. The full art directors committee of COMPO will then recommend their choices and submit these to COMPO for final approval.

Preliminary judging has already taken place by a jury of nine of New York's most well-known art directors. Final selection will be made in time to have the trophies created for presentation to the poll winners at a public awards ceremony in Hollywood early in December.

The organizational phase of the coming poll drive was steaming foward with the setting up of exhange area meetings of exhibitors and exchange managers for all exchange cities. Elmer C. Rhoden is directing the drive as national campagn chairman.

A Denver meeting took plaee this week. One in New York is set for June 29. Plans call for sessions June 23—New Jersey Allied, Kiamesha Lake, N.Y.; June 29—Edgewater Park, Miss.; June 30—St. Louis; July 14—San Francisco; July 25—Charlotte; July 26—Milwaukee.

(Continued on page 14)

RKO-Teleradio Deal Off

General Teleradio's negotiations for purchase of RKO Radio's extensive film library have apparently fallen through. Home office spokesman said that while official word was lacking, it is understood within the company that the deal is off. Teleradio controls Mutual Broadcasting System and is a wholly-owned subsidiary of General Tire Co.

Skouras In Africa Talks

Spyros P. Skouras, 20th-Fox president and John Schlesinger, head of the Schlesinger Organization, emplaned together this week to Johannesburg, South Africa. Negotiations between their two companies, expected to continue for possible two weeks, would see Fox acquiring a 90 percent interest in some 120 South African theatres.

TOA, Allied To Release Reports Following Talks With WB, U-I

A special report will be issued by TOA regarding trade practice problems as soon as meetings have been held with all distribution companies, according to TOA president E. D. Martin. Earlier, Allied's Emergency Defense Committee asked the Allied board for an extension until July 1 for the writing of its own final report and recommendations. The report will contain findings of the attitude of each company with regards to problems discussed at the meetings, and will discuss the need for "outside intervention," according to Allied.

The joint TOA-Allied committee met with 20th-Fox several weeks ago, and last week held a round of conferences with Paramount, Columbia, M-G-M and RKO about exhibitor grievances. Additional meetings are scheduled with Universal and Warner Bros. momentarily.

Asked whether the TOA board would meet following completion of the conferences, Martin replied that would depend on their outcome. He stressed that he could not spell out TOA policy at this time, nor draw conclusions.

The meetings, however, were marked by subsequent announcements in conciliatory and friendly terms. George Weltner, head of world-wide sales for Paramount, said he assured the committee that his company would take under "extremely friendly advisement" their presentation of exhibitor problems, particularly in theatres grossing under $1,000 a week.

Montague Disagrees

Abe Montague, Columbia vice-president, while stating he "did not agree" to participate in arbitration of film rentals, and had urged "reconsideration" of Allied's position on both conciliation and arbitration, was "hopeful" and "delighted to sit in constructive session" with the committee members. "It is far better," he said, "that these problems be discussed in the confines of an intra-industry session than in the public press or in the legislative halls."

National Allied and TOA, in a joint announcement, expressed the hope that "this all-out effort . . . will ultimately bring about peace and harmony to our industry." M-G-M and RKO did not comment publicly on the outcome of their meetings.

Weltner's statement added that the exhibitor representatives had outlined their "serious" problems, particularly those facing the "small theatre owner," and the necessity for "an honest and sincere effort to arrive at a means of easing these problems and to achieve greater understanding between the fields of distribution and exhibition."

When pressed by the exhibitor spokesmen for specific and immediate changes in sales policy, Weltner replied that he was in no position to comment specifically at that time. Upon his return from a business trip to Europe early in July, he said, he will devote his efforts to exploring possible solutions.

The Paramount executive pointed out that he was not yet completely familiar with the domestic sales situation, having so recently added the domestic field to his world-wide sales duties, but that he is currently in the process of visiting all domestic exchanges to familiarize himself personally with industry as well as company matters on the domestic level.

Montague revealed that many topics of "industry controversy" were discussed in his meeting with the Allied-TOA committee, "On certain topics," he said, "such as national sales policies; continuity of product; the selling to small theatres on an equitable flat rental basis, and the development of new personalities, I was in complete agreement with the committee. I was able to assure them that Columbia Pictures would lend every possible effort to further these policies in complete cooperation with their respective groups."

As to print purchase, Montague said that he explained "the tremendous economic problem" involved. "I respectfully asked for the

(*Continued on page 8*)

TOA, Allied Merge In Oklahoma

As exclusively predicted in THE INDEPENDENT two weeks ago, United Theatre Owners of Oklahoma has been formed in Oklahoma City, after a merger of Theatre Owners of Oklahoma, a TOA affiliate, and Allied Theatre Owners of Oklahoma, a National Allied affiliate. Whether UTO will affiliate with either TOA or Allied has not been determined. Present plans call for attendance at the national conventions of both organizations, with a decision on affiliation to follow.

Earl Snyder, formerly treasurer of ATO, is chairman of UTO, with E. L. Thorne, ex-president of TOO, president of the new organization. Other officers include Bernard J. McKenna, Jr., vice-president; Ray Hughes, secretary; and Claude Motley, treasurer.

Rep. Celler Bill Entry Presages Full Congressional Airing Of Pay-TV Issue

A bill to outlaw pay-television has been introduced in the House of Representatives by Rep. Emanuel Celler (Dem., N. Y.), thereby assuring full discussion of the widely-publicized controversy before Congress. Various quarters have argued that the FCC, which asked for comments about the merits of the various toll-TV systems, does not have the authority to hand down final approval or disapproval.

Another Congressman, Rep. Frank Chelf (D., Ky.) introduced a bill to make it unlawful for the FCC "to decide the question of subscription television against the expressed will and desire of the great American public." Chelf said he is not advocating pay-TV and is not against free television.

The anti toll-TV Committee, Columbia Broadcasting System and the National Association of Radio and Television Broadcasters, requested the FCC this week to move the date for rebuttal of testimony from July 11 to September 9. Zenith, Skiatron and International Telemeter did not participate in the request, but according to reports, do not intend to oppose the move.

"The television spectrum is limited," Celler said. "It is in the public domain and the interest of the public should therefore come first. The interests of the telecasters are secondary." He assailed subscription television as a device which would "reduce listening by blacking out" channels which are now free, siphon off programs which are now free, divide TV audiences along economic lines, and cost the average family between three and five dollars per week.

TV does not suffer from a lack of money today, he argued, but rather from a lack of talent which money can't buy. Pay-TV would take over the best evening hours as well as the most popular free shows, with prices based on what the traffic would bear, he charged. Neither would pay-TV eliminate advertising, since "people like Walter O'Malley of the Brooklyn Dodgers are openly indicating that advertising is a planned part of pay-TV. Thus some of the inane, inept, if not insane TV commercials will still be with us."

Celler asserted: "The proponents of toll TV talk about only what free television has not brought to the public. . . . All it needs is time to grow. Let's not be impatient."

Film producers and MPAA were attacked bitterly this week for their failure to oppose pay-TV in a joint statement issued by Trueman T. Rembush and Alfred Starr, co-chairmen of the Committee-Against-Pay-As-You-See TV. The statement followed a two-day meeting of the Committee, at which strategy was discussed in preparation for filing with the FCC of a rebuttal statement by the exhibitors.

Rembusch and Starr, in a statement which was often threatening in tone, concentrated mostly on Paramount, whose Telemeter is one of the three competing pay-TV systems. The statement said: "If Paramount is going to sell the output of its studio through its Telemeter exhibition outlet in preference to its long-time theatre customers, exhibitors should now prepare to strengthen and increase in every possible way those sources of supply which can be counted on to deliver its films to the present market."

At another point "distribution" was re-

(*Continued on page 8*)

Pontiff Urges Restraint, Halt To "Unworthy" Films

ROME.—Pope Pius XII this week asked a halt to "unworthy" films and urged that the film industry exercise restraint as an alternative to censorship by public authorities. Speaking in the Basilica of St. Peter's to representatives of the Italian film industry, the pontiff said it is undoubtedly right for public authorities to "exercise due intervention" to check or hinder the most dangerous influences that may derive from improper films."

He said that films, so apt to uplift or degrade man, could not be left alone or dependent on purely economic interests.

Renewed COMPO Tax Fight Seen Possible, McGee Tells Conclave

If the political winds blow in the right direction, COMPO may seek further relief from the federal excise tax, according to Pat McGee, TOA vice-president and co-chairman of COMPO's tax relief committee. Speaking at the annual convention of the New Mexico Theatre Owners Association, in Santa Fe, McGee said that he and Col. H. A. Cole, the other co-chairman of the COMPO tax group, along with COMPO special counsel Robert Coyne, were planning some strategy for the next Congress. There is no definite plan at present, he said, "but several avenues are being explored."

Drive Spurts

Meanwhile, the American Federation of Musicians, in New York, has stepped up a COMPO-styled campaign against the 10 percent amusement tax. The AFM has authorized the Research Co. of America to conduct a study of the effects of the levy in 45 key U. S. communities, following their five-city tax survey already completed and presented at the AFM annual convention in Cleveland this month.

Following the strategy of COMPO's anti-tax battle, the union's local executives will conduct a grass roots campaign this summer, when they will visit their local Congressmen at home. Enlistment of the cooperation of local theatremen, and hotel and cabaret owners will also be sought.

Exhibs Pick Hoffman

Old Point Comfort, Va.—The Virginia Motion Picture Theatre Association has elected Seymour Hoffman as new president. R. G. Flanary Jr., Syd Gates, F. M. Westfall and Morton G. Thalhimer Jr. are vice-presidents; Roy Richardson, secretary; and William Daalke Jr., treasurer.

'Pacific' For Todd-AO

"South Pacific" will be the second Rodgers & Hammerstein production slated for filming in the Todd-AO process. According to present plans, shooting will begin in June, 1956. "Oklahoma," first Todd-AO presentation, is expected to premiere at the Rivoli in late September.

1984?

Tin cups, pencils and dark glasses were distributed to all exhibitors registering at the Virginia Motion Picture Theatre Association's convention at Old Point Comfort, Va. They were told that if the industry continues to move in the present direction, all exhibitors will surely need them.

Backing for any "practical moves" to insure peace within the industry, and the hope for successful negotiations by the joint Allied-TOA committee was unanimously voted by the board of the Association.

Exhibitors Hear Plea For EFFG Support

Santa Fe, N.M.—A plea for the support of the TOA-sponsored Exhibitors Film Financing Group (EFFG) was made by Pat McGee, TOA vice-president, speaking before the New Mexico Theatre Owners Association. If 24 good pictures a year can be added to the regular flow of product coming from distributors, the industry can realize an additional $300 million in box-office gross, McGee asserted. He said that the estimate had been determined by Sindlinger & Co., business analysts, who say that the industry will lose $18 million in potential revenue in June because of the lack of two additional pictures of box-office merit.

McGee revealed that the trustees of the Cooper Foundation Theatres have authorized him to subscribe for $10,000 in EFFG stock and that he, along with Ed Kidwell and Russell Schulte, have assumed the responsibility of raising a quota of $50,000 in the Denver exchange area.

Theatremen Elect Bullpit

Houston.—Lowell Bullpit has been elected president of the Houston Theatre Owners Association, succeeding Richard Wygant. Bullpit manages the Boulevard Theatre here. James Harris was elected secretary-treasurer of the organization, replacing Jack Groves.

Possibility Of New Schine Trial Looms As Judge Dies

Buffalo.—Because of the death on June 15 of Federal Judge John R. Knight, who presided at the three-month criminal contempt trial of Schine Chain Theatres and 14 other defendants, there is a possibility that the Schine case may be re-tried unless Schine "stipulates" all the evidence in the previous trial, or some sort of settlement is made between the circuit and the Government. Officials of the Justice Department had no comment except to say that the matter requires "careful study."

Justice first brought a Schine complaint before Judge Knight 16 years ago. The case moved up and down through the courts, once reaching the U. S. Supreme Court. In 1949, Schine signed a consent decree, agreeing to dispose of 40 of its 120 theatres. The government last year filed criminal contempt charges against Schine and eight other corporations, alleging violation of the decree.

Second Action Begun

Albany.—For the second time in the past year, the Smalley theatre interests, operating nine upstate houses, have brought legal action against the Schine interests and the major distributors. Latest, move, a $1,500,000 anti-trust suit, was filed in the Utica District court, charging "combinations and conspiracies" and "illegal activities" by which the Smalleys have been "deprived" of product in Johnstown. The earlier suit, asking $2,250,000, concerned Smalley's Norwich theatre.

NEWS BRIEFS

AB-PT Record Firm

American Broadcasting-Paramount Theatres has announced its entry into the field of phonograph records, with Sam Clark, until recently general manager and vice-president of Cadence Records, appointed president of a new AB-PT subsidiary. Clark revealed that the new company, called AM-PAR, will not enter the market "in strength" until the end of the year. AB-PT also owns 35 percent of the giant new amusement park, Disneyland, at Anaheim, Calif., and partially owns Microwave, Inc., manufacturer of electronic equipment.

Universal Net Rises

Universal Pictures reports earnings for 26 weeks ending April 30 of $2,014,960 after taxes, equivalent to $1.87 per share on the 1,015,709 shares of common stock outstanding. For 26-week period ending May 1, 1954 earnings were $1,721,063, equivalent to $1.57 per share on 1,017,334 shares of common stock outstanding.

Hospital Drive Pledged

In 1,043 theatres, both circuit and independent, have already signed pledges to take up special one-day audience collections during the week of August 15th, for the Will Rogers Memorial Hospital and Research Laboratories. According to Sam Rosen, acting for national chairman S. H. Fabian, who is ill, many of the theatres have stated that they will extend collections to two and three days and, in some instances, a full week.

Columbia Stock Split

The board of directors of Columbia Pictures announced a split-up of the outstanding common stock of five shares for each four shares held. The record date for the split-up will be June 30, and delivery date of the additional shares will be July 29. The board then declared an initial quarterly dividend of 30¢ per share payable July 29 to holders of record June 30. Dividend is payable on all the shares embraced in the stock split-up.

Seaton Heads Academy

Hollywood. — George Seaton has been elected president of the Academy of Motion Picture Arts and Sciences, succeeding Charles Brackett. The board of governors also elected Samuel G. Engel first vice-president, Fred L. Metzler second vice-president, Edward P. Powell secretary, Hal Elias assistant secretary, John O. Aalberg treasurer, Jacob H. Karp assistant treasurer, and Mrs. Margaret Herrick executive secretary.

RKO Shorts Slated

Sidney Kramer, RKO Radio short subjects sales manager, has announced five series for release during the 1955-56 season. These include eight documentary RKO-Pathe Specials, a two-reel "Sports" series, and one-reel "Sportscopes" and "Screenliners." From the library of RKO Radio, Kramer will re-release 16 two-reelers, including comedies starring Leon Errol, Edgar Kennedy and Gil Lamb.

REMEMBER **"GENTLEMEN PREFER BLONDES"**? WANT ANOTHER ONE LIKE **"HOW TO MARRY A MILLIONAIRE"**? WASN'T IT GREAT WITH **"THERE'S NO BUSINESS LIKE SHOW BUSINESS"**?

NOW 20TH BRINGS YOU

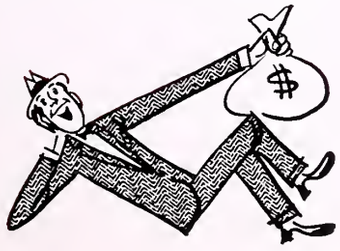
HOW TO BE VERY, VERY POPULAR



Produced, Directed and Screen Play by NUNNALLY JOHNSON

COLOR by DE LUXE · A CINEMASCOPE® Picture

20th Century Fox presents BETTY GRABLE · SHEREE NORTH · BOB CUMMINGS · CHARLES COBURN · TOMMY NOONAN in "HOW TO BE VERY, VERY POPULAR" with Orson Bean · Fred Clark



"It's a pleasure to do business with 20th!"

Celler Bill Presages Full Pay-TV Debate

(*Continued from page 5*)

minded of approximately 400 cases now pending the Federal Courts involving claims of about $600,000,000, involving principally run and clearance. "It is obvious that any distribution system that contemplates licensing first-run motion pictures to Pay-To-See-TV will find itself the target of increasing and endless litigation involving these matters."

Paramount has already figured in "an historic decree" prohibiting it "from simultaneously engaging" in production and exhibition, it was pointed out. "Through Telemeter, Paramount again would become both producer and exhibitor."

Other distributors were reminded that if pay-TV is authorized and they consider entering the market, "the patent is controlled by only one of their number. They might seek access to that untried market only to discover that the patent holder can name its own terms . . . and that the 10 percent of the 90-10 formula would apply to them as it now applies to exhibitors."

The only reason MPAA and distribution in general have remained silent on pay-TV must be that Paramount Pictures dominates the Association, the committee's co-chairmen said. Whether this charge is true or not true, they continued, exhibition is equally entitled to an explanation of MPAA silence on the subject. Exhibitors learned of the silence "with shocked surprise" and it is "utterly fantastic," they said.

TV, Theatres "Different"

Films produced for theatre showings today are entirely different from films produced for the TV audience and "no company is more aware of this fact than Paramount Pictures with its VistaVision," Starr and Rembusch said. So, they continued, "it becomes immediately obvious that the only possibility of financial success for production . . . will lie in a conspiracy among the producers . . . to design a particular kind of product that is not suitable for the motion picture theatres."

James M. Landis, special counsel for Skiatron, forecast that a FCC ruling on the pay-TV issue would be handed down in about a year. He feels that the FCC will take about 3-4 months to "digest" the material filed before June 9, and this should be followed by "certain limited hearings."

In answer to a pay-TV proponent's contention that the public should be freely permitted to decide whether toll-TV should be authorized, Dr. Frank Stanton, CBS president, appearing on Edward R. Murrow's "See It Now" television program, stated that five percent of the audience for a top show could "rock the boat" in such a way that the other 95 percent of the potential listening audience would be forced either to pay or not see it.

Richard A. Mack, Florida Democrat, has been confirmed by the Senate for the FCC seat now held by Frieda Hennock. Mack's term will start on July 1 and will run for seven years.

Sixty-two percent of the people interviewed in Columbus, Ohio were against pay-TV, 27 percent were for it, 10 percent didn't know or said it "depended," and one percent had no opinion, according to a survey made by Elmo Roper and Associates for CBS.

Trio of New England Trust Suits Demand $7,000,000 In Damages

BOSTON.—Three anti-trust suits totalling $7,000,000 have been filed in Federal District Courts in the Boston exchange area. Elsa Amusement Co., Raymond F. Murphy, president, operating the Park Theatre, Woonsocket, R. I. claims treble damages for $2,000,000 against RKO Rhode Island Corp., operators of the RKO Albee Theatre; Loew's Theatre & Realty Corp., operators of Loew's State Theatre; C & F Theatre Co., operators of the Majestic, Fay's and Carleton Theatres; all in Providence; and the major distributors.

Bijou Amusement Co., operators of the Bijou Theatre, Woonsocket, Raymond F. Murphy, president, claimed the same amount against the same defendants. The first suit claims damages from 1945 to the present time; the second from 1938 to the present. Another suit claiming $3,000,000 in treble damages has been filed by Charles Morse and Stanley Rothenberg of Marlboro Amusement Enterprises, operators of the Adams Theatre, Adams, Mass. Suit is directed against Western Masachusetts Theatres, Inc., Theatre Management Corp. and Samuel Goldstein, operators of the Paramount Theatre, North Adams, and the eight majors.

All three complaints charge improper runs and clearances, conspiracy and monopoly. Meanwhile, settlement of an anti-trust suit under which Consolidated Theatres, operators of Plymouth Theatre, Worcester, Mass., receives damages of "six figures" has been agreed upon, according to plaintiff counsel William Gold.

Defendants also agreed to supply first-run product to the Plymouth, which is in competition with Stanley Warner, Loew's and Paramount theatres. Damages totalling around $15,000,000 had been asked.

Zenith Hits Commercials, Fee or Free

The newest item in the merchandise line of Zenith Radio Corp. may have been inspired by Flash Gordon and his disintegrating gun.

According to Zenith, this "electronic miracle" uses the "flash" from a pistol-shaped gadget to switch a television set off-and-on, change channels, or "cut off long-winded commercials." Zenith recently asked the FCC to ban all commercials during pay-TV presentations.

GiveBranchToppers Full Power: Kirsch

CHICAGO.—A recommendation to general sales managers of the distributing companies that they grant "broad and complete authority" to branch managers in their dealings with exhibitors was unanimously proposed by the board of Allied Theatres of Illinois, following the suggestion of president Jack Kirsch. The organization made the proposal to "lessen the prevailing tension" between exhibition and distribution.

The branch manager, being more familiar with his accounts than the home office, is in "a better position" to determine film terms and resolve "misunderstandings," according to Allied. The exhibitor organization complains that at present home offices fix terms "without due regard to economic conditions . . . surrounding a particular exchange area. In the final analysis," it continues, there is no consideration of the exhibitor's ability to pay, and no room left for "any degree of bargaining" between buyer and seller.

The board also endorsed the COMPO National Audience Poll and called for cooperation from all Allied members and other state exhibitors to insure the widest public acceptance of the poll.

Allied, TOA Reports Due Following Talks

(*Continued from page 5*)

group's thinking and advice," he stated, "so that a sounder, more economical basis of print purchase—especially on CinemaScope pictures—could be arrived.

Earlier, Allied's Emergency Defense Committee had recommended that Myers begin active preparations for new Congressional hearings "in order that the desperate condition of the exhibitors and the reasons therefor may be brought to public attention in case the Committee's final report is negative and it appears that the necessary relief cannot be secured by the orderly processes of negotiation and agreement."

RKO Pictures Lists Net

RKO Pictures reported a net profit of $47,737 for the quarter ended March 31, 1955.

Judicial Authority To Cut Treble Damage Payments Slated For Unit Hearings

WASHINGTON.—The House Judiciary Monopoly subcommittee will hold hearings June 29-30 on a bill to permit judges discretionary authority to assess less than treble damages in anti-trust suits, according to Committee sources.

Meanwile, National Allied general counsel Abram F. Myers said he expected to testify in opposition to the proposal. The idea of discretionary damages has been backed by film distributors.

The Senate Judiciary committee this week unanimously approved a bill providing a uniform four-year statute of limitations for private treble-damage anti-trust suits. The measure has already passed the House. A Senate judiciary subcommittee had approved a six-year limit, but the full committee decided to go along with the House recommendation.

At present, the time limit for bringing anti-trust suits is governed by state law, with limits ranging from one to 20 years. Exhibitor spokesmen had proposed a time limit of 4-6 years, while distributor officials had urged a 2-3 year limit.

News From Overseas

Sweden

STOCKHOLM.—More than 40 cinematographer delegates from Russia, Germany, France, Belgium, Czechoslovakia, Italy, the United Kingdom, Sweden and the United States, voted on 14 proposals which will further international exchange of film products.

A U. S. proposal for the cutting and perforating of 35mm film for use in CinemaScope was adopted; safety film definition and methods of testing were agreed upon and an international procedure for marking safety film was launched. A committee was authorized to draft an international standard on multilingual sound tracks.

Seven permanent working groups on wide screen picture standards, film dimensions, screen luminance, reproduction characteristics of magnetic sound, film image area, safety film definition and marking and location and dimensions of magnetic tracks were appointed.

Axel G. Jensen, chairman of the meetings, said, in closing: "The entire success of the world market for motion pictures rests on international standards."

Germany

During 1954 there were 26 color feature films produced in Western Germany as compared to 15 in 1953, and 107 feature films produced as against 103 during 1953, according to a survey prepared by Nathan D. Golden, director, scientific, motion picture & photographic products division, Department of Commerce. Since Aug. 1, 1953, the Motion Picture Credit Guaranty Company has given credit guarantees for a total of 53 features, and is now financing about 25 percent of Western Germany's feature production. The company is scheduled to stop operation on December 31 as there is a strong feeling that a permanent and more satisfactory method of financing should be found.

France

The average film rental for U.S. films in France in 1953 was higher than that for films of any other origin, according to a study by the National Film Center in France. According to the study, U.S. films averaged 45.20 percent and French films, 45 percent. The rental normally ranges from 25-50 percent of the net receipts of the complete program.

Japan

Licenses to use Perspecta Stereophonic Sound on all product have been granted to four of Japan's most important film producers, who together account for more than 80 percent of the feature presentations made in that country. The companies are Shochiku, Nikkatsu, Toho and Toei. A fifth producing company, Daei, is expected to sign up in the near future.

Greece

The total number of paid admissions in the 1953-54 film year in the Athens and Salonika areas of Greece was the highest on record at 28,993,078 and 6 percent higher than admissions for the previous year, according to a report from the U.S. Dept. of Commerce. However, 1953-54 marked a slight decline for the sixth consecutive year in U.S. participation in the Greek market, from 61.14 percent of films released in 1952-53 to 58.87 in 1953-54.

The industry continues to operate with limited capital and technical facilities. Production of full-length feature films during the period June 1953 through April 1954 totaled 21 pictures produced by 14 companies and based on Greek stories. Quality of the picture was considered to be fair.

India

The Indian motion picture industry is rated third largest in the world, after the U.S. and Japan, according to the U.S. Dept. of Commerce. Employing about 100,000 persons, the industry constitutes a major segment of the Indian economy. The role of the U.S. in the nation's film trade is significant, with about 70 percent of all imports, 80 percent of imported equipment, and 10 percent of rawstock of U.S. origin.

The industry, which produced 274 features in 1954, is plagued by a multiplicity of producers and in 1954 the largest number of features produced by any single producer was five. Perhaps the most serious problem that confronts importers of feature films is censorship, according to Commerce spokesman Nathan D. Golden. Censorship is the responsibility of the Central Board of Film Censors and standards are strict. They result in serious cutting of foreign films or even the banning of an entire picture.

China

Only 14 feature-length films were produced in Red China during the past year, with the "drastic curtailment of output" caused by Communist requirements that all Chinese films conform with Communist ideology, according to the U.S. Information Ageney.

Money, Anyone?

Proof that age cannot wither a good exploitation stunt has come from Alabama and Connecticut. For Nat Holt's RKO release, "Rage At Dawn," during its engagement at the Empire Theatre, Birmingham, manager Joe Lackey had a pretty model offering 100 crisp new $1 bills for 79 cents. Naturally it took all day for the attractive Miss to find 100 individuals not too suspicious to pass up the bargain.

Manager Sid Kleper used the same ballyhoo stunt for his Loew's College Theatre, New Haven booking of Columbia's "5 Against The House" and "Tight Spot." Kleper sent a pretty girl along the streets of the city offering a silver dollar to anyone who would give her 90 cents in exchange.

Even those skeptics who refused received free passes to the Empire and College theatres.

Film Coverage Rises

BOSTON.—Theatre interests here are negotiating with publishers of the local newspapers to obtain more space in the amusement pages, requesting more pictorial and editorial coverage, more reviews and interviews with important film personalities. As the result of meetings with top executives of the "Boston Globe," which has morning, afternoon and Sunday editions, film representation has been increased in size with two-column cuts of stars instead of the former one-column cut. Theatre interests are also pressing for news of radio, TV, legit houses, and summer theatres to be pushed off the motion picture pages. Other publishers are expected to follow the cooperative attitude displayed by the "Boston Globe."

Bill Hendricks Named

Bill Hendricks, Warner Bros. publicity director, was elected chairman of the studio publicity directors committee of the Association of Motion Picture Producers. Jack Diamond of Universal-International was named vice-chairman and will succeed Hendricks at the end of the curent term.



Schwalberg Forms New Concern

Alfred W. Schwalberg has announced the formation of his new company, Artists-Producers Associates, Inc., to handle "highly select box office properties," with offices at 745 Fifth Avenue.



SCHWALBERG

First two releases to be handled by the new organization are "Summertime," Lopert Film Production starring Katherine Hepburn and Rossano Brozzi, and 'The Night of the Hunter," a Gregory-Laughton production which stars Robert Mitchum, Shelly Winters and Lillian Gish. Both productions will be released by United Artists.

Schwalberg resigned as president of Paramount Film Distributing Corp. in April to set up his own company.

Monroe R. Goodman has been elected a vice-president of Artists-Producers Associates, Inc. Recently resigned from Paramount, he will work closely with president A. W. Schwalberg on all policy matters for the new company. For the last 25 years, Goodman has held various sales and distribution capacities in both the field and home office of Paramount.

Maybelle Oldenhage has been appointed contract department manager of APA, resigning a similar post at Lopert Film Productions.

Editor Gives Movies Page One Treatment

The 46th in the series of COMPO ads in "Editor & Publisher" publicizes a letter received from Norman Shavin, feature-Sunday editor of the Jackson (Miss.) "State Times," in which he says his paper gives movies "the full treatment." Movies that warrant it are carried on the first page of the "Times," Shavin wrote, "on the simple theory that a truly 'great movie' is page one news.

"We feel people are devoted to their theatres and interested in the folk that occupy stages, screens and manager's offices," he continued. That's why we provide advance art, a time clock daily, reviews of first runs, a regular local column, and supplement this with features and copy from wire syndicates.

Film, Equipment Exports Increase By 36 Percent

Motion picture films and equipment exports in the first quarter of 1955 totalled $11,372,066, a gain of more than 36 percent over first quarter 1954 exports valued at $8,326,675, the Business and Defense Services Administration revealed.

A preliminary compilation showed exports of rawstock up to 134,425,324 linear feet valued at $3,902,906, more than 50,000,000 feet higher than the January-March 1954 exports. Exports of exposed feature films amounted to 91,593,905 linear feet valued at $3,604,538 compared to 68,666,099 feet valued at $2,586,064 in first quarter 1954, and exports of 8 mm. equipment also showed substantial gains.

Catholic Paper Urges Boycott Of Theatres

Permanent boycott of eight neigborhood theatres and four drive-ins in Columbus, O. which showed Howard Hughes' "Son of Sinbad" was urged editorially by the Catholic "Times" following protests by four lay Catholic groups against the showings. The film was presented in Academy circuit houses, and others.

The "Times" commended downtown Columbus theatres for not showing "such a filthy film." Ads for the attraction stated: "'Son of Sinbad' has the seal of approval of the Motion Picture Production Authority" and "Not recommended for children."

Meanwhile, for the third time in a year, the Airport Drive-In, Carter Lake, Ia. has been declared "off limits" for Catholics by Archbishop Gerald T. Bergen of the Omaha Diocese. Quoting the Legion of Decency's condemnation of the film, the Bishop said that if any other theatre in the Diocese shows the film, that theatre will be off limits to Catholics for 90 days.

The drive-in was previously "off bounds" because of their showing of "The Moon Is Blue" and "The French Line." The operators said they regretted "very much" the action taken by the Bishop, but said it was "quite imposible to satisfy everyone with an inflexible point of view."

In Hartford, Conn., cancellation of the regional premiere of "Sinbad" at E. M. Loew's theatre followed a statement by the Most Rev. Henry J. O'Brien, Archbishop of Hartford, sharply criticizing the curent lowering of motion picture moral standards. His statement, read in all Roman Catholic churches in the area, was prefaced by mention of the film's title.

British Nominate Davis

LONDON.—John Davis has been nominated for the presidency of the British Film Producers Association. Davis, who is managing director of the J. Arthur Rank Organization, will replace Robert Clark, whose term is expiring.

Phone Message Stunt Plugs Columbia's "Laramie"

Dial PLaza 7-8570!

In a most unusual promotion gimmick, the movie-goer receives a chance to talk to the star of the picture!

Columbia has hooked up tape recorders to telephone exchanges in 10 key cities and advertised in newspapers that any person who calls such-and-such a phone number will receive a personal message from James Stewart, who talk via recording about "The Man From Laramie."

New York will be hooked to the stunt beginning July 1 and continuing through playdate time for the Columbia release. Newspaper ads will ask readers to dial the number listed above and hear the Stewart spiel. Bill Goetz, producer of "Laramie," is credited with originating this off-beat promotion.

New Appointments . . .

L. D. NETTER JR. will become vice-president of Todd-AO's theatre equipment division on July 1, resigning as sales manager of Altec Service. Netter joined Altec in 1947 and later inaugurated the Altec sales drive contest. Previously, he was sales manager for the non-theatrical film sales department of Pathe Industries.



DAVIS



NETTER

MARTIN S. DAVIS was appointed to the new post of eastern advertising and publicity manager for Allied Artists. Davis will resign his current post July 1 as eastern advertising-publicity head for Samuel Goldwyn Productions, with whom he has been associated for the past nine years, and assumes his new duties July 5. Harry Goldstein, who has been representing John C. Flinn, national ad-public director, in the New York office, will devote his full time to exploitation and be in charge of eastern field activity.

JOHN HORTON, U-I's Washington, D. C. representative for the past six years, will serve as production aide at the studio, working with Edward Muhl, vice-president in charge of production and James Pratt, executive manager.

CARL H. WINSTON has been appointed assistant publicity manager of Columbia Pictures. Winston was formerly a New York newspaper man and free-lance magazine writer.

HARRISON JOHNSTON has been appointed director of Ampex International, newly formed division of Ampex.

ARTHUR HERSKOVITZ has been designated manager of Peru and MELVIN DANIHEISER and MILFORD I. RYDELL, have been appointed as sales assistants in Latin Ameriea - The Far East - Australasia and U.K. -Europe respectively, with RKO's foreign operations.

RICHARD COLBERT has been promoted to the post of Universal branch manager in Portland, Oregon replacing Ernest J. Piro, resigned.

JACK STEPHENSON has been appointed special representative by Alexander Film Co. assigned to the company's sales office in New York.

HOWARD E. KOHN II has resigned as ad-publicity director of Selected Pictures to join Robert S. Aubrey in an independent film production venture.

PAUL S. WILSON will head 20th-Fox's new south east exchange district, headquartered in Atlanta; MARK M. SHERIDAN JR. is promoted to south west district mgr., with offices in Dallas; HENRY F. HARRELL becomes mgr. of new Houston exchange; LLOYD EDWARDS promoted to assistant to southern division sales mgr. Harry G. Ballance, and WILLIAM B. WILLIAMS is elevated to post of Dallas branch mgr.



FROM A GRIPPING BEST-SELLER...FROM POWERFUL PERFORMANCES BY A SUPERB CAST...FROM THE CREATIVE GENIUS OF THE FAMED PRODUCING TEAM THAT BROUGHT "THE CAINE MUTINY COURT MARTIAL" TO THE STAGES OF THE ENTIRE NATION...

...a motion picture that will not be easily matched or forgotten!

the wedding night, the anticipation, the kiss, the knife, BUT ABOVE ALL... *THE SUSPENSE*



PAUL GREGORY presents

ROBERT MITCHUM · SHELLEY WINTERS

in

THE NIGHT OF THE HUNTER

GREAT SCREEN ACHIEVEMENT

co-starring LILLIAN GISH

with JAMES GLEASON · EVELYN VARDEN · PETER GRAVES and Don Beddoe · Gloria Castillo · Billy Chapin · Sally Jane Bruce

Directed by CHARLES LAUGHTON

Screenplay by JAMES AGEE · Based on the novel by DAVIS GRUBB · Produced by PAUL GREGORY

NEW SCREEN EXCITEMENT

THRU UA

Independent Trade Reviews

"Not As A Stranger"

(United Artists) 135 Min.

Cast: Olivia de Havilland, Robert Mitchum, Frank Sinatra, Gloria Grahame, Broderick Crawford, Charles Bickford, Myron McCormick, Lon Chaney, Jesse White, Harry Morgan, Lee Marvin, Virginia Christine, Whit Bissell, Jack Raine, Mae Clarke.

Credits: Produced and directed by Stanley Kramer; Written for the screen by Edna and Edward Anhalt; Based on the novel by Morton Thompson.

When "Not As A Stranger" premieres for national release next month, it will be difficult to find a movie-goer or novel-reader without some awareness of this picture's potential as a major dramatic attraction. United Artists and Stanley Kramer, releasing and producing, respectively, have accorded the film, and the book on which it was based, one of the most extensive promotional drives in motion picture history. The book led the best-seller list for well over a year. Coudensations of the story in major natioual magazines, along with book club distributions, have created "want-to-see" urges in millious. A major advertising campaign which began more than two months ago is utilizing the star name combination of the picture to broaden and strengthen these urges. The end result, so far as the nation's exhibitors are concerned, should be explosive: "Not As A Stranger" packs a more powerful story punch as a picture than it did as a novel.

The theme of the picture is the practice of medicine in America. Events are focussed on a dedicated young general practitioner and his wife, a uurse whom he uarries in order to gain money to pay his way through medical school. The first half of the picture deals with the rigid scholastic traiuing of the physician, together with the loveless courtship he shows for the nurse. After graduation, the physician sets up in a small towu. There he learns the ordeals of his profession, commits adultery with a local temptress, combats the unscrupulous tactics of his colleagues, and goes through several marital crises before his soul is tempered into that of a man who can admit his own mistakes.

The story in the film, like its counterpart of the novel, is imbued with sensatiou. Operation after operation is performed, each more visually excruciating than its predecessor. Malpractice upon malpractice, due either to carelessness or ignorance on the part of the doctors concerned, is exposed. Unrequited love by the wife for her husband, lust between the husband and the temptress, is exploited for logical dramatic effect. And evenly fused with these proceedings



Robert Mitchum and Olivia de Havilland in United Artists' "Not As A Stranger"

is a smattering of social comment on the whys and wherefores of the motives of doctors.

"Stranger" comes through on the screen as a prime example of motion picture teamwork. The performances are satisfactory, with Olivia de Havilland leading the field for her portrayal of the nurse. Here she wears her hair blonde and speaks with a Swedish accent. She carries the big emotional scenes with a maximum of competence, thus capturing the audience all the way. Robert Mitchum, as the dedicated doctor, neatly fills his role. The script, an excellent piece of screen writing, calls for Mitchum to be stern, rarely smiling. To offset the discipline of this portrayal, Kramer wisely cast Frank Sinatra in the role of a friendly colleague. Besides delivering a convincing performance, Sinatra runs off with humorous wisecracks sure to win laughs. Broderick Crawford and Charles Bickford, giving character portrayals as physicians, register strongly. Gloria Grahame, as the temptress, is arresting.

For its 135 minutes of running time, "Stranger" rarely drags. Credit should go to Kramer, who undertook a major task in tackling this picture as his first directorial chore. His narrative pacing is in keeping with the episodic nature of the tale. During the climactic operation sequence, the screen grows charged with an excruciating quantity of melodrama. "Stranger," all told, delivers the goods for any audience and should pile up long first runs and profitable subsequent engagements throughout the nation.

"Land Of The Pharaohs"

(Warner Bros.) CinemaScope-WarnerColor 106 Min.

Cast: Jack Hawkins, Joan Collins, Dewey Martin, Alexis Minotis, James R. Justice, Luisa Boni, Sydney Chaplin, James Hayter, Kerima Piero Giagnoni.

Credits: A Continental Co. Ltd. Production; Produced and directed by Howard Hawks; Written by William Faulkner, Harry Kurnitz and Harold Jack Bloom.



Jack Hawkins and Joan Collins in Warners' "Land of the Pharaohs," CinemaScope-Warner Color

Howard Hawks has delivered an overwhelmingly powerful spectacle in the CinemaScope-WarnerColor "Land of the Pharaohs." This eye-popping entertainment is blessed with an expertly contrived story, solid performing by a group of highly capable actors, a truly great visual sweep and all the romantic and actionful trappings needed to keep things continuously on the move. Filmed largely in Egypt, where one of the most massive casts in motion picture history was assembled, the picture shows how a proud pharaoh, living in 2,900 B.C., maneuvered his people and slaves into constructing a mammoth stone pyramid to house his body and treasure after death. Neatly interwoven with this story line are a number of subplots which spring from the reactions of several intimates and slaves of the pharaoh to his plans. Related against the lore and tradition of ancient Egypt, the story unfolds with breathtaking atmosphere. It is both absorbing and suspenseful to watch. General audience reaction should be tops. Certainly there is more than enough visual and melodramatic meat in "Pharaohs" to compensate for the weak marquee voltage of its name players.

For exploitable fodder, "Pharoahs" supplies a sound quota of sensational goings-on. Shots of cowardly Egyptian warriors being thrown into a pit of salivating alligators are awesome to behold. A sequence in which an assassination is carried out with a charmed snake as the death-doler should hold viewers spellbound. A climax iu which the pyramid is ingeniously sealed is a mammoth spectacle. In the realm of sensuality, a sequence with lithe belly dancers provides a diverting change-of-pace. The appearance of Joan Collins, a British charmer, and Kerima, an Egyptian seductress, in key parts should also help sell tickets. As the pharaoh, Jack Hawkins gives a hearty performance, matched in tone by that of the great Greek actor, Alexis Minotis, who plays the high priest of Egypt. In subordinate male roles, James R. Justice, as the architect of the pyramid; Sydney Chaplin, a disloyal officer of the pharaoh, and Dewey Martin, the architect's son, also are outstanding. Credit Hawks with producing and directing a top-draw spectacle that can more than hold its own with any other costume picture released this year.

"You're Never Too Young"



Dean Martin and Jerry Lewis in Paramount's "You're Never Too Young," VistaVision-Technicolor

(Para) VistaVision-Technicolor 102 Min.

Cast: Dean Martin, Jerry Lewis, Diana Lynn, Nina Foch, Raymond Burr, Mitzi McCall, Veda Ann Borg, Margery Maude, Romo Vincent, Nancy Kulp, Milton Frome, Donna Percy, Emory Parnell, James Burke, Tommy Ivo, Whitey Haupt, Mickey Finn, Peggy Moffitt, Johnstone White, Robert Carson, Dick Cutting, Hans Conried, Mary Newton.

Credits: Produced by Paul Jones; Directed by Norman Taurog; Screen play by Sidney Sheldon; Suggested from a play by Edward Childs Carpenter; Music by Arthur Schwartz; Lyrics by Sammy Cahn.

The one fact that emerges clearly and dominantly from Paramount's "You're Never Too Young" is that Jerry Lewis belongs to the elite company of comic geniuses. He nimbly ranges up and down the comic scale, at times being wild and effusive, at other times being Chaplinesque, touching off mixed sparks of humor and pathos. Aided and abetted by his singing and romancing partner, Dean Martin, Jerry serves up a crowded platter of delights in this VistaVision-Technicolor production. It goes without saying that the film will score heavily with the paying customers in just about every situation.

Paramount showed off this film at a special screening for newspaper, magazine, radio and television critics at Brown's Hotel in Loch Sheldrake, N. Y., the heart of the Catskills. The audience greeted it with a resounding ovation that must still be echoing in the ears of Paramount's never-sleeping publicity staff.

The story of "You're Never Too Young" actually is a standard mixture of comedy and complication. Naturally, what gives it distinction is the contribution of Martin and Lewis and the slick production mounting provided by Paramount. A jewel thief, played darkly and menacingly by Raymond Burr, slips a gem into Lewis' pocket to elude detection. What follows is a fierce pursuit and flight that brings Lewis, disguised as a little boy in a sailor suit, into a school for girls where Martin is an instructor.

Holding up the distaff end in the picture are Diana Lynn and Nina Foch, both of whom are in love with Martin. But the latter lady not receiving love in return, stirs up trouble. In the course of the proceedings Lewis manages to conduct a choir, do an unforgettable impersonation of Humphrey Bogart, imitate a French barber and get off countless other spoofings. In his familiar relaxed style, Martin sings several numbers, some of them being "Simpatico," "I Like to Hike," and "Face the Music." A wild climax which churns up the greatest chase since "Ben Hur" concludes the belly-laughing comedy.

"Ulysses"

(Paramount) Technicolor 104 Min.

Cast: Kirk Douglas, Silvana Mangano, Anthony Quinn, Rossana Podesta, Sylvie, Daniel Irvernel, Jacques Dumesnil.

Credits: A Lux Film; Produced by Dino De Laurentiis and Carlo Ponti in association with William W. Schorr; Directed by Mario Camerini; Screen play by Franco Brusati, Mario Camerini, Ennio de Concini, Hugh Gray, Ben Hecht, Ivo Perilli and Irwin Shaw; Based on "The Odyssey" by Homer.

"Ulysses," based faithfully on the Greek epic poem by Homer, carries the banner of general audience box office promise in its star cast, the romance and action of the story, the spectacle of the setting and the splendid use of Technicolor photography. It was filmed on many of the Mediterranean and Aegean Sea sites where the story was set, 1,000 years before the birth of Jesus. An Italian company, utilizing an international cast, gave the film an elaborate production. For some of the Italian players, dubbing is employed to produce highly satisfactory English-language results. The main male players, Kirk Douglas and Anthony Quinn, of course, speak in English. Alongside their names, the exploitable presence of Silvana Mangano should afford "Ulysses" with potent marquee bait. A highly literate, but never confusing, script brings home the legendary story in clear-cut terms. Excellent camera work transforms the action into electrifying sequences of fantasy and adventure, and the performances are largely in keeping with the overall atmosphere of the subject matter.

"Ulysses" is one of the few motion pictures to put forward a legendary tale of epic proportions in singularly good taste. Perhaps the decision to adhere so closely to the original Homeric text of the narrative may hurt the picture's chances for achieving the general popularity it undoubtedly deserves. "Ulysses" certainly will prove provocative in this market and generate much word of mouth. Even more than the Shakespearean films of recent years, it cries for extra special handling. The story of a proud, boastful and brave Greek general who conquers mighty Troy via the ruse of the Trojan Horse, then takes a decade to return home, is of universal stature. The snares and lures Ulysses experiences on his ocean journey back to Greece are familiar to most school boys. Here again is the exploit with the man-eating, one-eyed giant; the experience with the fatal Sirens; the temptation of Circe, the beauteous and seductive witch; the storms at sea and the final homecoming during which Ulysses defeats the many suitors of his long-suffering wife, Penelope.

Many audiences will glean as many meanings from the adventures of Ulysses, whom a bearded Kirk Douglas plays with much gusto. The story is broken down into two parallel actions. While Ulysses is returning home, his wife, played by Miss Mangano, is endeavoring to put off the advances of the suitors who are anxious to claim her hand and her husband's



Kirk Douglas and Sylvana Mangano in Paramount's "Ulysses," filmed on Mediterranean locations by an Italian company in Technicolor

kingdom. Flashbacks in the Ulysses sections are employed to relate the various exploits of his homecoming journey. In the sequence wherein Ulysses meets the enchanting Circe, Miss Mangano appears with bleached hair and proves to be one of the most seducing witches ever to appear on any screen The adventure with the one-eyed giant is a masterpiece of special-effects photography. Lusty brawls and vivid battle scenes continuously punctuate the proceedings to help make "Ulysses" a truly eloquent motion picture experience.

"Foxfire"

(Univ.-Int'l.) Technicolor 91½ Min.

Cast: Jane Russell, Jeff Chandler, Dan Duryea, Mara Corday, Robert F. Simon, Frieda Inescort, Barton MacLane, Charlotte Wynters, Eddy C. Waller, Celia Lovsky, Arthur Space, Phil Chambers, Robert Bice, Vici Raaf, Grace Lenard, Guy Wilkerson.

Credits: Produced by Aaron Rosenberg; Directed by Joseph Pevney; Screen play by Ketti Frings; Based on the story by Anya Seton.

Jane Russell, who shares the lead with Jeff Chandler, is the best box office asset of this Universal-International production. Adorned in color by Technicolor, this story of gold mining in Arizona mixes some good outdoor action with romantic cross currents. For added measure of narrative interest, the film touches upon the theme of mixed marriage, the hero being half-Apache. In general the story develops along standard lines and turns up stock situations. There is little doubt however that the picture will receive a hearty reaction from the fans.

The story gets underway when Miss Russell, while vacationing, meets a mining engineer and goes whirlwinding with him into marrage. Husband Chandler, half-Indian, seems always moody and withdrawn, while Miss Russell is gay and extroverted. And as Chandler buries himself in plans to open a long-deserted mine, false



Jane Russell, Jeff Chandler and Dan Duryea in a tense moment from Universal-International's "Foxfire," filmed in Technicolor

rumors reach his ear about Miss Russell seeing a little too much of the town's amorous doctor, Dan Duryea. The expected marital explosion happens, and they separate. The finale brings them together again, and en route to that conclusion there is a mine explosion in which Chandler is injured, but nonetheless succeeds in striking a rich vein of gold.

Performances are adequate for the story. Here and there, Miss Russell manages a sensual strut in a trim gown, and this is counterbalanced now and again by a display of rugged masculinity from the husky Chandler. The latter also proves himself capable of handling a tune competently. He sings the title song while the credits are flashed on.

"The Scarlet Coat"

(M-G-M) CinemaScope-Eastman Color 101 Min.

Cast: Cornel Wilde, Michael Wilding, George Sanders, Anne Francis, Robert Douglas, John McIntire, Rhys Williams, John Dehner, James Westerfield, Ashley Cowan, Paul Cavanagh, John Alderson, John O'Malley and Bobby Driscoll.

Credits: Produced by Nicholas Nayfack; Directed by John Sturges; Written for the screen by Karl Tunberg.

The treason of Benedict Arnold is backdrop for this romantic adventure story, which boasts authentic and beautiful location photography of Hudson Valley settings, CinemaScope and Eastman Color camera work, plus good performing. The overall production quality and the taste with which this delicate historical subject is handled should win acceptance for this picture in the general market. The story advances the causes of two heroes: the fictitious Major John Bolton (Cornel Wilde) of the Revolutionary Army, and Major John Andre (Michael Wilding) of the Tory Army. Wilde's characterization is that of a counterspy trying to uncover the culprit behind a British plot aimed at taking the crucial West Point fortress from the Americans. The fact that the audience is all the time aware that the heavy is Gen. Arnold may account for the narrative's lack of suspense. The production team evidently tried to offset this by creating a highly sympathetic character for Andre. Here the picture shows a quantity of originality. Although talky, "Scarlet Coat" manages to emerge with some fresh, if partly fictitious, slants to American history.

A minor romance between the two male principals and Anne Francis provides the protagonists with added motivation for their deeds. These involve ambuscades, some swordplay, moments of treachery and secret rendezvous. Sly humor is supplied by George Sanders, playing a Tory civilian. The climax begins with the downfall of Gen. Arnold, who, it is interesting to note, receives nary a coat of whitewash from the script. As the traitor flees to England, Wilding is captured and condemned to death. Wilde vainly attempts to win a reprieve for the British officer, who was shown pursuing his espionage duties with a high sense of honor and decency. Closing shots are devoted to a documentary account of how Major Andre has been honored by both the British and American military since his execution. A narrator's voice, used during occasional moments earlier in the story, dominates the ending.

"Wichita"

(Allied Artists) CinemaScope-Technicolor 81 Min.

Cast: Joel McCrea, Vera Miles, Lloyd Bridges, Wallace Ford, Edgar Buchanan, Peter Graves, Keith Larsen, Carl Benton Reid.

Credits: Produced by Walter Mirisch; Directed by Jacques Tourneur; Story and screen play by Daniel B. Ullman.

"Wichita" is the story of Wyatt Earp and how he, with aid from a young Bat Masterson, cleaned up a roaring cattle town and found himself a bride. It is one of the big CinemaScope, Technicolor specials, that Allied Artists has started producing to compete with major

(*Continued on page* 20)

Fox Conclave Roundup

Big Merchandising Drive Pushes Releasing Slate Of 19 Top Films



Speakers and audience at the two-day national sales convention of 20th Century-Fox division, assistant division and branch managers, assembled at the home office from the company's 39 domestic and Canadian exchanges. Spyros P. Skouras, company president, (standing) declared that 32,000 theatres will be CinemaScope-equipped by the year's end. At his left was Charles Einfeld, vice-president, and at his right, W. C. Gehring, executive assistant general sales manager.

Sales and advertising plans for the remainder of the current year were thrashed out and oriented at a two-day national convention of 20th Century-Fox delegates from throughout the nation and Canada, meeting under the company slogan: "The organization that works hardest for the exhibitor."

More than 200 officials were present during the conclave, at which addresses were made by Spyros P. Skouras, president; Darryl F. Zanuck, vice-president in charge of production and Charles Einfeld, vice-president. Presiding at sessions was W. C. Gehring, executive assistant general sales manager.

Strong emphasis was placed throughout on the company's product line-up for the summer months and beyond. Many of the pictures, it was pointed out, will be released on the heels of major pre-selling campaigns.

The over-all tone of the convention was that of co-operation between distribution and exhibition. Policy was accredited to Al Lichtman, director of distribution, whom illness prevented from attending.

Respectability Urged

Keynoting the convention was Skouras' speech, demanding that the entire sales force maintain positions and practices of respectability in their various communities. Such policies would be in line with the world-wide respect garnered by the film company for the introduction of CinemaScope, Skouras said.

It was revealed during sessions that 18 pictures will be released between July and the first part of 1956. Of the total, 17 will be in CinemaScope and color. The remaining one will be the last Panoramic Production in 2-D filmed for 20th-Fox release.

Of the line-up, 12 will be placed in release from July through October. Changes bring "Love is a Many Splendored Thing" from October to August, "Seven Cities of Gold" from October to September, and "The View From Pompey's Head" into an October slot.

July releases are: "The Seven Year Itch," "How To Be Very, Very Popular," "A Life in the Balance" and "House of Bamboo." "The Living Swamp," a featurette, will also be available.

August releases are: "The Virgin Queen," "Love is a Many Splendored Thing" and "The Left Hand of God."

September releases are: "Seven Cities of Gold" and "The Tall Men."

October releases are: "Pompey's Head" and "The Girl in the Red Velvet Swing."

Subsequent releases include: "Good Morning, Miss Dove;" "The Camp Followers," "Bottom of the Bottle," "The Proud Ones," "Iris," and "The Rains of Ranchipur."

Top properties listed by Zanuck for forthcoming production include "The King and I," to star Yul Brynner, Deborah Kerr and Dorothy Dandridge; "Can Can," "Anastasia" and "Bus Stop," all successful Broadway plays; and "A Roomful of Roses," which will star Katherine Cornell in its Broadway version.

Also set for or in production are "Katherine," "The Greatest Story Ever Told," "The Day the Century Ended," "Lord Vanity," "Tigero!," "Shental," "Island in the Sun," "Boy on a Dolphin," "The Revolt of Mamie Stover" and "The Sixth of June."

Major pre-selling device of the summer and fall pictures will be the unprecedented use of TV merchandising to pin-point production and entertainment values of each film, Einfeld disclosed.

He said that in every instance emphasis will be placed on point-of-playdate impact. Saturation, TV, radio and newspaper advertising will support each project, Einfeld added.

The 20th-Fox vice-president said that his company is adopting new concepts of promotion in an ever-changing entertainment world to keep ballyhoo provocative, topical and effective. One of the major devices will be the popularizing of title songs which are played in the picture, he said.

"How to be Very, Very Popular," "Many Splendored Thing," and "Tall Men" will each have strong title songs, said Einfeld.

RKO Starting Four Films In July Production Spurt

HOLLYWOOD.—Marking the highest production activity at RKO for the past three years, four major productions will go before the cameras in July, C. J. Tevlin, vice-president in charge of studio operations, announced this week. Productions are: David Butler's "Glory," starring Margaret O'Brien, Charlotte Greenwood, and Arthur Hunnicutt; Benedict Bogeaus' "Counterfeit," starring Barbara Stanwyck; Edmund Grainger Productions' "Great Day In The Morning," all in Superscope and Technicolor, and Todon Productions' "The Way Out," starring Gene Nelson and Mona Freeman.

Press Book Set In COMPO Poll

(*Continued from page 4*)

Members of the exchange area committees are:

ALBANY: Harry Lamont; Raymond S. Smith of Warner Bros.; Louis Schine.

ATLANTA: E. D. Martin; Robert B. Wilby; Emil Bernstecker; Alfred Starr; Walter Morris; George Roscoe of Columbia.

BOSTON: Arthur Lockwood; Frank C. Lydon; Jack Saef; Paul Levi; Edward Lider; Harry Feinstein of Stanley Warner Theatres; Charles Kurtzman of M-G-M.

BUFFALO: George Mackenna; Ben Felcher of Columbia Pictures; Elmer Lux.

CHARLOTTE: H. F. Kincey; Robert Bryant; Grover Livingston of Warner Bros.

CHICAGO: John Balaban; Jack Kirsch; Harry Goldman of United Artists.

CINCINNATI: Rube Shor; James S. Ambrose of Warner Bros.

CLEVELAND: Horace Adams; Frank Murphy; David Rosenthal of United Artists; Ralph W. Russell.

DALLAS: Col. H. A. Cole; Robert J. O'Donnell; Louis Weber of M-G-M; John Rowley; Julius M. Gordon.

DENVER: Pat McGee; Frank H. Ricketson, Jr.; Nathan Greer; Jack R. Felix of Allied Artists; Neil Beezley.

DES MOINES: Myron Blank; D. H. Conley of RKO Radio Pictures; Leo Wolcott.

DETROIT: M. F. Gowthorpe; Lew Wisper, Joseph B. Rosen of Universal Pictures; Alice N. Gorham.

INDIANAPOLIS: Trueman Rembusch; Marc J. Wolf; Robert L. Conn of 20th Century-Fox; Roy Kalver.

JACKSONVILLE: LaMar Sarra; Horace Denning; Buford Styles of Universal.

KANSAS CITY: Senn Lawler; Ronald Means; Harry Hamburg of Paramount.

Further Members

LOS ANGELES: Harry C. Arthur; Sherrill Corwin; Burton Jones; Seymour Borde of RKO Pictures.

MEMPHIS: M. A. Lightman, Jr.; James S. Carberry; D. F. Blissard; Nat Wyse of Republic.

MILWAUKEE: Ben Marcus; James Coston; Alfred D. Kvool; John G. Kemptgen of M-G-M; Dave Goldman.

MINNEAPOLIS: Ben Berger; Harry French; Ralph W. Maw of M-G-M.

NEW HAVEN: Harry F. Shaw; Albert M. Pickus; Sheperd Bloom of 20th-Fox; Norman Bialen; Harry Feinstein of Stanley Warner Theatres.

NEW ORLEANS: Gaston Dureau; Abe Berenson; C. J. Briant of M-G-M.

NEW YORK: Emanuel Frisch; Harry Brandt; Walter Reade, Jr.; Sid Stern; David A. Levy of Universal.

OKLAHOMA CITY Henry Griffing; Earl Snyder; J. C. Hunter; Don Tullius of Warner Bros.

OMAHA: Elmer G. Huhnke; Robert Livingston; Howard Kennedy; M. M. Rosenblatt of RKO Pictures.

PHILADELPHIA: Sidney Samuelson; J. J. O'Leary; Sam E. Diamond of 20th Century-Fox.

PITTSBURGH: Harry Mandel; M. A. Silver; Bert M. Stern; Lawrence J. Seidelman of Republic.

POORTLAND: Art Adamson; Wayne Thiriot of Paramount; William Forman.

ST. LOUIS: Edward B. Arthur; Tom Williamson of RKO Pictures; Tom Edwards; Jeff Jefferies.

SALT LAKE CITY: Sam Gillette; Carl E. Anderson; Kenneth O. Lloyd of 20th-Fox; Ray Hendry; Jack McGee.

SAN FRANCISCO: Ray Cooper; Rotus Harvey; Joseph Blumenfeld; Mel Klein of Columbia.

SEATTLE: J. J. Rosenfield; Ben Shearer; William J. Connor; Arthur Greenfield of Universal.

WASHINGTON, D. C.: A. Julian Brylawski; Leon D. Back; Orville Crouch; Phil Isaacs of Paramount.

TV Industry Profit Up Over Last Year

WASHINGTON. — Total television revenues and profits in 1954 were up sharply over the previous year, but prosperity did not extend to the stations which went on the air after the freeze was lifted, according to the FCC.

The four television networks and their 16 owned stations increased revenues by 32 percent, doubled their profits, and accounted for 52 percent of the total revenues. The 92 non-network pre-freeze VHF stations increased revenues by 15 percent and profits by 12 percent. But 302 post-freeze stations accounted for only 14 percent of total income in 1954 and suffered $14 million in losses. Total revenues reached $593 million, up 37 percent. Total profits were $90.3 million, 33 percent higher than in 1953.

GREAT TALENT MAKES GREAT PICTURES!





Hollywood goes to New York, locale of the classic Ben Hecht story, for scenes of "Miracle in the Rain." At left Jane Wyman and Van Johnson enact roles of lovers at sailboat lagoon in famed Central Park. And New York comes to Hollywood in shapely person of Barbara Nichols, Manhattan showgirl, who is shown here rehearsing dance she does in picture as an innocent stripteaser.



Gary Cooper stands inspection for Director Otto Preminger and Producer Milton Sperling in World War I uniform he'll wear as aviation hero in production "The Court-Martial of Billy Mitchell." Shooting starts next week in Washington, D.C. In another World War I uniform, "Sergeant York," Cooper won the Academy Award. *(In CinemaScope and WarnerColor.)*



As Jack Webb beams approval, Orchestra Leader Ray Anthony launches first band recording of title song of "Pete Kelly's Blues." Picture, introducing three new songs and a dozen favorite tunes of the 1920's, is Webb's first with music, a sweetheart and CinemaScope. *(WarnerColor.)*



Elizabeth Taylor and Rock Hudson in early love scene for George Stevens' production of Edna Ferber's great novel, "Giant." Stately Virginia manor house near Charlottesville provides background for romantic mood. Locationing "Giant" company then moved from Virginia to Marfa, Texas, for ranch sequences. *(In WarnerColor.)*

WE'RE DOING THINGS HERE AT WARNER BROS.

IFE Campaigns On "Green Magic" Alert Art, Action Audiences Alike

A dual-pronged exploitation campaign, aimed at both the art house patron and the action picture fan, has been engineered by the IFE Releasing Corp. promotional department for release of "Green Magic," film of jungle exploration.

The national and local campaigns were planned on this dual basis. A pre-release series of screenings presented the film to a variety of public opinion moulders as well as many special interest groups.

Among the diverse organizations attending the screenings were sociology and anthropology clubs from New York metropolitan colleges, educational groups, Boy Scouts and Girl Scouts, the D.A.R., the Explorer's Club, folk dance groups and many others.

These screenings brought "Green Magic" to approximately 2,000 individuals. While the screenings were being run, IFE brought Count Leonardo Bonzi, the Italian adventurer-explorer who made "Green Magic" in South America, to this country.

He spent 16 days in this country, and during that time was on 29 radio and television shows. Unlike the average promotion tour, Bonzi's did not include every program that came along. His spots were chosen with an eye toward the audience that would hear the show.

Again, everything was done with the overall objective of reaching the art house audience and the average film fan. A good example of the way this worked may be seen on two shows, both network television with high ratings. A week before his picture premiered at the Little Carnegie, Bonzi and "Green Magic" were featured on CBS-TV's "Adventure" program.

Featured on "Adventure"

A Sunday afternoon program, "Adventure" attracts the whole family and gave an unusually strong plug because the whole show was built around "Green Magic."

The following Friday he appeared as a "helping hand" on the 'Strike It Rich" program which is telecast on one day and then re-broadcast over radio the following day. Both are network programs.

Seventeen of Bonzi's appearances were made in New York, the local ones plugging "Green Magic's" premiere at the Little Carnegie. Bonzi then went to Chicago for two days to help the premiere at the World Playhouse.

Bonzi went from studio to studio making local radio and television appearances and giving interviews that lasted far into the night. He also found time to inspect the Lincoln Park Zoo with its director, Marlin Perkins, noted for his "Zoo Parade" television show.

The openings were further bolstered by special discount tickets sent to schools and educational groups in the New York and Chicago metropolitan areas.

Inside the Little Carnegie, an intriguing lobby display added to the attraction. The Grace Lines shipping company lent a group of South American handcrafts including silver jewelry, religious masks, colorful native costumes, dolls, musical instruments and many other objects.

Stars of the display were two small fish each about five inch long—South American piranha—among the most voracious carnivors



Patrons inspect the "Green Magic" display at the Little Carnegie, New York, featuring acquariums with piranha fish.

in the world. They are seen in the film.

To create additional outside interest a special give-away "Green Magic" mask was made in pliable cardboard.

Lobby Store Pushes 'Tramp' Merchandise

A large merchandising area in the Roxy Theatre for the sales to patrons of "Lady And The Tramp" items greeted the opening of Walt Disney's feature-length CinemaScope cartoon this week. Opened by William J. Moclair, Roxy managing director, the area centers around a 25-foot semi-circular glass counter with a 60 x 80 color background. Five attendants are on constant duty under the supervision of Myron Levy, assistant manager in charge of merchandising.

Levy estimates that upwards of 10,000 items will be carried in stock during the run of "Lady And The Tramp." They include charm bracelets, records, story books, comic books, music sheets, wash mitts, bubble bath and powder sets, animals, puppets, clay sets, cut-out motifs, hat box, hand bags, plus a display of blouses. Levy predicts that the Roxy's "Walt Disney Store" should prove a fabulously successful venture.



Myron Levy, Roxy Theatre assistant manager in charge of merchandising, and managing director William J. Moclair discuss details of the merchandising project in the theatre's rotunda for the sale of Walt Disney "Lady and the Tramp" items.

Showmen Bolster Public Relations

Can individual exhibitors and theatre managers help to promote good industry public relations? Two theatre men who have answered in the affirmative are G. Peters and Nyman Kessler, whose stories should furnish other exhibitors with ideas of their own.

Peters, manager of the Loew's Theatre, Richmond, Va., mailed form letters to school teachers calling attention to the local engagement of M-G-M's "The Wizard of Oz," reissue of the 1939 feature starring Judy Garland, inviting them to a private screening of the film.

Pointing out that from time to time, certain groups and individuals "rise up in wrath" about films which they claim are unsuitable for children and young adults, Peters asserts that "these parties are unfair when they fail to commend the many films that are beneficial to young people, and influences for good."

Stimulates Young Imaginations

As "a case in point," he suggests "Oz," "an inspiring and busy exercise for young imaginations." "Not one Indian bites the dust, not one urchin sets fire to the old homestead, not one archer impales his enemy with an ashen shaft. Instead, good triumphs over evil, home life and parent-children relations are eulogized and the Golden Rule is effectively demonstrated."

The Richmond exhibitor suggests that 'Oz" offers many opportunities for classroom practice on the lower grade levels. "Show and tell" or "see and tell" sessions, and music and art appreciation assignments are among his proposals.

While Peters contacted area school teachers, Kessler, manager of SW's DeWitt Theatre, Bayonne, N. J., addressed himself directly to a meeting of the local Rotary Club, speaking about "Hollywood, The Unknown." Kessler described theatres as "magnets on Main Street" that create traffic, trade and the ultimate economic health of a city, and spotlighted important phases of the industry which are rarely publicized.

Peters told his audience how Hollywood lives under a spotlight 24 hours a day, "but like all things spotlighted, one side is so glaringly lit, that the other side is lost in the deepest shadows and the public scarcely realizes it is there.

"Good Works" Cited

"Those of us who knows the real Hollywood story are entitled to bust a button or two," the exhibitor continued, reviewing the "good works" of Gene Autry, Harold Lloyd, Rosalind Russell, Maureen O'Sullivan, Betty Davis, Irene Dunne and others.

He related the experience of Forney, Tex., where the lone theatre was closed for almost three months. Business was so bad that the chamber of commerce and the town's mayor, together with other community leaders, finally influenced the exhibitor to reopen his doors.

"Most convincing," Kessler said, "is the finding of the special economic committee of the National Association of Real Estate Boards, who said that closed film theatres cut realty values and became a community problem."

Ideas, anyone?

Film Companies Join SAG Talks

HOLLYWOOD.—Five majors are participating this week in talks with the Screen Actors Guild and the Alliance of Television Film Producers aimed at determining a new wage scale agreement for performers.

Bone of contention of the Guild is that extra payment should be made members for video re-use of films in which they have acted. The film companies have a stake in the preparation of a new contract as many have scheduled film programs for television showings.

Among the Guild's demands are: increases by about 25 percent in minimum wage scales; substantial increase in payments for re-runs, with payments to start with the first such re-run; forbidding the buying out of re-runs at the time of the actor's employment.

The Guild also wants: abolition of the four-hour call for singers; added payment for actors doing stunts and stunt men speaking lines; an extended geographical coverage and in certain cases to members employed in overseas countries; increases in minimum compensation when a TV films is shown in theatres.

The film companies see as greatly important the Guild's demands for extra payment from re-runs of films. Here the actors want 100 percent repayment of minimum wage rates for second runnings and a similar amount for third runnings. For the fourth run, the demand is 75 percent of the minimum Each additional run would require 25 percent of the minimum.

The film companies feel that such added compensation would virtually prevent them from recouping their production investments after the second or third run, as is currently the case. The Guild contends that extensive video re-runs would boost the advertising sponsoring sums, thus creating added revenue for the producers.

Title Changes

Allied Artists: **"Bobby Ware Is Missing"** is the new title for "Rescue Squad." (Vincent M. Fennelly will produce).

Columbia: **"The Gentle Sergeant"** is the new title for "Sgt. O'Reilley." (Stars Aldo Ray; Fred Kohlmar produced).

"Survivors Two" is the new title for "The Survivors." (Stars Jose Ferrer and Trevor Howard; Ferrer directed).

Filmakers: **"The Bold and The Brave"** is the new title for "Battle Hell." (Stars Wendell Corey, Mickey Rooney and Don Taylor; Hal E. Chester produces).

Republic: **"Man Alone"** is the new title for "The Hostage." (Stars Ray Milland; Milland directed).

Warner Bros.: **"A Handful of Clouds"** is the new title for "The Jagged Edge." (Stars Jack Palance and Shelley Winters; Willis Goldbeck produces).

HOLLYWOOD

. . . on the wire

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Robert Mitchum and Robert L. Jacks have joined forces as actor and producer to form a new company, Bandito Productions. United Artists will release the product. Writer Earl Felton, a participant in the company, is working on the screen play of "Bandito," his own original story. The film will go before the camera in October, after Mitchum winds up "Foreign Intrigue" for Sheldon Reynolds.

* * *

Neville Brand and Arthur Franz were signed by Allied Artists for the two male leads in "Bobby Ware Is Missing," drama of the mountain patrol and sheriff's office rescue squad, which rolls this week with Thomas Carr directing. . . . Aldo Ray will play his first heavy in "Jubal Troop," CinemaScope-Technicolor picturization of the Paul Wellman novel, which William Fadiman will put into active shooting July 18 with Delmer Daves directing.

* * *

Vera Miles landed the femme lead opposite John Wayne in John Ford's "The Searchers," which will be made for Warner release. It is a C. V. Whitney Picture production and Frank Nugent screen played from Alan LeMay's novel. . . . Nicholas Ray has been signed to direct "Tambourine" for Howard Welsch Productions and Columbia release. Jane Russell will star.

* * *

Yvonne De Carlo will co-star with Vittorio De Sica in a dual version of the French comedy, "The Baker's Wife," to be made abroad in Italian and English after she finishes in Cecil B. DeMille's "The Ten Commandments" at Paramount.

* * *

William Wyler will produce and direct Marcel Pagnol's story, "The First Love," with Pagnol co-producing. Paul Kohner set up the deal for the film, which will be released by Paramount. . . . Sol C. Siegel will produce "Operation Home," the William Altman teleplay recently acquired by M-G-M. Edmund Hartman is screen playing the property.

* * *

John Lupton was set for the romantic lead opposite Margaret O'Brien in "Glory," the David Bultler production, which will roll July 6 for RKO release. . . . Producer William Broidy purchased "The Big Blaze," an original story by Louis Stevens, which will go into production Sept. 9 for Allied Artists release. . . . John Michael Hayes was assigned to script "Solo" at 20th-Fox. Buddy Adler will produce the screen version of the Stanford Whitmore novel.

* * *

Holland will enter the international motion picture industry. Louis Baron Von Der Feltz and producer Arthur Dreifuss, representing the Cinetone Studios of Amsterdam, will make "Captain Jan," by Jan De Hartog, author of "The Four Poster." The film will roll in November and Donald Bull and Geoffrey Household have completed the first draft of the screen play for the film. Dreifuss is seeking American stars for this feature.

* * *

20th-Fox renewed its contract with Richard Egan. Pact calls for three pictures annually. Egan is at work in "The View From Pompey's Head," now shooting at 20th-Fox. . . . Roger Corman is producing "Apache Woman" for Golden State Productions and American Releasing Corp. release. Corman, who is also directing, has a cast topped by Lloyd Bridges, Lance Fuller and Joan Taylor. Alex Gordon is executive producer.

* * *

Jack Warner announced the signing of Martin Rackin as a producer at Warner studios. Humphrey Bogart and Lauren Bacall have been signed for the leading roles in the screen version of John P. Marquand's "Melville Goodwin, U.S.A.," to be produced by Milton Sperling as a United States Pictures film for Warner and which will be directed by Henry C. Potter. With Washington, New York and Europe as its locale, the story deals with an Army general's military and romantic activities.

* * *

Bob Hope has joined with Norman Panama and Melvin Frank to film for Paramount release, a motion picture version of the Broadway comedy hit, "King of Hearts," in which Hope will play a "ghost" cartoonist who labors for an urbane, highly sophisticated creator of one of the nation's best loved comics.

* * *

Patricia Medina will return to London to co-star with Paul Douglas in "The Gamma People," science-fiction story which John



Joseph L. Mankiewicz describes a scene from the forthcoming CinmaScope-Eastman Color "Guys and Dolls" to Howard Dietz, M-G-M vice-president in charge of advertising, publicity and exploitation (left) as producer Samuel Goldwyn and choreographer Michael Kidd (right) look on. Picture is a Metro release.

Producer Of 'Roberts' Sets Sights For Future; Bows To Patrons' IQ

By Richard Bernstein

"I find something that I believe in and then I make it," said Producer Leland Hayward in his Warner Bros. office. "I do a lot of pre-production on a picture and that's important."

Hayward had just heard the raves after a preview of his film version of "Mr. Roberts" and he said in answer to the question, "How did you discover 'Mr. Roberts,'" "I first came across 'Mr. Roberts,' in one of Thomas Heggen's stories in the "Atlantic Monthly," then came the "Readers Digest," then the "Life" stories and finally the book.

"I had found out during this time that Heggen and Max Shulman had written a play dealing with 'Mr. Roberts' and that George Abbott had it. When Abbott dropped it, I got together with Heggen and Josh Logan and we had a rewrite done by Heggen alone. This was it."

As everybody knows, "Mr. Roberts" ran eight years and played to more people than any play in the history of the American stage during that time. Hayward explained the success of even the road companies with "they had a tremendous pride in the play and every night, they played their parts like it was opening night." The play ran 28 weeks in Boston, one year in Chicago and then came back for another 20 weeks.

The film version was shot in WarnerColor and CinemaScope and Hayward, along with Director John Ford, who became ill before the film was completed, and Director Mervyn LeRoy, who replaced, made sure that the pace and the enthusiasm that was generated to the audiences in the stage version would be recaptured for the screen.

The picture was carefully cast down to the most minute part. Ford landed James Cagney for the top role of the Captain and Hayward got William Powell and Jack Lemmon to join Henry Fonda, who made history on the stage in the theatrical version, which was directed by Logan.

"We spent five weeks in Midway and two weeks in Honululu on location," Hayward said.

Hayward is hard at work on his next film,



Nashville exhibitor Evans Sprott, Bijou Amusement Co. head, and Mrs. Sprott (left) visit Mickey Rooney on Republic's "The Twinkle in God's Eye" set. Mrs. Vella Whitaker looks on.



LELAND HAYWARD

"The Spirit of St. Louis," which will star James Stewart. A soft-spoken man with a profound sense of a good story and the dramatic, Hayward has brought this sense to the motion picture industry.

"Billy Wilder will direct this film," the producer said. "It will be based on Lindbergh's book and will end with his arrival in Paris. The film will start shooting July 15 on location in Paris. From here, we will shoot in Ireland, Hamburg, Greenland, Newfoundland and Spain. We will also shoot some key footage in Cherbourg."

"The Spirit of St. Louis" will be followed by another major project on Hayward's schedule, "The Old Man and The Sea," by Ernest Hemingway.

Why did Hayward acquire this book?

He smiled. "You think in terms of your competition. Something that is good and wallops you is what you want to make."

To play the lead in this, considered one of the greatest of Hemingway's works, Hayward has obtained Spencer Tracy.

"We will shoot this one year from now," the producer said. "In 1956, we'll location in Cuba and Peru. The biggest marlin in the world are off the coast of Peru. A big fish, 2000 lbs., was caught there. I plan to use some village people in the picture."

Hayward went back to story values. "A good story should be something you like yourself. You should rely on your own judgment. The movie audience is under-estimated, the American public is very intelligent."

"Today, the motion picture is fighting for man's free time with TV, books, phonograph records, the theatre, sports, radio and other events. You have to have something interesting and vital to get them to go to the motion picture theatre. There are no rules for what is interesting and vital. It can be any theme; but when I see it, I know it."

With "Mr. Roberts" sailing out into distribution with rave reviews and predictions that it will be one of the top grossers in motion picture history, Leland Hayward has already proven his ability as an entertainment prospector and the fact that he has two award-winning subjects like "The Spirit of St. Louis" and "The Old Man and The Sea" on his agenda emphasizes it.

HOLLYWOOD...

Gilling will direct, starting July 24. John Gossage will produce for executive producers A. R. Broccoli and Irving Allen. Robert Aldrich wrote the screen play from an original by Louis Pollack.

* * *

Donna Reed was set by U-I for the co-starring role with Steve Allen in the studio's Technicolor production, "The Benny Goodman Story." The film will go into production July 1 with Valentine Davies directing for producer Aaron Rosenberg. Pre-recording of musical numbers is already underway with Goodman himself conducting the orchestra, composed primarily of former members of his band.

* * *

Ralph Bellamy returns to films in "The Court-Martial of Billy Mitchell." He will play the civilian counsel for Mitchell in the famous 1925 Army trial, basis of the Milton Sperling production for Warners. The film, which will be directed by Otto Preminger, will be in WarnerColor and CinemaScope.

* * *

Celeste Holm was signed by M-G-M to co-star with Frank Sinatra, Debbie Reynolds and David Wayne in the screen version of the stage hit, "The Tendor Trap." Charles Walters directs and Lawrence Weingarten produces.

* * *

Mitzi Gaynor joins George Gobel in his Paramount starrer, "Lady Eve," which will go into production July 5. Fred Clark was also cast in the film, which will be produced by Paul Jones and directed by Norman Taurog. . . . Benedict Bogeeaus puts "Counterfeit" before the cameras at RKO July 6. The film will be lensed in Technicolor and SuperScope. It will star Barbara Stanwyck and will be directed by Kurt Neumann. It is based on the James Cain novel, "Love's Lovely Counterfeit."

* * *

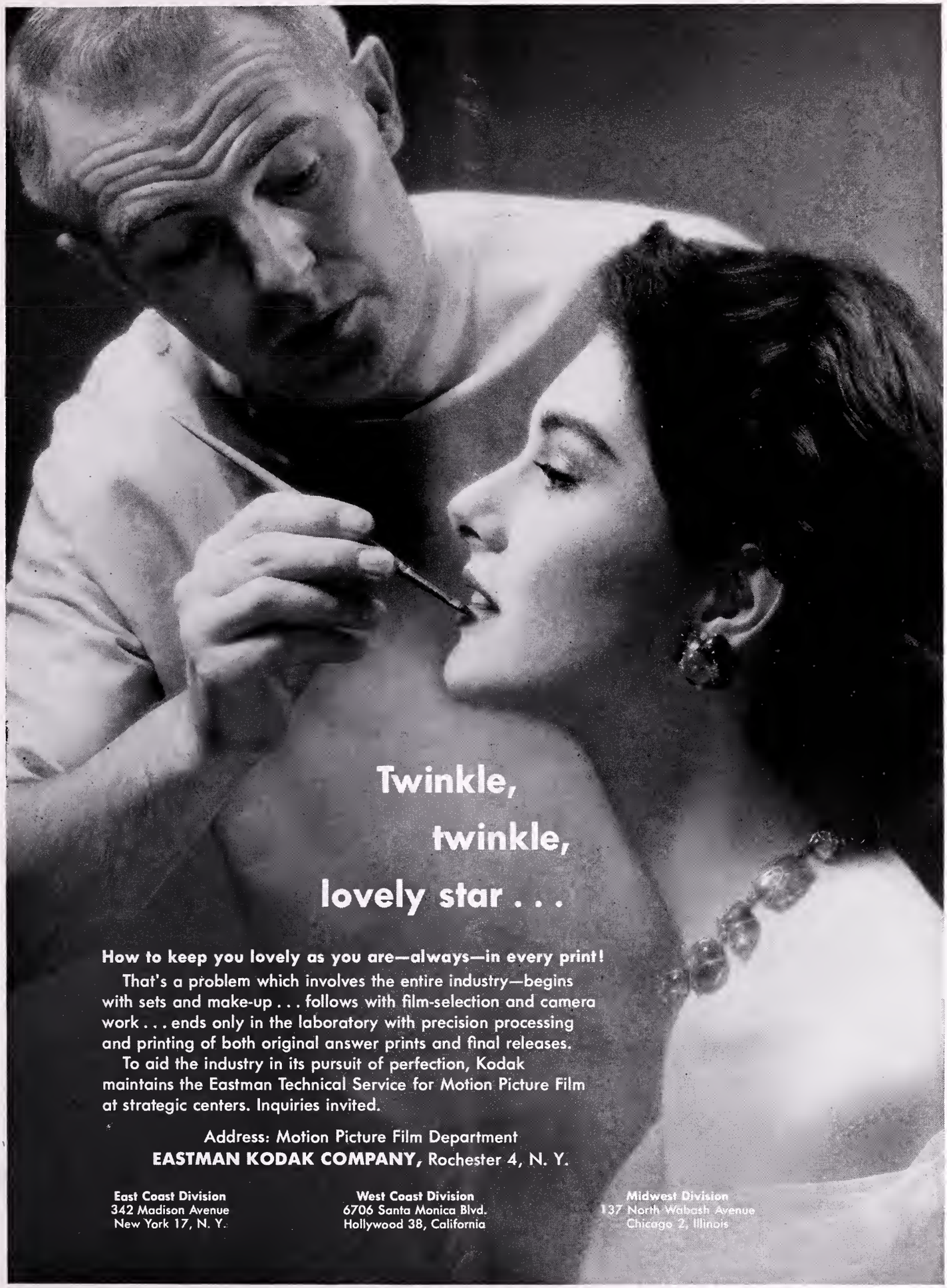
Sam Katzman resumes production of the film, "The Houston Story," July 6 for Columbia. It stars Lee J. Cobb, Edward Arnold and Barbara Hale, with William Castle directing. . . . Tony Curtis was signed by Hecht-Lancaster to co-star with Burt Lancaster and Gina Lollobrigida in "Trapeze," which will be directed by Carol Reed. Curtis will start this film on completion of his assignment at U-I in "The Square Jungle," which Albert Zugsmith is producing and Jerry Hopper directing. "Trapeze" will be released by United Artists.

* * *

July 6 also marks the start of "No Man's Woman" at Republic, which will be produced at the studio with Rudy Ralston as associate producer and Franklin Adreon directing. Sidney Picker will be associate producer and William Witney will direct "Jesse James Was My Neighbor," which will also roll July 6 at Republic.

* * *

Ted Richmond has set a starting date of Aug. 2 for "Two Against Tomorrow," a Copa Picture for Columbia release. William Goetz Productions will put "The Way We Are" before the cameras at the same studio on Aug. 15 with Robert Aldrich directing. . . . Samuel Bischoff and David Diamond will start their next Allied Artist production, "Screaming Eagles" July 15.



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Independent Trade Reviews

(Continued from page 13)

studios for top playdates. In this well-mounted western, excellently photographed in Technicolor, and carefully produced and directed, the studio will do good business. Joel McCrea, long a substantial box office draw, will pull payees in this one. An ambitious effort, it shows that the studio can compete successfully with the majors and, no doubt, when the returns are inked in the ledger, that little book will tell the same story. For his leading lady McCrea has Vera Miles. Supporting players are all fine. The studio plans a big campaign on this one and there is a lot of exploitation in the name of Wyatt Earp, by far the most publicized of the marshals of the old West.

Walter Coy, Wallace Ford and Carl Benton Reid convince Joel McCrea that he should become the marshal of Wichita in 1874. McCrea goes all out and when Walter Sande's big trail crew kills a little boy, McCrea jails them all. Fearing that this will scare off other cattle drivers and hurt their business as a rail head, some of the businessmen put the pressure on Reid to get rid of McCrea. Reid refuses and Coy turns against him and McCrea. Edgar Buchanan, whom McCrea drives out of town, plots to kill him. He links up with some angry cowpokes on Sande's crew and they trail him to Coy's house. After he enters, they shoot at the door and kill Mae Clarke, Coy's wife. Coy joins McCrea and they go after Buchanan. Coy kills Buchanan after McCrea kills Lloyd Bridges, one of Sande's men. Keith Larsen writes up the wedding of Coy's daughter, Vera Miles, to McCrea and they leave town heading for McCrea's next assignment.

"Chicago Syndicate"

(Columbia) 84 Min.

Cast: Dennis O'Keefe, Abbe Lane, Paul Stewart, Xavier Cugat and his Orchestra.

Credits: A Clover Production; Directed by Fred F. Sears; Screen play by Joseph Hoffman Story by William Sackheim.

"Chicago Syndicate" is a good action melodrama dealing with gangland, a particular syndicate and its boss. The film can play both sides of the bill, depending on the market. If it goes as a supporting feature, it's a strong one. The cast delivers all the way to get a lot out of a well-tailored screen play. Chicago location shots add authenticity and musical numbers give added production dressing, as well as entertainment value. Best number is titled "One At A Time," which might become a hit. There is no doubt that the title will be enough to sell this one.

Dennis O'Keefe is an accountant working for a citizen's committee to get the goods on gang boss Paul Stewart. He gains Stewart's confidence, is accepted into his organization. His goal is Stewart's private books, which he hopes to use to pin an income tax rap on Stewart. Aiding him is Allison Hayes, a young lady whose father was Stewart's accountant. O'Keefe uses Abbe Lane, Stewart's girl, who is on the way out, as a weapon against Stewart. He learns that she has a microfilm of Stewart's destroyed books made by a dead accountant. O'Keefe gets the microfilm and is pursued by Stewart. In a chase, Stewart is killed.

"The Road To Denver"

(Republic) Trucolor 90 Min.

Cast: John Payne, Mona Freeman, Lee J. Cobb, Ray Middleton, Skip Homeier, Andy Clyde, Lee Van Cleef.

Credits: A Herbert J. Yates presentation; Directed by Joe Kane; Screen play by Horace McCoy and Allen Rivkin; Based on the "Saturday Evening Post" story by Bill Gulick.

In "The Road To Denver," Republic has one of the best westerns made in Hollywood in quite some time. Based on a strong "Saturday Evening Post" story, and with a top screen play, the film is beautifully lensed in some of the best Trucolor yet seen in the picturesque surroundings of Utah. With strong selling, this film should be a top grosser. Director Joe Kane has managed to get inspired performances out of his whole cast. All aid in giving the film realism and flavor and the result is a smooth, interesting western with lots of action, suspense and impact. This should be a winner all over the country with an exploitation push and solid selling.

John Payne and Skip Homeier are two Texan brothers. Homeier is a hothead and Payne is constantly getting him out of trouble. They split up. Payne meets Ray Middleton, after he suggests to Homeier that they change names to keep the law away from them. Middleton offers Payne a job. He meets Middleton's daughter, Mona Freeman. Homeier, under an alias, hires on with saloon owner Lee J. Cobb as his gun hand. The brothers vie for Mona. Payne learns that Middleton plans to start a stage line. Payne becomes his partner. The line is carrying a fortune in gold, so Cobb threatens to kill Homeier, whom he has found to be Payne's brother. In order to save Homeier's life, Payne must give Cobb the gold. Payne agrees but substitutes rocks for gold. He shoots Cobb, gets Mona and proves to Homeier that he is the better man.

"The Dam Busters"

(Warner Bros.) 102 Min.

Cast: Richard Todd, Michael Redgrave, Ursula Jeans, Basil Sydney, Patrick Barr, Ernest Clark, Derek Farr.

Credits: Directed by Michael Anderson; Screen play by R. C. Sherriff; Based on the book by Paul Brickhill and on Wing Comdr. Gibson's "Enemy Coast Ahead."

A fascinating and highly suspenseful account of how the RAF successfully bombed a group of key German dams during World War II is tautly unfolded in this British import. Richard Todd and Michael Redgrave, besides supplying marquees with adequate name value, turn in creditable performances as the squadron of commander of the mission and the inventor of the bomb used on the dams, respectively. The story follows both characters along every detail of their assignments, thus pulling the audience deeply into the drama of the operation. Proceedings bristle with authenticity. At times a semi-documentary style, plus newsreel clips, are utilized to make the most of the real-life events of the tale.

Compensating for the lack of a romantic angle is the narrative's sheer power to absorb interest. From the initial moment of Redgrave's discovery of a method to drop a bomb that would ricochet across a span of water to reach its target, events take on a momentous significance. The inventor's struggle to perfect his method, and his subsequent efforts at convincing the RAF to utilize the discovery in battle, are well dramatized. Todd is assigned to command the sortie. The second portion of the picture concentrates on the training of his airmen for the mission. An excruciating climax depicts the RAF's success and grimly makes mention of the men and planes lost.

"Finger Man"

(Allied Artists) 82 Min.

Cast: Frank Lovejoy, Forrest Tucker, Peggie Castle, Timothy Carey, John Cliff.

Credits: Produced by Lindsley Parsons; Directed by Harold Schuster; Written by Warren Douglas; Based on a story by Morris Lipsius and John Lardner.

This melodrama will get its best results on the lower half of a double bill, where it might be classified as a strong supporting programmer. This classification is due to the performance of Frank Lovejoy, who does a magnificent job of acting, and makes the already familiar story seem sprinkled with newness. Forrest Tucker and Peggie Castle add to the entertainment, but it's Lovejoy who carries the film all the way. Picture has a strong exploitation title and is well-photographed, using city locations in the Los Angeles area.

Hijacker Lovejoy, a three-time loser, is given his choice by the police: prison or helping them get big-time racketeer Forrest Tucker. Lovejoy chooses Tucker and, with the aid of Peggie Castle, a moll, meets the gang boss. His style and his cockiness impress Tucker and he is taken into the gang organization, where he is eventually in the illicit whiskey traffic. Timothy Carey, a gunsel for Tucker, kills Peggie and Lovejoy gives him a terrific beating. Tucker and his aides begin to suspect Lovejoy and when they suspect a trap, the Internal Revenue Bureau men switch their plans and nail Lovejoy and his men with another trap, killing two of Tucker's thugs in the process.

"It Came From Beneath The Sea"

(Columbia) 78½ Min.

Cast: Kennth Tobey, Faith Domergue, Donald Curtis, Ian Keith, Dean Maddox Jr.

Credits: A Clover Production; Produced by Charles H. Schneer; Directed by Robert Gordon; Screen play by George Worthington Yates and Hal Smith; Story by Yates.

In his first production, Charles H. Schneer has come up with "a sleeper." This science-fiction film, extremely well-produced and well-written, is a winner all the way and should topline bills in the general market although its leads aren't too powerful marquee-wise. A great deal of the film's suspense and power can be credited to the expert technical effects: a gigantic octopus; miniatures; the monster's attack on San Francisco. With proper selling, using the title to advantage, this one should surprise.

An atom submarine runs into something unknown on its maiden voyage. Scientists determine that it is a great sea monster which has been made radio-active by the H-Bomb experiments. It warns off its natural prey and now, starving, roams the sea. Their verdict is substantiated when the monster attacks vessels and fishing boats devouring their crews and especially when the survivors of one such craft are rescued. When word is reached that some picnickers have disappeared, the monster is spotted off San Francisco. A defense unit is set up and the monster attacks the Golden Gate Bridge and creates a panic. Then the huge octopus smashes everything in sight and devastates the waterfront. The atom sub destroys it with a specially built penetrating explosive torpedo and a compressed air harpoon.

"Creature With The Atom Brain"

(Columbia) 69 Min.

Cast: Richard Denning, Angela Stevens, S. John Launer, Michael Granger.

Credits: A Clover Production; Directed by Edward L. Cahn; Screen play and story by Curt Siodmak.

This science-fiction entry from Clover Productions just doesn't generate the horror and the suspense that a story of this type should. There is an absence of realism in the film, although considerable production effort has been spent to capture it. Based on a clever idea, Curt Siodmak has failed to develop it other than formula-wise on the screen. The result is a near miss, but then there is that expression, "a miss is as good as a mile." The cast performs adequately enough, but the lines and the eerieness necessary to bring a film like this off just aren't there. However, it will do average on the lower half of a double bill.

Mobster Michael Granger and Prof. Gregory Gay find a way to bring dead people back to life via atomic power. When a creature of theirs commits a murder, Richard Denning and S. John Launer investigate the case but Launer is captured and turned into a creature. Out to kill Denning, Launer is thwarted and followed, leading police and Denning to Granger's hideout. Granger, turning his creatures loose on the police, kills Gay. Launer kills Granger and Denning destroys the atomic equipment.

REGIONEWS

ALBANY

John Capano, who owns and operates the State in Troy, resigned as U-I booker to join Upstate Theatres of Albany in the same capacity. George Bulugeorgas, former State Tax Comm. auditor, is his successor at U-I. Alvin Kosoff was upped from student salesman in Philadelphia to full-fledged salesman in Albany. . . . Charles P. Stevens, ad mgr. for a dairy company which services ozoners, won the 14th annual Variety Club golf tournament, with Metro salesman Ralph Ripps a runner-up. Tent 9 is considering an offer by the Sheraton-Ten Eyck Hotel to lease mezzanine quarters. . . . Construction delays forced Peter Papayanakos to postpone opening of his new drive-in, between Potsdam and Massena from mid-June to early July. . . . Joseph Andrek is now conducting the Riverside Drive-In at Ogdensburg, formerly operated by John Free. Upstate is doing the buying and booking.

ATLANTA

Too much lighting on the premises of an adjacent restaurant resulted in an injunction suit by operator of the Silver Moon Drive-In at Bartow, Fla. against Marshall Gore. Petitioner was granted a temporary restraining order. . . . Allen F. Horton, who managed the Orlando Drive-In, is now managing the new Colonial D-I, Orlando, Fla. A children's playground is in the offing and Horton will turn the ozoner over to a church for Sunday morning services. . . . John Cristo, Sr. and Jr. have taken over the Wayside Drive-In at Panama City, Fla. from Martin Theas. . . . Interstate's Roxy, Quincy, Fla., damaged by fire to the extent of $1,000. . . . Wil-Kin Theatre Supply installed new carpeting in Thomas G. Coleman's Ritz, Anniston, Ala.

The long-dark Fairfax Theatre, Jacksonville, Fla., will be reopened for plays produced by the newly formed Theatre Guild.



Ed Sullivan, whose Toast of the Town on national TV has cooperated in publicizing outstanding motion pictures and stars, receives a salute from the Motion Picture Industry with an "across the street" sign on Broadway in New York, hanging between Loew's State and the Astor theatres.

. . . Stowe Booking Co., Jacksonville, will buy and book for John Hunt's Trail Drive-In, Sarasota, Fla. . . . T. E. Jones opened his Swan Drive-In, Blue Ridge, Ga. . . . Clyde Gross appointed asst. mgr. Wilby-Kincey Service Co. . . . Wm. Timmy transferred from Noble Theatre, Anniston, Ala., to mgr. of Rialto, Augusta, Ga. Arvis Holland is new mgr. of the Noble. . . . N. E. Savini, Astor's N.Y. special representative, in an Atlanta hospital for surgery.

Leon D. Netter, retiring Florida State prexy, on a business-pleasure trip to N.Y. with Mrs. Netter. . . . Roxy Theatre, Atlanta played "Killers All," a Toddy release, for the third time in three years, to great business. . . . H. T. Spears, Variety chief barker, announced that Old Newsboys Day sales brought in some $76,000 for the Cerebral Palsy fund. . . . Joan, daughter of UA office mgr. Charlie Touchon, was married to Jerry Hulme. . . . James Matthews, mgr. of the Roxy, Lakeland, Fla., helped boost the Negro Chamber of Commerce membership drive.

Webb Hays took over following resignation of Kermit C. Stengel as pres. of Crescent Amuse. Co., Nashville, Tenn. . . . Injunction suit against the Atlanta movie censor's ban of "Blackboard Jungle" is scheduled for July 1 in U.S. Dist. Court. . . . Mrs. Rose Lancaster, with Strickland Films, will attend the WOMPI national convention in New Orleans Sept. 30-Oct. 1. . . . W. W. Fincher, Jr. announced closing of Red Bank Theatre, Chattanooga, Tenn. due to bad business. . . . Nation and Storey took over the Ritz, Bridgeport, Ala., and the Fox, Jasper, Tenn., from R. D. Word.

Loew's Theatres, Inc. officially took title to the Normandy Twin Open-Air Drive-In in Jacksonville, Fla., which will be managed by James Carey, transferred from Loew's Victory, Evansville, Ind. Noted for its lush, semi-tropical setting, the Normandy features a 5-acre playground with a miniature Seaboard Silver Meteor and free donkey rides. . . . L. A. Lindsay acquired the Twin City Drive-In, Sandersville, Ga., from B. H. Smith. . . . James Hart, Columbia booker, is running for Mayor of Union City, Ga. . . . Gene Garden, Universal shipper, moved up to booking dept, replacing Dan Thomas, resigned. . . . Joan Clark added to Allied Artists booking dept., replacing Mrs. Virginia Bray, who moved to Ala.

BOSTON

Winners of the New England managerial contest for exploitation on "Gangbusters," as announced by Joseph E. Levine, pres. of Embassy Picts., and Terry Turner of General Tele-Radio are Carl Baird, Scenic, Rochester, N.H.; Stephen Barbett, Warner's Lawrence, Mass.; John Blass, Fenway, Boston; Wm. S. Canning, Empire, Fall River; Arthur Morton, Paramount, Boston, and James Randall, Palace, Cranston, R.I. Prizes are four two-week trips to Europe and two to Honolulu. . . . James Winn, 55, who resigned as UA branch mgr. in 1948 because



Henry Hohns, gen. sales mgr. for Scribner's, proudly presents the 3,000,000th copy of Morton Thompson's best-selling novel, "Not As A Stranger," to Max E. Youngstein, v.p. of United Artists, which is releasing the motion picture version, produced and directed by Stanley Kramer.

of illness, passed away. . . . Joseph Cohen is now handling buying and booking for Louis Richmond's Uptown, West Lynn.

"Cinerama Holiday" is scheduled to open at the Boston Theatre on Aug. 30, with the New England Council sponsoring the gala premiere. Cinerama execs. Si Fabian, Sam Rosen, Louis deRochemont as well as governors of the six New England states will attend. . . . Edward Lider, pres. of Independent Exhibitors Inc. and Carl Goldman, exec. secy., are planning a trip through New England in an effort to sign up every independent theatre owner as a member. Recent new members are R&W Circuit, headed by Roy Burroughs, and the Ray Feeley circuit. . . . E. M. Loew, pres. of E. M. Loew Theas., was named a director of the new Hull Cooperative Bank in Nantasket Beach, Mass. . . . Honorary degree of Doctor of Science was conferred upon Samuel Pinanski, ATC prexy, by Lowell Technological Institute.

BUFFALO

Joseph E. DeSilva, who managed the Playhouse in Canandaigua, was appointed city mgr. for Schine's 11 theatres in Rochester, formerly under Ben Dargush, who is now managing the Center in Buffalo. Paul Johnson, former mgr. of the Eckel in Syracuse, succeeds DeSilva at the Playhouse. . . . Death of Federal Judge John Knight leaves disposition of the Government's charges against the Schine chain in midair. Trial was concluded March 1 and the final briefs are still to come. . . . Harold Bennett, local National Screen mgr., is recuperating in Sisters Hospital from a heart attack. . . . Mrs. Elmer F. Lux, wife of the head of Elmart Theas. and Common Council pres., has eliminated herself from consideration for councilman-at-large, to which she was recommended by the 23rd Ward Democratic Committee.

Bill Carroll resigned from Shea's publicity dept. after many years as asst., and is now living in Boston. . . . Paul Pearson succeeds the late Gus DePauw as mgr. of the Capitol in Newark, N.Y. . . . Annual

BUFFALO (cont'd.)

drive-in collection for the Childrens Hospital Building Fund netted $3,203.70, representing a night's receipts plus patron contributions. Co-operating ozoners were the Aero, Broadway, Buffalo, Delaware, Skyway, Lakeshore and Niagara, Park, Sheridan, Star and Wehrle. . . . Lou Hart, Schine dist. mgr. in Watertown, succeeds Clint Young, who resigned as dist. mgr. in the Geneva area, and will make his headquarters in Albany. Jack Mitchell takes over the Watertown post.

George H. McKenna, gen. mgr. of the Lafayette, is exhibitor chairman and Ben Felcher, Columbia branch mgr. distributor chairman for the Will Rogers Memorial Hospital emergency one-day audience collection drive, which kicked off with a "telethon" originating in the N.Y. offices of Stanley-Warner to some 31 exchange centers. . . . Albert C. Behling, owner-operator of the Ellen Terry, Grant and Potomac theatres and exhibitor here for some 45 years, passed away at 75. . . . Holland-Wegman Productions at 233 North St. is expanding to include production of 35mm motion pictures for TV and the industry. Jack R. Davis will be in charge of the new dept.

George H. McKenna has accepted the chairmanship for the TOA Exhibitors Film Financial Group, which is seeking $35,000 in this area to finance production of films. Mike Kallet of Oneida is a member of the committee. McKenna has been elected pres. of the Buffalo Main St. Assn. and recently signed a new contract with Basil Ents. to continue as managing dir. of the Lafayette Theatre until 1960.

CHARLOTTE

Richard Eason is new owner of the Friendly Drive-In near Lincolnton, N.C. . . . Mr. & Mrs. H. O. Peoples of the Beaufort Drive-In, Beaufort, N.C., have a new son. . . . Waylin Theatre of Charlotte was opened by mgr. James W. Cox. . . . Dave Williams, IFE sales rep., is improving from his recent heart attack. . . . E. L. Davis and E. R. Forrest opened their Brightleaf Drive-In at Mt. Airy, N.C., for the season. . . . Cathy Sykes, daughter of H. M. Sykes, Jr., owner of Queen City Booking, is in the hospital.

CHICAGO

Attys. Seymour Simon and Sheldon Collen made an out-of-court settlement in the Valos' Sun Theatre, Geneva, and Wheaton Theatre, Wheaton, anti-trust suits against film companies, as well as the Valos percentage demands for their Batavia, Hinsdale, Egyptian, Fargo, Roxy, and the Deval Drive-In. . . . The Simon and Collen office also filed Federal Court brief asking that government suit against Alliance's Terre Haute, Ind. theatres be dismissed as booking situation there now meets federal demands. . . . The modernized Evanston Theatre, Evanston, formerly known as the Stadium, will reopen early next month. Mgr. Lester Stepner plans a reduced children's admission one night each week, to be called Teen Age Nite.

Variety Club will have a week-end outing, July 9-10, at the Schwartz Hotel, Elkhart Lake, Wisc., owned by Bill Geftman who is a member of the Chicago Tent. Chief barker Jack Kirsch announced that the club will hold its annual golf tournament at St. Andrews Golf Club on Aug. 12. . . . WGN mgr. Frank Schreiber reports investment of $400,000 in 123 Republic films starring Gene



LEFT: Jerry Lewis lives it up at the week-end press preview junket for Paramount's "You're Never Too Young," in which he and Dean Martin are starred, at Brown's Hotel in Loch Sheldrake, N.Y., with owners Charles and Lillian Brown. RIGHT: Jerry poses here with Jerry Sager (left), ad-pub mgr. of B. S. Moss's Criterion Theatre in N.Y.C., where the film will premiere, and Larry Morris, gen. mgr. of the circuit.



M-G-M shorts producer Pete Smith (second from left) is shown here following ceremonies honoring him with the annual "Tom-Tom Award" of the Publicists Guild of Hollywood for his long and colorful career. With him (l. to r.) are: Jack Atlas of the studio advertising dept., chairman of the 1955 Award Selection Committee, Mrs. Smith and Nat James, president of the Screen Publicists.



Robert McLeish (center), prominent Australian exhibitor who is visiting the U.S., is seen heer with Universal-International execs. Americo Aboaf (right), foreign gen. mgr., and Ben Cohn, asst. foreign gen. mgr.



L. to R.: Eli Arkin, mgr. of Warner Theatre in Memphis; William Faulkner, author of Warner Bros. "Land of the Pharaohs"; Joe S. Young, WB branch mgr. in Memphis, and Al Burks, WB southwestern publicity representative, after special screening of "Land of the Pharaohs."

CHICAGO (cont'd.)

Autry and Roy Rogers. Deal was made with MCA-TV film syndicate. . . . S. J. Gregory and John Papas, Alliance exees., were hosts to 50 at a dinner meeting of St. Andrews Greek Church at the Edgwater Beach Hotel. The church's new structure on N. Sheridan Rd. should be ready in about six months.

Allied board of directors fixed June 29 for the organization's 25th annual luncheon meeting and election of officers and directors at the Blackstone Hotel. The board endorsed COMPO's National Audience Poll. Latest addition to membership are the Wanee Theatre and Drive-In, Kewanee, Calo Theatre, Chicago; Palace (Kedzie Ave.), Chicago, and the Avon, Peoria. The latter three also joined the Allied buying and booking service. . . . Newspaper ads for "Not As A Stranger" and "Seven Year Itch" had to be revised by theatres before acceptance by Chicago Tribune's adv. dept. . . . Arthur C. Youngberg was named production mgr. of the Chicago Daily News. . . . John Balaban, Will Hollander and Charles H. Percy appointed to Ill. Savings Bond committee to help sell Series E and H bombs. . . . Jack Webb will be in Chicago for personnel appearance Aug. 3-5, in connection with showing of his Pete Kelly's Blues film.

"The Phenix City Story" will have its world premiere at the Essaness loop Woods Theatre on July 19. . . . Former Mayor Martin Kennelly heads the drive to raise $150,000 for a fund in memory of the late Richard Finnegan, to be used in building a laboratory for the LaRabida Sanitarium, Variety Club project. . . . B&K giving up its lease on the southside Tower Theatre, closed because of lack of business. . . . Chicago Censor Board has not issued permit for showing of "Sinbad" here. General Outdoor Poster removed 80 signboards advertising the film. . . . David Smerling, son of Manny Smerling of Confection Cabinet, just graduated from the U. of Mich., will marry Ginger Livingston of Ashtabula, O., July 3.

CINCINNATI

William Onie will continue operation of his Miami-Western Theatre in Oxford, O. during the summer months. He is currently installing CinemaScope in his Elmwood Theatre, Elmwood Place. . . . Frank Mandros of Cabin Creek was in the city looking about 30 pounds lighter — doctor's orders. . . . Charles W. Middleburg, son of the late Charles A. Middelburg, has assumed operation of the Capitol Theatre, Charleston, W. Va., which until now had been handled by Julian Silberstein of the Hyman Circuit. . . . H. B. Snook of Mid-West Theatre Supply attended the recent formal opening of Valley Drive-In, Hamilton, O., which was completely equipped by Mid-West, who also did the new Sunset Drive-In, Beattyville, Ky.

Resignation of Charles J. Weigel as RKO office mgr. placed Leonard Katz, head booker, in the post of office mgr.-head booker. . . . Bill Burns resigned as Warner booker and is entering the sand and gravel business as sales rep. . . . Joan Abrose, daughter of Warner branch mgr. James Abrose, was married to Robert Kerr. . . . U-I student booker Bill Mink and Lucy Oelschlager, National Screen clerk, also tied the knot. . . . The new Realart release, "Gangbusters," got off to a record breaking start at the State, Springfield, and Loew's, Dayton. . . . Betty Turner, Paramount booker, returned to her desk after a leave of absence due to illness.



Rossano Brazzi (left), who stars in United Artists' romantic Technicolor film "Summertime," chats with industry veteran A. W. Schwalberg and Mrs. Schwalberg about the "Salute to France" fund-raising program, which will receive proceeds from "Summertime" premiere at the Astor Theatre in New York City.

CLEVELAND

Variety Club of Cleveland will launch a permanent fund raising project the first of July for the benefit of cerebral palsy children and the Cerebral Palsy School, to be known as the "Light-a-Life" campaign. An estimated 1,000 containers holding match books with an explanatory message on the inside cover will be placed in stores with a special contribution coin box. Leonard Greenberg of the Fairmount Theatre and Irwin Schenker of Berlo Vending are co-chairmen; Duke Hickey of Universal, pubicity chairman, while chief barker Jack Silverthorn, mgr of the Hippodrome, will act as clearing house for funds collected.

Rudy Norton, formerly with Columbia here, replaces Jack Scharr as UA salesman following Schar's resignation. . . . Virgil Jones, Warner booker, transfers to the company's Boston exchange as salesman around the 1st of July. . . . Bob Hope will make two personal appearances on the stage of Loew's State when "The Seven Little Foys" opens here on July 7. . . . Mary Buckeye, chief inspectress at the Paramount exchange, is in St. Johns Hospital recuperating from surgery.

DALLAS

Louis Novy, pres. of Trans-Texas Theas., acting for the corporation, has purchased the stock interest of William O'Donnell, v.p. and gen. mgr., and Torrance Hudgins, asst. secy. Novy assumes complete and active control and will retain the present general offices at 1710 Jackson St. O'Donnell and Hudgins resigned and will shortly announce future plans. . . . Lorena Cullimore, a secretary at Columbia, has been elected pres. of the WOMPI of Dallas, succeeding Maxine Adams of Frontier Theatres. Other officers named include Loia Chaney, Interstate, 1st v.p. and program chairman; Joyce Smith, Southwestern Theatre Equip., 2nd v.p. and membership chairman; Marie Russey, 20th, Fox, recording secy.; Louise Clark, Trans-Texas, corresponding secy., and Jo Bailey, Allied Artists, treas.

DENVER

Frank H. Ricketson, Jr., Fox-Intermountain pres., made the following personnel changes: Lloyd Boreing, who was city mgr. for Atlas at Lamar, Colo., made city mgr. at Ft. Collins to succeed Robt. Pennock, who moved to a similar post at Billings, Mont., succeeding the late Don Sheedy. Melvin McLean, asst. city mgr. at Sidney, Neb., now city mgr. at Delta, Colo., replacing Neil Ross, who had been slated as city mgr. at Las Vegas, N.M., but left the company instead. Ed Doty, Las Vegas city mgr., moved to Pocatello, Idaho, succeeding Ralph Roe, who went to the Fox, Aurora, Colo., replacing Keith May, transferred to the Fox, Sterling, Colo. in the post vacated by Lewis Boucher, who resigned.

Paul Lyday, F-I pub dir., went to Los Angeles for an assignment on the National Theatres house organ. Alberta Pike takes over in his absence. . . . Gene Klein, Universal salesman, moved to the San Francisco branch in a similar capacity. . . . Norman Tripke, just out of the Navy, was made mgr. of the Centennial to succeed Robt. Demshki, who is now pub. dir. for Lee Theatres and mgr. of their Lakewood. Demshki, incidentally, recently was married to Sharon Fellman. . . . Marvin Goldfarb, Buena Vista dist. supervisor, hired Paul Back as salesman to cover the Des Moines and Omaha territories.

Atlas Theatres closed the Unique at Gunnison, Colo. House will reopen as the West after extensive remodeling and installation of CinemaScope. . . . 20th-Fox is remodeling the room now occupied by salesmen so that each will have a private office. . . . Kenneth L. Chism bought out the interests of his partner, Paul Allmeyer, in the Mines, Idaho Springs, Colo. . . . Mr. & Ms. Rodney and Donna Knox are now managing the Knox Drive-In and the Knox Theatre in Durango, Colo. following resignation of Paul Campbell to take a theatre job in Texas . . . Howard Dietz, Metro v.p., was in whipping up enthusiasm for the fall world premiere of "Guys and Dolls" in Denver, where author Damon Runyon worked on papers for some time.

DES MOINES

Art Sunde, new owner of the Time Theatre in Albert City, will reopen the house around July 1, equipped with a new wide screen and air-conditioning. . . . The Churdan Theatre in Churdan, which was closed for some time, reopened under management of Mrs. S. H. Parks. . . . Gene Cramm, mgr. of the Zephyr and Drive-In theatres in Burlington, has been named mgr. of the Drive-In in Council Bluffs by Central States. . . . The theatre in Pleasantville is scheduled for reopening under management of Bob Gray of Des Moines, backed by the Pleasantville Commercial Club. Building is to be redecorated inside and out, new equipment installed, also a wide screen and other modern features. . . . Paris Theatre in Afton was closed for two weeks while its owners, the Kessler family, journeyed west to Yellowstone Park.

Memorial Theatre in Thompson reopened under management of the Johnson-Tapager American Legion. . . . Max Shoemaker installed new equipment in his Isis Theatre in Tabor. . . . Al Myrick, owner of the Lake in Lake Park, was host to theatre owners and managers at a meeting to discuss ways and means of keeping motion pictures alive in small towns. It was stressed that local businessmen should support theatres for their own good and that of the town. . . . The Royal at Spirit Lake has a new front, new marquee and sign. . . . Outdoor movies are being shown at the City Park in Batavia every Tuesday evening during the summer.

HOUSTON

D. J. McCarthy sued Gidney and Anna Peal Tally of Pleasantville in Fed. Dist. Court, San Antonio, for $425,000, charging violation of a contract involving distribution of "Bob and Sally." . . . Disney's "Davy Crockett" broke the attendance record at the Metropolitan opening day when coonskin-capped stars Fess Parker and Buddy Ebsen made personal appearances. Mgr. Ray Hay said it took 30 ushers and 10 policemen to handle the 12,000 customers. . . . Robert Fry of Fry Theatres Circuit was named a member of the Board of Education in Tyler. . . . Wm. E. Hellums, mgr. of Austin Interstate Theas., is in a Boston hospital.

John Winberry of Columbia Picts. announced that Chas. Donaldson, former mgr. of the Capri Drive-In at Port Arthur, is their new salesman, replacing Earl Weaver in the San Antonio territory. . . . Conrad Brady of Interstate Theas. went to San Francisco to make his fourth speech for an M-G-M Workshop. . . . Pericles Chriss is new asst. mgr. at the State; Henry Green new asst. at Varsity; Jerry Prilop new mgr. at Texas; Jimmy Nummery new mgr. at Queen, all in Austin. . . . Laura Knopp, asst. mgr. of the River Oaks Theatre, was installed as pres. of the WOMPI at a dinner in the Variety Club. The group changed its plans for monthly luncheon meetings to dinner meetings.

Texas Restaurant Assn. convention at the Shamrock Hilton showed a number of new items of interest to theatre operators, including a milk shake machine which has already been installed in the Post Oak Drive-In, Chocolate Bayou D-I and Market St. D-I, all in Houston. Over 200 milkshakes can be made in an hour, according to Sam Alexander of Polar Products. . . . Jefferson Amuse.'s King Center Twin D-I has a new Brighter-Vision screen.

KANSAS CITY

Theatres damaged by recent storms in this area include the Corral, a Claud Parrish ozoner at Topeka, Kans., which lost a 32-foot addition to its tower; the Crawford, Tower, and Consolidated's 54 Drive-In at Wichita; the Anthony, Kans. Theatre; Hillcrest Drive-In at Gashland; Cozy at Pittsburg, Kans., and the Davis at Higginsville, Mo. The Neocha Drive-In at Chanute, Kans., owned by Ray Walsh, Dan Payton, C. M. Parkhurst and Tommy Thompson, needed a 30-day closing for repairs. . . . Consolidated's 54 and 81 ozoners both have new wide screens. . . . Other theatres with new equipment are the Oswego at Oswego, Kans.; Sharon at Bunker Hill, Mo., owned by Mr. & Mrs. Thos. Baker; Dickinson's Shawnee Drive-In at Mission, Kans., and New Basin Theatre at Eureka Springs, Ark., which was remodeled by owner John Gray.

The Roxq at New Franklin, Mo. reopened under mgr. Joe Green. . . . Kersey Clark, former mgr of Dickinson's Trail, bought the Camdenton, Mo. Drive-In, and will increase its 156-car capacity. . . . Jay Wooten's new Southhutch Drive-In at Hutchinson, Kans. was scheduled for a July 1 opening. . . . Ritz at St. Chas., Mo. closed for repairs and redecorating by Variety Pictures headed by Ollie Lessing. . . . Lawrence Walters sold the 500-car Canton, Mo. Theatre to Wm. Collins of De Soto.

Virgil Harbison, operater of the Tarkio at Tarkio, bought the Paramount, which he had leased. . . . Fair Theatre at Fairfax, Mo. reopened with D. A. Frazire managing. . . . Bill Hutchinson assumed operation of the Baltis in K.C. from Cecil Mindel and Henry Sager . . . M. B. Presley, veteran theatre owner, passed away His theatres were the Globe at Savannah, Mo.; Binney at Pattonsburg, Mo.; Madison at Huntsville, Ark., and the Till at Hamilton, Mo., all operated by his children. . . . United Artists designated July 1-7 as UA Week, when every theatre in this area is invited to show a UA film.

Mrs. Mildred Harris, booker at Commonwealth, resigned. . . . Fox Midwest held a farewell picnic for Howard Milton, who will go to Los Angeles as exec. asst. to Elmer Rhoden, Sr., pres. of National Theatres. . . . Bob Brainered, UA salesman, moved from Ill territory to central Mo. . . . Bob Wolf Joined Dickson's as booker. . . . Mr. & Mrs. A. L. Fenton entertained Boonville, Mo. high school graduates at their annual all-night party at the Starlite ozoner.

Watch These Dates!

Aug. 23-24. Charleston—Allied Theatre Theatre Owners of W. Va. annual convention—Daniel Boone Hotel.

Oct. 6-9: Los Angeles—Theatre Owners of America national convention — Biltmore Hotel.

Nov. 5-9: Chicago—Allied States Association convention—Hotel Morrison.

Nov. 6-9: Chicago—International Popcorn Association convention, Hotel Morrison.

Nov. 13-15 Jacksonville — Motion Picture Exhibitors of Florida convention.

Nov. 13-15: Charlotte—Theatre Owners of N. & S. Carolina annual convention—Hotel Charlotte.

Nov. 21-22: St. Louis — Missouri-Illinois Theatre Owners annual convention — Hotel Chase.



Grace Kelly and Cary Grant, stars of Alfred Hitchcock's Paramount production, "To Catch a Thief," are honored at a Paramount-sponsored cocktail reception on the occasion of Grant's two-week New York visit to assist in promotion of the VistaVision film. L. to R.: Grant; Miss Kelly; George Weltner, Paramount world-wide sales chief, and Barney Balaban, president of Paramount Pictures.

LOS ANGELES

Claude Ford and associates, operators of the Los Feliz Drive-In, scheduled a July 1 opening for their new 400-car Bishop Drive-In near Bishop. . . . Eddie Dier leased the Lyric Theatre in Monrovia from Simon Lazarus. . . . Max Burkett, Warner exploiteer, passing out cigars to celebrate the arrival of a baby girl, named Diana. . . . Bernie Cobb, who recently resigned as salesman for RKO, joined Columbia in the same capacity. . . . A new wide screen and CinemaScope lenses were installed by Pembrex Theatre Supply in the Rustic Theatre, Idyllwide, operated by Mr. & Mrs. Glen Froelich.

A new ozoner, known as the Big Sky Drive-In, opened in San Diego with a 2,000-car capacity and boasting the largest screen in Calif. It is owned by Wade E. Allen and will be handled by J. Poynter theatre service. . . . Charles Maestri and Don Pavich of the Lippert Theatre in No. Calif., came down from San Francisco to do some booking and buying. . . . Dick McKay, Pacific Drive-Ins booker, celebrated his 16th wedding anniversary. . . . Henry Herbel, Warner dist. mgr., back at his desk after an extended illness. . . . Morrie Sudman, 20th-Fox branch mgr., is sporting a new Buick.

Oscar Amons has shuttered the Beaumont Theatre in Beaumont. . . . Back from a trip to Salt Lake City to inspect his company's holdings there, was Bob Benton of Sero Ents. . . . Shirley Golub, contract clerk at Warner's, engaged to Bernie Becker, who at one time operated a coffee shop on Film Row. . . . Frank Downey, 70, who was M-G-M mgr. in Detroit for many years and living here since his retirement last year, died of a heart attack. . . . Patrick O'Sullivan returned from an Arizona selling trip on behalf of "Mon and Dad." . . . Motion Picture Research Council moved to 6660 Santa Monica Blvd., which has more operating space to house and test its many new research projects.

MIAMI

Jack Miller, mgr. of the Shores, is the first theatre man to be honored by election to the office of pres. of the Miami Shores Business & Professional Men's Assn. . . . Sid Meyer, co-owner of Wometco, is in a N.Y. hospital for surgery . . . Mack Herbert has an average of 10 birthday parties for kiddies every week, all free and part of good will for the newly renovated Bard Theatre. . . . Tom Braun, asst. mgr. at the Florida Theatre, and Rose Nevels, secy in the Florida State home office, will merge on July 23.

Claughton's Embassy goes for a new policy of double features with reduced admissions — 15¢ for children; adults 50¢ matinees, 60¢ evenings. Old classics will be tried. . . . Sam Fuller, mgr. of the Regent, only nabe in Allapatah (a community within Miami) had a "Name the Theatre" contest following complete renovation of the house . . . Citizens Federal Saving & Loan Co. of Hialeah are sponsoring a kiddie show at the Circle, with prizes of space suits and games. First one is set for July 1.

MILWAUKEE

Highlight of the recent luncheon meeting of the local Better Films Council was presentation of a scroll to the theatre that presented the best pictures from Oct. thru June 1955. Erv Clumb, mgr. of the Riverside, accepted the award on behalf of Standard Theas. from pres. Mrs. Fred Rosenkranz. Other guests present were Estelle Steinbach, Fox Garfield; Al Meskis, mgr. of the Warner, and Gordon Hewitt, Fox-Wisconsin. Principal discussion centered on objectionable advertising in local newspapers. . . . Jerry Kramer, Universal salesman, got himself engaged. . . . Grant Ents. Highway No. 15 Drive-In at Stevens Point is now open. . . . The Times Theatre has taken out its Trans-Lux type of presentation and installed CinemaScope. A new booth had to be built to accommodate the changeover.

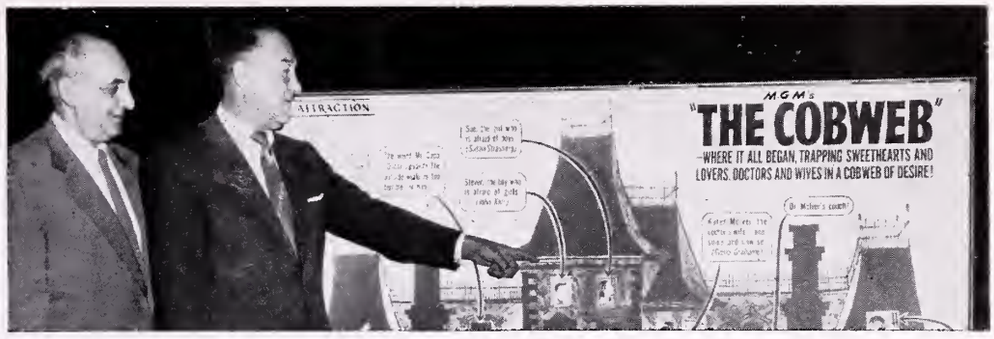
In town last week was Ralph Staub of Hollywood, who took motion pictures of the Marquette Heart Clinic, charity project of Wisconsin Variety. On hand at Mt. Sinai Hospital, where Marquette University will have a new addition for its heart research, were Ben Marcus, Sam Kaufman, L. Elman, Harold Pearson, Jack Kois, Jack Frackman and A. Provinzano. . . Ray Trampe held a meeting and outing for the board of directors of Wisconsin Allied and their wives at his home recently. . . . Eddy Safier is Buena Vista's new man in this territory and can be reached through Milwaukee Film Center here. . . . Robert Armhein closed his Pardee Theatre in Pardeeville

MINNEAPOLIS

Don Swartz' Independent-Lippert exchange is distributing "Davy Crockett, Indian Scout" in this territory. . . . Jimmy Randgaard, operator of the Staples at Staples, Minn., opened his new Rand Drive-In at Verndale, Minn. . . . Al Fritz, operator of the Lyric at Watertown, S.D., opened his Melody Drive-In there. . . . Mrs. Clarence Quincer and her son Don opened their new Wadena Drive-In at Wadena, Minn., where they also operate a conventional theatre. . . . Ed Sadusky, a manufacturer in Staples, Minn., was to open his Rapids Drive-In at Park Rapids, Minn. last week. . . . Sam Idelkope, bookers clerk at Paramount, is engaged to Dawn Blumberg.

Northwest premiere of "Cinerama Holiday" at the Century will be for benefit of the American Legion All-Star scholarship fund. Prices will range from $5 to $15. . . . Russ Stephens, mgr. of the RKO Orpheum, St. Paul, passed out cigars to announce the arrival of a son. . . . Howard A. Green, who managed the Campus and Varsity theatres for Fisher Amuse. Co., pleaded guilty to first degree grand larceny for taking $4,480 from the two houses. Green was returned from Brighton, Colo. . . . New student bookers on Film Row are Don Levy at Columbia, John MacPherson at U-I, and John Kovac at Paramount.

Gordon Spiess of Glenwood City, Wis. is building a new ozoner at Red Wing, Minn.—not Gordon Sties of Menomonie, Wis., as reported in the last issue. . . . James R. Feeny is the new asst. mgr. at the RKO Orpheum, St. Paul. . . . Reported that the Rose Drive-In, St. Paul, and the Bloomington, Mpls., are installing CinemaScope. . . . Kenny Adams, U-I sales mgr., spent his vacation building a new house. . . . New Lucky Twin Drive-In in suburban Burnsville Township is featuring pizza pies at its concessions stand.



An interesting angle on the 60 x 80 lobby display of M-G-M's "The Cobweb" is being pointed out by William Phillips (right), Loew's Theatres division head, to James Bruno, mgr. of Loew's State Theatre in New York City, where the film will follow the current attraction.

NEW HAVEN

Harry Brandt of the N.Y. theatre chain is listed as head of the newly formed Poquonock Drive-In Theatre Corp., which acquired the Bridge D-I, Grotin, formerly operated by Associated Mgmt. Corp. Ernest A. Grecula is serving as resident mgr. for the Brandt interests and Eddie O'Neill of Associated plans to enter the drive-in field in another state. . . . George E. Landers, E. M. Loew's Hartford div. mgr., postponed opening of the new $100,000, 800-car Candlelight Drive-In, Bridgeport, to mid-July. . . . A. J. (Jack) Bronstein, pres. of E. Hartford Family Drive-In, S. Windsor, named his son Joseph gen. mgr. to succeed Teresa Locatelli, resigned. . . . Harry Picazio, Jr. of Groton Drive-In is new pres. of the New London Lions Club.

Irving Hillman of S-W's Roger Sherman Theatre is distributing guest admission tickets to children participating in contributions of $15 or more to the Evening Register-Family Service Fresh Air Fund. Hillman was named winner of the first month's New Eng. zone Spring Festival drive, with Wm. McGrath of the State Manchester, and Joe Miklos, Embassy, New Britain, as runners up. . . . John Scanlan, Sr., Warner Theatre, Torrington, donated guest tickets to participants in the Junior Chamber of Commerce-sponsored blood donor programs. . . . RKO branch mgr. Barney Pitkin observed two anniversaries—30 years of marriage and 30 years with the company. . . . With summer shuttering of the Globe, Bridgeport, Al Domian was assigned as relief mgr. for Loew's Poli-New Eng. theatres.

Smith Mgmt. Co., which leased the 2,070-car Meadows D-I, Hartford, from North Meadow Realty Corp. for 30 years, has scheduled opening for July 8. Circuit exec. Richard Smith is extending invitations to Broadway and Hollywood celebs to attend opening of the half-million dollar project, said to be the largest ozoner in the world. . . . M&D Theas., headed by Sal Adorno, Sr., continuing policy of extending invitations to public and parochial school graduates to attend performances at their downtown Middletown theatres. . . . A Berlin, Conn. taxpayer brought action in Common Pleas Court appealing from a local zoning board decision which authorized erection of a drive-in there by Atty. George LeWitt.

New Haven Variety Club, Tent 31, has been disbanded because of poor membership and lack of support. According to chief barker Henry Germaine, membership at one time reached 150. . . . Strand Amuse.'s Colony Theatre, Bridgeport, has been shuttered. . . . The Central, Colonial, Lenox and Lyric, neighborhood situations of Hartford Theatres Circuit, resumed weekday matinees with adult admissions reduced to 50¢, Mon-Fri. The 60¢ scale remains in effect week nights and week-ends.

NEW YORK

Formation of Sikor Film Distribution Co., with offices at 1564 Broadway, was announced by Barry Hyams, mng. dir., who is currently negotiating with Isaeli producers for American distribution rights to the films. . . . The final Variety Club luncheon for the season will be held at Toots Shor's on June 30, and will be topped off with a program arranged by Walt Framer of Walt Framer Productions. Larry Morris is luncheon chairman. . . . In order to concentrate on its distribution activities, Italian Films Export decided to discontinue operation of the IFE Dubbing Studios, 233 W. 49th St., effective the end of this month. . . . G. Knox Haddow, 63, mgr. of branch office service for Paramount Picts., passed away after a long illness.

OKLAHOMA CITY

Gene Thompson will reopen the Barnsdall Theatre on July 1, renaming it the "Thompson," and with his sister, Mrs. Letha Pendarvis, as mgr. CinemaScope films will be shown. . . . M-G-M branch mgr. George Fisher was in Santa Fe, N. M., attending the M-G-M Workshop, at which Ed Thorne, mgr. of Cooper Foundation Theas., was one of the panelists. Among exhibitors from this territory who attended were Ted Powell, Evelyn Theatre, Dumas, Tex.; J. D. Wilbanks, Wagon Wheel Drive-In, Spearman, Tex., and J. R. Brown, Texas Theatre, Shamrock, Tex. . . . Mrs. C. W. Dunean closed and dismantled her Avalon Theatre in Wetumka, Okla. . . . George Turner of the Vici Theatre, Vici, Okla., who broke several ribs while helping to restore telephone communieations after the recent tornado at Blackwell, is reported in satisfactory condition.

Mrs. Wrenetta Housden is closing her Lyric Theatre, Commerce, Okla., until the Fall. . . . Majestic Theatre, Madill, Okla., is now closed. . . . Bucky Harris, Universal exploiteer, was in town working out an adv. campaign for "This Island Earth," which will play the Warner Theatre. . . . Sam Brunk, former Buena Vista mgr., is now salesman for Screen Guild here. . . . The Rex Theatre, Wewoka, Okla., removed its CinemaScope equipment. . . . Ada Theatre, Ada, Okla., has been equipped to show CinemaScope films. Mgr. Bill Rushing advises they have Optical Sound.

PHILADELPHIA

Exhibitor A. M. Ellis is getting his name into lights with renaming of the Brandywine Drive-In near Wilmington, Del. as "The Ellis," also the Forum Theatre in

PHILADELPHIA (cont'd.)

Phila., which he recently acquired. The Forum is being remodelled to seat 1300 and will be equipped with new seats, new front, air conditioning, new projection equipment and screen—at cost of some $150,000. The Ellis ozoner is expected to open around July 1 and is bidding for first-runs in Wilmington. . . . Max Gillis, Allied Artists franchise holder, proud over the scholarship to Harvard won by son Richard. . . . Ed Gallner, Loew's tub thumper, has an interest in Cafe Rodin, an arty coffee house on So. Quince St. below the Forrest Theatre.

Actor Preston Foster will return to his home town of Pitman, N. J., to participate in its 50th anniversary celebration July 3-9. . . . Buddy Golden is back in town as student booker for Universal. . . . Harold Coltun, former Universal upstate salesman, is now office mgr. at Allied Artists. . . . Mitchell Pantzer is pleased with the U. S. Supreme Court's decision that his Independent Poster's suit against National Screen be heard on its merits. . . . Eli M. Ginzburg, Republic salesman, passed away. He was 58. . . . George White of Buffalo, N. Y., is building a 1000-car ozoner near Shillington, Pa.

PITTSBURGH

Four Stanley-Warner showmen have been promoted here. Henry Burger, adv. dir., becomes dist. mgr. for the 14 city houses as well as the Stanley and Squirrel Hill, with Phil Katz moving into the adv. post. Katz's asst. will be Jules Curley of Olean, N. Y. Byron F. Moore, takes on S-W holdings in Washington, Ambridge and Donora. . . . The Fulton is looking for a new man to replace mgr. Bernie Hickey. Ed Fahey, who was to have come on from N. H., is staying there to pilot the big amusement park recently taken over by the Shea circuit. . . . Mayor David L. Lawrence proclaimed June 26-July 2 as "Cinerama Holiday Tri-State Area Week," with many special events planned.

Paramount salesman Pete DeFazio won $1,000 as the company's No. 1 business-getter in a six-month drive last year while working out of the Indianapolis exchange. . . . Associated Drive-Ins putting 40% reduction coupons in cartons of Pepsi-Cola. . . . Allied Artists moved to new offices at 1709 Blvd. of Allies. . . . Shirley Paulese, former 20th-Fox gal, and Harry Witmer of Columbia announced their secret marriage. . . . Paramount's Harry Passarell became a grandfather again. . . . Gus Hages, who owns the Baden Theatre, and his wife have gone to Greece for a vacation.

ST. LOUIS

The Nox Theatre, New Haven, Ill., recently closed by Elmer Quesstell, was reopened by Henry Alsher as owner, who sometime ago operated the house. . . . Floyd Hauhe and Vernon Miller, new owners of the 500-seat State at Alton, Ill., have made extensive improvements. Miller is mgr. . . . The 200-seat Ashland Theatre at Ashland, Ill. closed by Arthur Samore because of poor business. . . . Henry Zack, Republic salesman, recovering from injuries received in an auto accident. . . . Eddie Stevens, UA salesman, reports that the Little Egypt section of E. Ill. is experiencing a business revival. . . . Mrs. Thomas Bracken, owner of the Hurst Theatre at Hurst, Ill., and her husband are taking refresher courses at S. Ill. State College.



William J. Heineman, v.p. of United Artists in charge of distribution, congratulates Elsbeth Sigmund and Thomas Klameth, the young stars of "Heidi and Peter," after signing a production-distribution contract with producer Lazar Wechsler in Zurich, Switzerland.

A new Walker screen and CinemaScope equipment were installed in Mrs. Sarah Degan's Mars Theatre, Marissa, Ill. . . . Sue Wagonner, local High School girl, was signed to a film contract by M-G-M. . . . More than 300 theatre owners and managers attended the recent M-G-M Ticket Selling Workshop at Hotel Chase, headed by Mike Simons, director of customer relations. . . . MPO Local 143, IATSE affiliate, is now contributing 5% of wages for projectionists into the pension fund here, administered by trustees Louis Ansell and James Arthur for employers, and Robert Tomsen and Phil Murphy for the Union. . . . Hal Bower's Town Theatre, Lovington, Ill. closed due to a fire which damaged booth equipment.

Rio Syrup Co. is designing, equipping and installing concessions at the ozoner Adolph P. Meier is building on Rt. 19 west of Cuba, Mo. . . . Anne Weeks, daughter of Charles Weeks, owner of the Weeks Theatre, Dexter, Mo., was married to Lt. John Deghuee. . . . E. Perry Steinkopf, 61, local area projectionist, passed away. . . . Marvin Stott is new owner of the 300-seat Dupo Theatre, Dupo, Ill. . . . Mrs. G. Forristal sold the 400-seat Maple Theatre, Maplewood Park, Ill. to Menard and Bugg. Lawrence Menard is mgr. and booker-buyer. . . . V. F. Helling succeeded Wm. Grant as city mgr. for Frisina in Taylorville, Ill.

East St. Louis Drive-In, a unit of Publix Great States, now boasts an aluminum screen tower, widened screen and other improvements. . . . Jimmy Frisina of Frisina Amuse. Co. shot a 65 over the tough Springfield, Ill. Country Club course recently. He is the Ill. amateur champion. . . . Herb Washburn of National Screen reports big demand here for the company's Aravel Ad frame, carried atop autos and providing two-side ads for theatre programs. . . . Herbert Bamberger is now mgr. of the Wehrenberg 66 Park-In on U.S.66; Charles Fleming is mgr. and George Robinson asst. mgr. of the South Twin Drive-In, both in St. L. County.

SAN FRANCISCO

Completely rebuilt, H. W. Riedemann's fire damaged Port Chicago Theatre, Martinez, reopened as the Bay Point Theatre. . . . Spartan Drive-In, San Jose, a General Theatrical house, opened June 15. . . . William Garren and Steven Meyers installed CinemaScope at their Tahoe Drive-In, Lake Tahoe. . . . James French, Para. salesman, was granted a month's leave because of illness. . . . Jenny Sommerville, graduated from the Westland switchboard to booker of short subjects. . . . Emil Palermo, Star Theatre, Stockton, introduced his assistant Ruth Clark to the Row.

Heaton Randall, Nat'l. Theatre Supply, reports CinemaScope installations at the Strand Theatre, Modesto, and Tahoe Tavern, Lake Tahoe. . . . A late Sunday night patron left the San Pablo Auto Movie via the box office and held up cashier Ernest Furman, collecting $826 in week-end receipts. . . . Principal Theatres reports a June 21 closing for their State Theatre in Sacramento. . . . After two months, Jean Eichenbaum, UI clerk, is back, fully recovered from injuries received in an auto accident. . . . Fox launched the largest budgeted campaign in almost two years to promote the "Seven Year Itch," acc. to Don Yarbrough, pub. dir.

Rumored here that Mike Todd Productions will take over Paramount's State Theatre, dark for several years, for a N. Calif. Todd A-O Theatre. . . . Quick action by Courtney Minehart, night usher at the Bridge Theatre, resulted in arrest of a robber shortly after he took $95 from cashier Carol Staudenmaier. . . . A testimonial luncheon was given by Variety Club to Dick Colbert, Univ. sales mgr., who left to become branch mgr. of the Portland office. . . . Edward Smythe, Univ. office mgr., was in St. Francis Hospital. . . . Hans Szermak, Univ. booker, is leaving the industry.

SEATTLE

Maury Saffle will become chairman, and Harry Wall co-chairman of the Theatre Owners Assn. of Wash., No. Idaho and Alaska on July 1. Dwight Spracher is secy. . . . Pacific Northwest and Alaska Variety Club elected the following officers: M. W. (Bud) Saffle, chief barker; Ed Cruea, 1st asst.; Glenn Haviland, 2nd asst.; Frederic A. Danz, property master; C. B. Gustafson, dough guy. Charter Night will be observed with a dinner-dance on Aug. 18, place to be announced later, and the first annual golf tournament of the organization will be held Aug. 19 at Sand Point Golf and Country Club in Seattle.

Modern Theatre Supply is equipping Peter Barnes' new Pow Wow Drive-In at Oroville, Wash. . . . Leonard Raatz joined the sales staff of Modern. . . . National Theatre Supply will do a CinemaScope installation at the Selma Theatre, Republic Wash. . . . 237 Wash. and B.C. exhibitors attended the M-G-M Ticket Selling Workshop at the Olympic Hotel recently.

FEATURES—Calendar of 1954-55 Releases

(As far ahead as it is possible to obtain them)

ALLIED ARTISTS

Release Date	Release No.	Production	Time (min.)	Cast
Nov. 21st	5504	Cry Vengeance	83	Mark Stevens, Martha Hyer, Joan Vohs
Dec. 5th	5505	Port of Hell	80	Dane Clark, Wayne Morris, Carole Mathews
Dec. 19th	5506	Tonight's The Night	88	Barry Fitzgerald, Y. De Carlo, David Niven
Jan. 2nd	5421	Bowery to Bagdad	64	Leo Gorcey, Huntz Hall
Jan. 23rd	5507	Treasure of Ruby Hills	71	Zachary Scott, Carole Mathews, Dick Foran
Feb. 13th	5508	Big Combo, The	89	Cornel Wilde, Jean Wallace, Richard Conte, Brian Donlevy
Feb. 27th	5510	Danger Is My Beat	77	Barbara Payton, Paul Langton
Mar. 13th	5509	Dial Red O	3	Bill Elliott, Helene Stanley, Keith Larsen
Mar. 20th	5511	The Big Tip Off	80	Richard Conte, Constance Smith, Bruce Bennett
Mar. 27th	5512	Seven Angry Men	90	Raymond Massey, Debra Paget, Jeffrey Hunter
Apr. 10th	5513	An Annapolis Story, (Tech.)	81	John Derek Diana Lynn, Kevin McCarthy
Apr. 17th	5514	High Society	61	Leo Gorcey, Huntz Hall
Apr. 24th	5515	Shot Gun (Tech.)	80	Sterling Hayden, Yvonne De Carlo, Zachary Scott
May 15th	5516	Las Vegas Shakedown	79	Dennis O'Keefe, Coleen Grey
May 29th	5517	Skabenga (Eastman color)	61	Documentary
June 12th	5518	Lord of the Jungle	69	J. Sheffield, Wayne Morris
June 19th	5519	Finger Man	82	Frank Lovejoy, Forrest Tucker, Peggie Castle
July 3rd	5520	Wichita (Tech.)	81	Joel McCrea, Vera Miles
July 10th	5521	Case of the Red Monkey	73	Richard Conte, Rona Anderson
July 24th	5522	Spy Chasers	61	Leo Gorcey, Huntz Hall
Aug. 7th	5523	The Warriors (CinemaScope, Tech.)	85	Errol Flynn, Joanne Dru
Aug. 21st	5524	Betrayed Women	64	Carole Mathews, Beverly Michaels

BUENA VISTA DISTRIBUTING CO.

November '54	The Vanishing Prairie (Technicolor)	71	
January '55	20,000 Leagues Under the Sea (Technicolor)	127	Kirk Douglas, James Mason, Peter Lorre and Paul Lucas
June '55	The Littlest Outlaw (Technicolor)	75	Pedro Armendariz and Joseph Calleia
July '55	Lady and the Tramp (Technicolor)	75	Cartoon feature
September '55	Davy Crockett, King of the Wild Frontier (Tech., Widescreen)	95	Fess Parker, Buddy Ebsen
January '56	The African Lion (Technicolor)	—	

COLUMBIA

Nov	716	Fire Over Africa (Technicolor)	84	Maureen O'Hara, Macdonald Carey
Dec.	715	Phffft	88	Judy Holliday, Jack Carson, J. Lemmon
Dec.	717	They Rode West (Color)	84	Robert Francis, Donna Reed
Jan.	731	The Bamboo Prison	80	Robert Francis, Diane Foster
Jan.	—	Masterson of Kansas (Technicolor)	73	George Montgomery, Nancy Gates
Jan.	735	The Violent Men (CinemaScope-Tech.)	96	Glenn Ford, Barbara Stanwyck, Edward G. Robinson
Feb.	706	Pirates of Tripoli (Tech.)	72	Patricia Medina, Paul Heinrid
Feb.	725	Ten Men Wanted (Tech.)	80	Randolph Scott, Jocelyn Brando
Feb.	726	Women's Prison	80	Ida Lupino, Howard Duff
Mar.	730	New Orleans Uncensored	86	Arthur Franz, Beverly Garland, Helene Stanton
Mar.	727	Wyoming Renegades (Color)	73	Phil Carey, Gene Evans, Martha Hyer, William Bishop
Mar.	734	The Detective	91	Alec Guiness, Joan Greenwood
April	737	Three For the Show (Color-CinemaScope)	93	Betty Grable, Marge & Gower Champion
April	744	Jungle Moon Men	70	Johnny Weissmuller
April	—	The Return of October (Technicolor) (Re-issue)	89	Glenn Ford, Terry Moore
May	724	The End of the Affair	106	Deborah Kerr, Van Johnson
May	728	Tight Spot	97	Ginger Rogers, Edward G. Robinson
May	739	Cell 2455 Death Row	77	William Campbell, Marian Carr
May	743	Seminole Uprising (Technicolor)	74	George Montgomery, Karin Booth
June	742	Five Against the House	84	Guy Madison, Kim Novak
June	738	Prize of Gold (Technicolor)	98	Richard Widmark, Mai Zetterling

FILMAKERS

Release Date	Release No.	Production	Time (min.)	Cast
Feb. 15	6069	Crashout	90	William Bendix, Arthur Kennedy, Beverly Michaels
Apr. 15	6068	Mad At The World	72	Frank Lovejoy, Keefe Brasselle, Cathy O'Donnell

I. F. E.

American Dialogue

September '54	Bread, Love and Dreams	90	Gina Lollobrigida, Vittorio De Sica
October '54	Girls Marked Danger!	75	Vittorio Gassman, Silvana Pampanini
November '54	Aida (in Ferraniacolor) (in association with S. Hurok)	95	Sophia Loren, Afro Polli, Lois Maxwell
December '54	Theodora, Slave Empress (Pathecolor	88½	Gianna Maria Canale, Georges Marchal,
February '55	"Mademoiselle Gobette"	78	Silvana Pampanini
April '55	Wayward Wife	95	Gina Lollobrigida
May '55	"Love in the City" Pre-release—May; Regular release—June	90	English commentary & subtitles.
May '55	Outlaw Girl	76	Silvana Mangano, Amedeo Nazzari
May '55	Green Magic (Color)	85	(Documentary with English commentary)

LIPPERT PICTURES

Nov. 26th	5323	The Siege	63	Special Cast
Dec. 10th	5403	Race for Life	69	Richard Conte, Mari Aldon, George Coulouris
Dec. 24th	5407	The Black Pirates (Color)	74	Anthony Dexter, Lon Chaney, Martha Roth
Jan. 7th	5406	They Were So Young	80	Scott Brady, Raymond Burr, Johanna Matz
Mar. 25th	5411	The Silver Star	73	Edgar Buchanan, Marie Windsor, Lon Chaney
Apr. 8th	5415	Thunder Over Sangoland	73	Jon Hall, Ray Montgomery, Marjorie Lord
Apr. 15th	5409	The Glass Tomb	59	John Ireland
May 6th	5413	Air Strike	67	Richard Denning, Gloria Jean, Don Haggerty
May 13th	5414	Phantom of the Jungle	75	Jon Hall, Ray Montgomery, Anne Gwynne
June 3rd	5418	Knig Dinosaur	59	Bill Bryant, Wanda Curtis
June 20th	5416	The Lonesome Trail	73	Wayne Morris, John Agar, Margia Dean

METRO-GOLDWYN-MAYER

Nov.	507	Athena (EastmanColor-CinemaScope)	95	Jane Powell, Vic Damone, Debbie Reynolds
Nov.	510	Last Time I Saw Paris (Technicolor)	116	Elizabeth Taylor, Van Johnson, Donna Reed
Dec.	511	Crest of the Wave	90	Gene Kelly, Jeff Richards
	513	Battleground (Re-Issue)	118	Van Johnson, John Hodiak, Ricardo Montalban, George Murphy
	514	The Asphalt Jungle (Re-Issue)	112	Sterling Hayden, Louis Calhern, Jean Hagen
	512	Deep In My Heart (EastmanColor)	132	Jose Ferrer, Merle Oberon, Helen Traubel, Walter Pidgeon, Paul Henreid
Jan.	515	Bad Day at Black Rock (Color CinemaScope)	81	Spencer Tracy, Robert Ryan, Anne Francis, Walter Brennan
	516	Green Fire (Color CinemaScope)	100	Stewart Granger, Grace Kelly
Feb.	517	Many Rivers to Cross (Color CinemaScope)	83	Robert Taylor, Eleanor Parker
	518	Jupiter's Darling (Color CinemaScope)	96	Esther Williams, Howard Keel
March	519	Hit The Deck (Color CinemaScope)	112	Jane Powell, Tony Martin
	521	Blackboard Jungle	101	Glenn Ford, Anne Francis, Louis Calhern
April	522	Glass Slipper	94	Michael Wilding, Leslie Caron
	523	Bedevilled (Color CinemaScope)	89	Anne Baxter, Steve Forrest
May	525	The Prodigal (Cinema-Scope-Eastman Color)	115	Lana Turner, Edmund Purdom
May	526	The Marauders	81	Dan Duryea, Jeff Richards
June	527	Love Me Or Leave Me (Eastman Color).	108	
June	528	Moonfleet (CinemaScope-Eastman)	89	Stewart Granger, Viveca E. Parker, G. Ford Lindfors
July	529	Interrupted Melody (CinemaScope-Eastman)	106	
	531	The Cobweb (CinemaScope-Eastman)	124	L. Bacall, R. Widmark, C. Boyer
August	——	The Kings Thief (CinemaScope-Eastman)	78	Edmund Purdom, Ann Blyth, David Niven
		The Scarlet Coat (CinemaScope)	104	C. Wilde, Michael Wilding, G. Sanders, A. Francis

FEATURES—Calendar of 1954-55 Releases

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PARAMOUNT

Release Date	Release No.	Production	Time (min.)	Cast
November	5430	White Christmas (VistaVision-Technicolor)	120	Bing Crosby, Danny Kaye, Rosemary Clooney, Vera-Ellen.
Jan.	5404	Three Ring Circus (VistaVision-Technicolor)	104	Dean Martin, Jerry Lewis
Feb.	5405	The Bridges At Toko-Ri (Technicolor)	103	William Holden, Grace Kelly, Frederic March, Mickey Rooney
Mar.	5407	Conquest of Space (Technicolor)	80	Produced by George Pal
Mar.	5409	The Country Girl	104	Bing Crosby, William Holden, Grace Kelly
April	5410	Run For Cover (VistaVision-Technicolor)	92	James Cagney, Viveca Lindfors, John Derek.
Apr.	5406	Mambo	94	Shelley Winters, Silvana Mangano, Vittorio Gassman, Katherine Dunham and Dancers
May	5411	Hell's Island (VistaVision-Technicolor)	84	John Payne, Mary Murphy, Francis L. Sullivan.
June	5412	The Far Horizons (VistaVision-Technicolor)	108	Fred MacMurray, Charleton Heston, Donna Reed, Barbara Hale.
July	5413	The Seven Little Foys (VistaVision-Technicolor)	93	Bob Hope, Milly Vitale.
July	5426	Strategic Air Command (VistaVision-Technicolor)	114	James Stewart, June Allyson
August	5414	We're No Angels (VistaVision-Technicolor)	103	Humphrey Bogart, Aldo Ray, Peter Ustinov, Joan Bennett
August	5415	You're Never Too Young (VistaVision-Technicolor)		Dean Martin, Jerry Lewis, Diana Lynn, Nina Foch
Sept.	5501	The Girl Rush (VistaVision-Technicolor)		Rosalind Russell, Fernando Lamas, Gloria DeHaven, Eddie Albert
Sept.	5502	To Catch A Thief (VistaVision-Technicolor)		Cary Grant, Grace Kelly
Sept.	5503	Ulysses (Technicolor)	104	Kirk Douglas, Silvana Mangano, Anthony Quinn, Rossana Podesta

RKO-RADIO

Release Date	Release No.	Production	Time (min.)	Cast
Nov.	504	This Is My Love (PatheColor)	91	Linda Darnell, Rick Jason, Dan Duryea, Faith Domergue
Nov.	505	Cattle Queen of Montana (Technicolor)	88	Barbara Stanwyck, Ronald Reagan, Gene Evans, Lance Fuller, Tony Caruso
Dec.	508	Hansel & Gretel (Tech.)	75	The "Kinemins"
Jan.	509	The Americano (Technicolor)	85	Glenn Ford, Ursula Thiesa, Frank Lovejoy, Cesar Romero
Feb.	506	"Underwater!" (Technicolor-Superscope)	99	Jane Russell, Gilbert Roland, Richard Egan, Lori Nelson, Robert Keith, Joseph Calleia
Feb.	507	Tarzan's Hidden Jungle	73	Gordon Scott, Vera Miles
March	511	Rage at Dawn (Technicolor)	87	Randolph Scott, Mala Powers, Forrest Tucker
April	512	Escape to Burma (Tech.-Superscope)	87	Barbara Stanwyck, David Farrar, Robert Ryan
		Jet Pilot (Technicolor-Superscope)	119	John Wayne, Janet Leigh Price, Mari Blanchard
		The Conqueror (Cinemascope-color)		John Wayne, Susan Hayward, Pedro Armendariz
April Re-Issues				
	573	The Informer	91	Victor McLagen, Heather Angel, Preston Foster.
	574	Berlin Express	86	Merle Oberon, Robert Ryan.
May	510	Quest for the Lost City (color)	60	Dana & Ginger Lamb
	575	Bringing Up Baby	102	Katherine Hepburn, Gary Grant.
	576	I Remember Mama	119	Irene Dunne, Barbara Bel Geddes, Oscar Homolka.
June Re-issues	513	"Son Of Sinbad" (Technicolor-Superscope)	88	Dale Robertson, Sally Forrest, Lili St. Cyr, Vincent Price
June	577	"The Big Street"	88	Henry Fonda, Lucille Ball, Ozzie Nelson
June 29th	514	"Wakamba"	65	African Adventure.
June 28th	515	Pearl of the South Pacific (Technicolor-Superscope)	86	Virginia Mayo, Dennis Morgan, David Farrar

REPUBLIC

Release Date	Release No.	Production	Time (min.)	Cast
Nov. 15th	5312	The She Wolf	93	Kerina, Ettore Manni, May Britt
Dec. 1st	5313	Trouble In Glen	91	Margaret Lockwood, Orson Welles, Forrest Tucker
Dec. 8th	5314	The Atomic Kid	86	Mickey Rooney, Robert Strauss, Elaine Davis
Dec. 15th	5315	Hell's Outpost	90	Rod Cameron, Joan Leslie, Chill Wills
Jan. 5th	5430	African Manhunt	65	Myron Healey, Karen Booth, John Kellogg
Jan. 12th	5431	Trouble In Store	86	Norman Wisdom, Margaret Rutherford, Moira Lister
Jan. 28th	5326	Carolina Cannonball	72	Judy Canova, Ross Elliott, Andy Clyde
Jan. 28th	5342	The Square Ring	73	Jack Warner, Robert Beatty, Maxwell Reed
Feb. 2nd	5401	Doctor in the House (Rank)	92	Dirk Bogarde, Muriel Pavlow, Kenneth More
Feb. 28th	5402	Timberjack	94	Sterling Hayden, Vera Ralston, David Brian
Mar. 22nd	5403	Yellowneck	83	Lin McCarthy, Stephen Courtleigh, Berry Kroeger
Mar. 29th	5433	A Day To Remember	72	Stanley Holloway, Joan Rice, Odile Versois
May 5th	5405	The Eternal Sea	103	Sterling Hayden, Alexis Smith, Dean Jagger
May 12th	5404	Santa Fe Passage	90	John Payne, Faith Domergue, Rod Cameron
May 19th	5434	I Cover The Underworld	70	Sean McClary, Joanne Jordan, Ray Middleton
May 26th	——	Don Juan's Night of Love	71	Raf Vallone, Silvana Pampanini, Michele Philippe
June 2nd	——	City Of Shadows	——	Victor McLaglen, John Baer
June 9th	——	The Green Buddha	——	Wayne Morris, Mary Germaine
June 16th	——	The Road to Denver	——	John Payne, Mona Truman, Lee J. Cobb
June 23rd	——	Double Jeopardy	——	Rod Cameron, Gale Robbins, Allison Hayes
June 30th	——	Flame of the Islands	——	Yvonne De Carlo, Zachary Scott, Howard Duff
July 7th	——	Lay That Rifle Down	——	Judy Canova, Robert Lowery, Jil Jarmyn
July 14th	——	Mystery of the Black Jungle	——	Lex Barker, Joan Maxwell
July 21st	——	Magic Fire	——	Yvonne De Carlo, Carlos Thompson, Rita Gam
July 28th	——	Headline Hunters	——	Rod Cameron, Julie Bishop, Ben Cooper
Aug. 4th	——	Jaguar	——	Sabu, Chiquita, Touch Conners, Barton MacLane
Aug. 11th	——	The Divided Heart	——	Cornell Borchers, Yvonne Mitchell, Armin Dahlen
Aug. 18th	——	The Last Command	——	Sterling Hayden, Anna Maria Alberghetti, Richard Carlson.
Aug. 25th	——	Circus Girl (Trucolor)	——	
Sept. 1st	——	The Hostage	——	Ray Milland, Mary Murphy
Sept. 8th	——	The Vanishing American (Trucolor)	——	Scott Brady, Audrey Totter, Forrest Tucker
Sept. 15th	——	Come Next Spring (Trucolor)	——	Steve Cochran, Ann Sheridan, Sonny Tufts

TWENTIETH CENTURY-FOX

Release Date	Release No.	Production	Time (min.)	Cast
November	423	Black Widow (CinemaScope-Color by De Luxe)	95	Gene Tierney, Van Heflin, Peggy Ann Garner
November	425	Desiree (CinemaScope-Color by De Luxe)	110	Marlon Brando, Jean Simmons
November	428	Black Thirteen	75	Peter Reynolds, Rona Anderon
November	427	Outlaw's Daughter (Color)	75	Bill Williams, Kelly Ryan
December	426	There's No Business Like Show Business	117	Marilyn Monroe, Ethel Merman, Dan Dailey, Donald O'Connor, Mitzi Gaynor, Johnnie Ray
December	430	The Other Woman	81	Hugo Haas, Cleo Moore
December	429	Devil's Harbor	71	Richard Arlen, Greta Gynt
		1955		
January	422	Carmen Jones (CinemaScope-Color by De Luxe)	105	Pearl Bailey, Dorothy Dandridge, Harry Belafonte, Joe Adams
January	502	Prince of Players (CinemaScope-Color by De Luxe)	102	Richard Burton, Maggie McNamara, John Derek, Raymond Massey, Charles Bickford, Elizabeth Sellars
January	540	Twelve O'Clock High (Re-Release)	132	Gregory Peck, Hugh Marlowe, Gary Merrill, Millard Mitchell, Dean Jagger
February	503	White Feather (CinemaScope-Tech.)	102	Robert Wagner, John Lund, Debra Paget, Jeffrey Hunter, Eduard Franz
February	505	The Racers (CinemaScope-Color by De Luxe)	95	Kirk Douglas, Bella Darvi, Gilbert Roland, Cesar Romero

FEATURES—Calendar of 1954-55 Releases

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Release Date	Release No.	Production	Time (min.)	Cast
March	507	Untamed (CinemaScope-Color by De Luxe)	111	Tyrone Power, Susan Hayward, Richard Egan, John Justin, Agnes Moorehead, Rita Moreno, Hope Emerson
April	511	Angela	81	Dennis O'Keefe, Mara Lane
April	509	A Man Called Peter (CinemaScope-Color by De Luxe)	119	Jean Peters, Richard Todd, Gill Esmond, Robert Burton
April	510	Violent Saturday (CinemaScope-Color)	90	Victor Mature, Sylvia Sidney, Stephen McNally, J. Carroll Naish
May	515-7	Daddy Long Legs (CinemaScope-Color by De Luxe)	126	Fred Astaire, Leslie Caron, Thelma Ritter
May	508-2	The Adventures of Sadie (Color)	88	Joan Collins, Kenneth More, George Cole
May	508	The Adventures of Sadie	88	Joan Collins, Kenneth More, George Cole
June	513	The Magnificent Matador (CinemaScope-Tech.)	94	Maureen O'Hara, Anthony Quinn
June	514	Soldier of Fortune (CinemaScope-Color by De Luxe)	96	Clark Gable, Susan Hayward
July	506	Life in the Balance	74	Ricardo Montalban, Anne Bancroft, Lee Marvin, Jose Perez
July	512	The Living Swamp		Documentary
July	—	How to Be Very Popular (CinemaScope-Color by De Luxe)	—	Betty Grable, Sheree North, Robert Cummings

UNITED ARTISTS

Nov.	5446	Twist of Fate	89	Ginger Rogers, Jacques Bergerac
Nov.	5438	Shield for Murder	80	Edmond O'Brien, John Agar, Marla English
Nov.	5444	The White Orchid (PatheColor)	81	William Lundigan, Peggie Castle
Nov.	5447	Snow Creature	70	Paul Langton, Leslie Denison
Nov.	5445	You Know What Sailors Are (Technicolor)	89	Akim Tamiroff, Donald Sinden
Dec.	5448	Vera Cruz (Technicolor, Superscope)	94	Gary Cooper, Burt Lancaster
Dec.	5443	The Steel Cage	80	Paul Kelly, Maureen O'Sullivan
Dec.	5449	Romeo and Juliet (Technicolor)	140	Laurence Harvey, Susan Shentall
Jan.	5450	Black Tuesday	80	Edward G. Robinson, Jean Parker
Jan.	5501	The Beachcomber (Technicolor)	82	Robert Newton, Glynis Johns
Jan.	5502	Battle Taxi	82	Sterling Hayden, Arthur Franz
Feb.	5504	Sabaka (Technicolor)	74	Boris Karloff, Reginald Denny
Feb.	5505	The Good Die Young	100	Laurence Harvey, Gloria Grahame
Feb.	5506	Canyon Crossroads	83	Richard Basehart, Phyllis Kirk
Mar.	5507	Big House, U.S.A.	82	Broderick Crawford, Ralph Meeker.
Mar.	5508	Stranger On Horseback (Ansco-Pathe)	66	Joel McCrea, Miroslava.
Mar.	5509	Marty	91	Ernest Borgnine, Betsy Blair.
April	5503	The Purple Plain (Tech.)	100	Gregory Peck, Win-Min-Than.
April	5510	A Bullet For Joey	85	Edward G. Robinson, George Raft, Audrey Totter.
April	5511	Lilacs In The Spring (Eastman color)	94	Errol Flynn, Anna Neagle.
May	5513	Kiss Me Deadly	105	Ralph Meeker, Albert Dekker
May	5514	The Tiger and the Flame (Technicolor)	97	Mehtab, Sohrab Modi
May	5515	Robbers' Roost	82	George Montgomery, Richard Boone
May	5516	Top of the World	90	Dale Robertson, Evelyn Keyes
June	.....	Summertime	99	Katherine Hepburn, Rossano Brazzi
June	.....	The Big Bluff	70	John Bromfield, Martha Vickers
June	.....	The Sea Shall Not Have Them	91	Michael Redgrave, Dirk Bogarde
June	.....	Othello	92	Orson Welles, Suzanne Cloutier
June	.....	Albert, R.N.	88	Anthony Steel, Jack Warner
July		Not as a Stranger	135	Robert Mitchum, Olivia de Haviland, Frank Sinatra

UNIVERSAL

Nov.	501	Bengal Brigade (Tech.)	87	Rock Hudson, Arlene Dahl
Dec.	510	Yellow Mountain (Technicolor)	78	Lex Barker, Mala Powers, Howard Duff
Dec.	505	Sign of the Pagan (CinemaScope-Tech.)	92	Jeff Chandler, Jack Palance, Rita Gam
Dec.	506	Sign of the Pagan (Regular-Technicolor)	92	Jeff Chandler, Jack Palance, Rita Gam
Jan.	507	So This Is Paris (Technicolor)	96	Tony Curtis, Gloria DeHaven, Gene Nelson, Corinne Calvert
Jan.	508	Destry (Technicolor)	91	Audie Murphy, Mari Blanchard
Jan.	503	West of Zanzibar	83	Anthony Steel Sheila Sim
Feb.	511	The Far Country (Technicolor)	97	Jim Stewart, Ruth Roman
Feb.	512	Six Bridges to Cross	99	Tony Curtis, Julie Adams
Feb.	513	Abbott & Costello Meet The Keystone Kops	79	Bud Abbott, Lou Costello
Mar.	509	Land Of Fury	82	Jack Hawkins, Glynis Johns.
Mar.	514	Captain Lightfoot (Tech.-CinemaScope)	92	Rock Hudson, Barbara Rush.
Mar.	516	Smoke Signal (Tech.)	88	Dana Andrews, Piper Laurie.
Apr.	517	Chief Crazy Horse (Tech.-CinemaScope)	86	Victor Mature, Susan Ball, John Lund
Apr.	518	Chief Crazy Horse (Standard Version)	86	
Apr.	519	Ma & Pa Kettle at Waikiki	79	Marjorie Main, Percy Kilbride, Lori Nelson
Apr.	520	Man Without a Star (Technicolor)	89	Kirk Douglas, Jeanne Crain, Claire Trevor
May	521	Revenge of the Creature (3-D)	82	John Agar, Lori Nelson.
May	522	Revenge of the Creature (Standard)	82	
May	523	Cult Of The Cobra	82	Richard Long, Faith Domergue, Marshall Thompson.
May	524	The Looters	87	Rory Calhoun, Julie Adams
June	526	Abbott & Costello Meet The Mummy	79	Bud Abbott, Lou Costello, Marie Windsor.
June	525	Man From Bitter Ridge (Color)	80	Lex Barker, Mara Corday, Stephen McNally
June	527	This Island Earth (Technicolor)	87	Jeff Morrow, Faith Domergue
July	529	Ain't Misbehavin! (Technicolor)	82	Piper Laurie, Rory Calhoun, Jack Carson
July	530	The Purple Mask (Tech.-CinemaScope)	80	Tony Curtis, Colleen Miller, Angela Lansbury
July	.....	Foxfire (Technicolor)	—	Jeff Chandler, Jane Russell, Dan Duryea
Sept.	535	The Shrike	88	Jose Ferrer, June Allyson

WARNER BROS.-FIRST NATIONAL

Oct. 16th	403	A Star is Born (CinemaScope-Tech.) (Special Engagements only)	154	Judy Garland, James Mason, Jack Carson
Nov. 13th	404	Drum Beat (CinemaScope-WarnerColor)	111	Alan Ladd, Audrey Dalton
Nov. 27th	405	Track of the Cat (CinemaScope-WarnerColor)	102	Robert Mitchum, Diana Lynn, Teresea Wright
Dec. 11th	406	Saratoga Trunk (Re-release)	135	Gary Cooper, Ingrid Bergman, Flora Robson
Dec. 11th	407	The Big Sleep (Re-release)	114	Humphrey Bogart, Lauren Bacall, Martha Vickers.
Jan 1st	409	Young at Heart (Color by WarnerColor) (Print by Technicolor)	117	Doris Day, Frank Sinatra, Gig Young, Ethel Barrymore, Dorothy Malone, Robert Keith
Jan. 22nd	403	A Star is Born (In CinemaScope) (Color by Technicolor)	154	Judy Garland, James Mason, Jack Carson, Charles Bickford, Tom Noonan
Feb. 5th	408	The Silver Chalice (In CinemaScope) (Color by WarnerColor)	137	Virginia Mayo, Pier Angeli, Jack Palance, Paul Newman, Walter Hampden
Feb. 26th	412	Unchained	75	Elroy Hirsch, Barbara Hale, Chester Morris
Mar. 12th	411	Battle Cry (CinemaScope and WarnerColor)	148	Van Heflin, Aldo Ray, Mona Freeman.
Mar. 19th	413	N. Y. Confidential	87	Broderick Crawford, Anne Bancroft.
Apr. 9th	414	East Of Eden (CinemaScope-WarnerColor)	115	Julie Harris, James Dean, Raymond Massey.
April 30th	415	Strange Lady in Town (CinemaScope-WarnerColor)	112	Greer Garson, Dana Andrews
May 14th	410	Jump Into Hell	93	Jack Sernas, Kurt Kaznar, Arnold Moss.
June 4th	416	The Sea Chase (CinemaScope-WarnerColor)	118	John Wayne, Lana Turner, Tab Hunter
June 18th	417	Tall Man Riding (CinemaScope-WarnerColor)	83	Randolph Scott, Dorothy Malone, Peggy Castle
July	418	Mister Roberts (CinemaScope-WarnerColor)	123	Henry Fonda, James Cagney, William Powell
July	419	Land of the Pharoahs (CinemaScope-WarnerColor)	—	Jack Hawkins, Joan Collins, Dewey Martin
July	.....	The Dam Busters	—	Richard Todd, Michael Redgrave

Hollywood Production

ALLIED ARTISTS

Shooting

SON OF JACK SLADE
Cast: John Ericson, Mari Blanchard, Neville Brand, Donna Drew, Angie Dickinson, Lyla Graham, Casey Adams, John Sheppodd, Howard Petrie.
Producer .....Lindsley Parsons
Director .....Harold Schuster

BOBBY WARE IS MISSING
Cast: Neville Brand, Arthur Franz.
Producer .....Vincent M. Fennelly
Director .....Thomas Carr

Cutting

SPY CHASERS
Cast: Leo Gorcey, Huntz Hall, Lisa Davis.
Producer .....Ben Schwalb
Director .....Edward Bernds

TIMESLIP
(ToDon Productions)
Cast: Gene Nelson, Faith Domergue, Joseph Tomelty, Vic Terry, Donald Gary.
Producer .....A. C. Snowden
Director .....Ken Hughes

THE BODY SNATCHERS
Cast: Kevin McCarthy, Dana Wynter, Carolyn Jones.
Producer .....Walter Wanger
Director .....Don Siegel

PHENIX CITY
(Shooting in Phenix City, Ala.)
Cast: Richard Kiley, John McIntire, Kathryn Grant, Lenka Peterson, Edward Andrews, James Edwards, John Larch, Biff McGuire.
Producers .....Samuel Bischoff and David Diamond
Director .....Phil Karlson

NIGHT FREIGHT
Cast: Forrest Tucker, Barbara Britton, Keith Larsen, Thomas Gomez.
Producer .....Ace Herman
Director .....Jean Yarbrough

GUN POINT
(CinemaScope) (Technicolor)
Cast: Fred MacMurray, Dorothy Malone, Walter Brennan.
Producer .....Vincent Fennelly
Director .....Alfred Werker

COLUMBIA

Shooting

INSIDE DETROIT
Cast: Pat O'Brien, Dennis O'Keefe, Mark Damon.
Producer .....Sam Katzman
Director .....Fred F. Sears

PICNIC
(CinemaScope) (Technicolor)
Cast: William Holden, Rosalind Russell, Kim Novak, Betty Field, Susan Strasberg, Cliff Robertson, Arthur O'Connell, Elizabeth Wilson, Phyllis Newman, Verna Felton, Reta Shaw.
Producer .....Fred Kohlmar
Director .....Josh Logan

1984
(Holiday Productions)
(Shooting in London)
Cast: Edmond O'Brien, Jan Sterling.
Exec. Producer .....N. Peter Rathvon
Producer .....John Croydon
Director .....Michael Anderson

SURVIVORS TWO
(CinemaScope) (Technicolor)
(Warwick Productions)
Cast: Jose Ferrer, Tevor Howard, Victor Maddern, Anthony Newley, Peter Arne.
Exec. Producers.....Allen and Broccoli
Producer .....Phil C. Samuel
Director .....Jose Ferrer

JOE MACBETH
(Film Locations Inc.)
(Shooting in London)
Cast: Paul Douglas, Ruth Roman, Bonar Colleano.
Exec. Producer.....Mike Franovich
Producer .....George Maynard
Director .....Ken Hughes

Cutting

MY SISTER EILEEN
(CinemaScope) (Technicolor)
Cast: Janet Leigh, Betty Garrett, Jack Lemmon, Aldo Ray, Kurt Kasznar, Bob Fosse, Tommy Rall.
Producer .....Fred Kohlmar
Director .....Richard Quine

MASSACRE AT MOCCASIN PASS
Cast: Phil Carey, Audrey Totter, Charlita.
Producer ..... Wallace MacDonald
Director ..... Fred S. Sears

BRING YOUR SMILE ALONG
(Technicolor)
Cast: Frankie Laine, Keefe Brasselle, Connie Towers, Lucy Marlowe, William Leslie, Ruth Warren, Bobby Clark, Jack Albertson, Bob Hopkins.
Producer .....Jonie Taps
Director .....Blake Edwards

THE GENTLE SERGEANT
Cast: Aldo Ray, Mitsuko Kinura, Phil Carey, Dick York, Chuck Connors.
Producer .....Fred Kohlmar
Director .....Richard Murphy

THE HOUSTON STORY
Cast: Lee J. Cobb, Edward Arnold, Barbara Hale, Jeanne Cooper, Paul Richards, Chris Alcaide.
Producer .....Sam Katzman
Director .....William Castle

MARSHAL OF MEDICINE BEND
(Scott-Brown Productions)
(Technicolor)
Cast: Randolph Scott, Angela Lansbury, Jean Parker, Warner Anderson, Ruth Donnelly, Jeannette Nolan, Michael Pate.
Producer .....Harry Joe Brown
Director .....Joseph H. Lewis

INDEPENDENT

Shooting

APACHE WOMAN
(Golden State Prod.)
(Eastman Color) (SuperScope)
Cast: Lloyd Bridges, Joan Taylor, Lance Fuller, Paul Birch, Jonathan Haze.
Exec. producer .....Alex Gordon
Producer-Director .....Roger Corman

WETBACKS
(Pacific Coast Pictures)
Cast: Lloyd Bridges.
Producer-Director .....Henry McCune

TIMETABLE
(SuperScope)
(Mark Stevens Productions)
(California Studios)
Cast: Mark Stevens, King Calder, Felicia Farr, Marianne Stewart, Allen Reed, Wesley Addy, John Marley, Jack Klugman, Rudolpho Hoyas.
Producer-Director .....Mark Stevens

Cutting

THE BEAST OF HOLLOW MOUNTAIN
(Nassour Studios)
Cast: Guy Madison, Sarita Montiel.
Producers.William and Edward Nassour
Director .....Edward Nassour

GENTLEMEN MARRY BRUNETTES
(Russfield-Voyager Productions)
(Technicolor) (Shooting in Paris)
Cast: Jane Russell, Jeanne Crain, Scott Brady, Alan Young, Rudy Vallee.
Executive Producer.....Robert Bassler
Producers .....Richard Sale and Robert Waterfield
Director .....Richard Sale

BATTLE HELL
(SuperScope
Filmakers Release)
Cast: Wendell Corey, Mickey Rooney, Don Taylor, Nicole Maurey, Tara Summers, Diana Darrin, Race Gentry, John Smith, Wright King, Stanley Adams.
Producer .....Hal E. Chester
Director .....Lewis R. Foster

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Cutting

CHARGE OF THE RURALES
(AnscoColor)
(Montezuma Productions)
(Shooting in Mexico)
Cast: Dane Clark, James Craig, Martha Roth, James Fernandez.
Producer .....Robert L. Lippert, Jr.
Director .....Louis King

THE GLASS TOMB
(Executive Films for Lippert release)
Cast: John Ireland.
Producer .....Anthony Hinds
Director .....Montgomery Tully

METRO-GOLDWYN-MAYER

Shooting

FOREVER, DARLING
(Zanra Prods.)
(Eastman Color) (Wide Screen)
Cast: Lucille Ball, Desi Arnaz, James Mason, Louis Calhern, Natalie Schafer, John Emery, John Hoyt, Mabel Albertson, Nancy Kulp.
Producer .....Desi Arnaz
Director .....Alexander Hall

I'LL CRY TOMORROW
Cast: Susan Hayward, Richard Conte, Eddie Albert, Don Taylor.
Producer .....Lawrence Weingarten
Shooting Director .....Daniel Mann

BHOWANI JUNCTION
(CinemaScope) (Color)
Shooting in Pakistan)
Cast: Ava Gardner, Stewart Granger, William Travers, Francis Matthews, Abraham Sofaer, Peter Illing.
Producer .....Pandro S. Berman
Director .....George Cukor

DIANE
(CinemaScope) (Eastman Color)
Cast: Lana Turner, Pedro Armendariz, Marissa Pavan.
Producer .....Edwin Knopf
Director .....David Miller

KISMET
(CinemaScope) (Technicolor)
Cast: Howard Keel, Ann Blyth, Dolores Gray, Vic Damone, Monte Wooley, Jay C. Flippen, Sebastian Cabot.
Producer .....Arthur Freed
Director .....Vincent Minnelli

TRIBUTE TO A BADMAN
(CinemaScope) (Eastmancolor)
Cast: Spencer Tracy, Irene Pappas, Robert, Francis, Vic Morrow, Stephan McNally.
Producer .....Sam Zimbalist
Director .....Robert Wise

Cutting

THE KING'S THIEF
(CinemaScope) (Color)
Cast: Ann Blyth, Edmund Purdom, David Niven, George Sanders, Roger Moore, John Dehner, Isabel Elsom.
Producer .....Edwin H. Knopf
Director .....Hugo Fregonese

THE BAR SINISTER
Cast: Jeff Richards, Jarma Lewis.
Producer .....Henry Berman
Director .....Herman Hoffman

FORBIDDEN PLANET
(CinemaScope) (Color)
Cast: Walter Pidgeon, Anne Francis, Leslie Nielsen.
Producer .....Nicholas Nayfack
Director .....Fred Wilcox

QUENTIN DURWARD
(CinemaScope) (Color)
(Shooting in London)
Cast: Robert Taylor, Kay Kendall, Robert Morley.
Producer .....Pandro S. Berman
Director .....Richard Thorpe

GUYS AND DOLLS
(CinemaScope) (Eastmancolor)
Cast: Marlon Brando, Jean Simmons, Frank Sinatra, Vivian Blaine, Robert Keith.
Producer .....Samuel Goldwyn
Director .....Joseph L. Mankiewicz

TRIAL
(CinemaScope)
Cast: Glenn Ford, Dorothy McGuire, Arthur Kennedy, John Hodiak, Kathy Jurado, Robert Middleton, Juano Hernandez, Rafael Campos, John Hoyt.
Producer .....Charles Schnee
Director .....Mark Robson

Paramount Pictures

Shooting

THE TEN COMMANDMENTS
(VistaVision) (Technicolor)
Cast: Charlton Heston, Yul Brynner, Anne Baxter, Yvonne De Carlo, Debra Paget, Nina Foch, Edward G. Robinson, Sir Cedric Hardwicke, Vincent Price, John Carradine. John Derek, Oliver Deering, Peter Hanson, Baynes Barron.
Producer-Director ....Cecil B. DeMille

ANYTHING GOES
(VistaVision) (Technicolor)
Cast: Bing Crosby, Donald O'Connor, Jeanmaire, Mitzi Gaynor, Phil Harris, Kurt Kasznar, Walter Sande.
Producer .....Robert Emmett Dolan
Director .....Robert Lewis

THE MAN WHO KNEW TOO MUCH
(VistaVision) (Technicolor)
(Shooting in London)
Cast: James Stewart, Doris Day, Chris Olsen, Bernard Miles, Ralph Truman, Brenda de Banzie.
Producer-Director ....Alfred Hitchcock

TOO LATE MY LOVE
(VistaVision)
Cast: Carol Ohmart, Tom Tryon, Jody Lawrence, James Gregory, David Lewis, Scott Marlowe, Jacques Aubuchon, Elaine Stritch, E. G. Marshall, Edward Binns, Maureen Hurley.
Producer-Director .....Michael Curtiz

Cutting

THE DESPERATE HOURS
(VistaVision)
Cast: Humphrey Bogart, Fredric March, Martha Scott, Arthur Kennedy.
Producer .....William Wyler
Director .....William Wyler

WE'RE NO ANGELS
(VistaVision) (Technicolor)
Cast: Humphrey Bogart, Peter Ustinov, Aldo Ray, Joan Bennett, Leo G. Carroll, Basil Rathbone, Gloria Talbott, John Baer.
Producer .....Pat Duggan
Director .....Michael Curtiz

THE ROSE TATTOO
(VistaVision)
Cast: Burt Lancaster, Anna Magnani, Marisa Pavan, Virginia Grey, Ben Cooper, Jo Van Fleet, Flossie Sundstrom, Dorritt Kelton.
Producer .....Hal Wallis
Director .....Daniel Mann

THE VAGABOND KING
(VistaVision) (Technicolor)
Cast: Kathryn Grayson, Oreste Kirkop, Sir Cedric Hardwicke, Walter Hampden, Rita Moreno.
Producer .....Pat Duggan
Director .....Michael Curtiz

THE GIRL RUSH
(VistaVision) (Technicolor)
Cast: Rosalind Russell, Fernando Lamas, Eddie Albert, Gloria De Haven, Jimmy Gleason.
Producer .....Frederick Brisson
Director .....Robert Pirosh

Hollywood Production

ARTISTS AND MODELS
(VistaVision) (Technicolor)
Cast: Dean Martin and Jerry Lewis. Shirley MacLaine.
Producer .....Hal Wallis
Director .....Frank Tashlin

RKO RADIO PICTURES

Shooting

THE WAY OUT
(Todon Prods.) (Shooting in London)
Cast: Gene Nelson, Mona Freeman.
Producer .....Tony Owen
Director .....Montgomery Tully

TEXAS LADY
(SuperScope) (Teclmicolor)
Cast: Claudette Colbert, Barry Sullivan, Ray Collins, Horace MacMahon, James Bell.
Producer .....Nat Holt
Director .....Tim Whelan

Cutting

THE BOY AND THE BULL
(King Brothers Production)
(CinemaScope) (Technicolor)
(Shooting in Mexico)
Cast: Michel Ray, Fermin Rivera, Rudolpho Hoyos, Joy Lansing.
Producers ....Frank and Maurice King
Director .....Irving Rapper

TREASURE OF PANCHO VILLA
(SuperScope) (Technicolor)
(Shooting in Mexico)
Cast: Rory Calhoun, Shelley Winters, Gilbert Roland, Joseph Calleia.
Producer .....Edmund Grainger
Director .....George Sherman

BENGAZI
(SuperScope)
(Panamint Pictures)
Cast: Richard Conte, Victor McLaglen, Richard Carlson, Mala Powers.
Producer .....Sam Weisenthal and Gene Tevlin
Director .....John Brahm

PORTRAIT OF ALISON
(Shooting in London)
Cast: Terry Moore, Robert Beatty, William Sylvester, Josephine Griffin, Geoffrey Keen, Henry Oscar, Alan Culbertson.
Exec. Producer .....Tony Owen
Prdoucer .....Frank Godwin
Director .....Guy Green

TENNESSEE'S PARTNER
(SuperScope) (Technicolor)
Cast: John Payne, Ronald Reagan, Rhonda Fleming, Coleen Gray.
Producer .....Benedict Bogeaus
Director .....Allan Dwan

Republic

Shooting

COME NEXT SPRING
(Trucolor)
Cast: Ann Sheridan, Steve Cochran, Walter Brennan, Edgar Buchanan, Sonny Tufts, Sherry Jackson.
Director .....R. G. Springsteen

Cutting

MAGIC FIRE
(Trucolor) (Shooting in Munich)
Cast: Yvonne De Carlo, Carlos Thompson, Rita Gam, Valentina Cortesa, Alan Badel.
Producer-Director ....William Dieterle

A FOREIGN ADVENTURE
(Trucolor)
(Shooting in Nassau, Bahamas Islands)
Cast: Yvonne De Carlo, Howard Duff, Zachary Scott.
Associate Producer-Director
Edward Ludwig

THE LAST COMMAND
(Trucolor)
Cast: Sterling Hayden, Anna Maria Alberghetti, Richard Carlson, Arthur Hunnicutt, Ernest Borgnine, J. Carrol Naish.
Assoc. Producer-Director ..Frank Lloyd

MAN ALONE
(Trucolor)
Cast: Ray Milland, Mary Murphy, Ward Bond, Raymond Burr, Arthur Space, Lee Van Cleef, Douglas Spencer, Alan Hale.
Director .....Ray Milland

TWINKLE IN GOD'S EYE
Cast: Mickey Rooney, Coleen Gray, Hugh O'Brian, Donald Barry, Jil Jarmyn, Touch Connors, Joey Forman.
Associate Producers....Mickey Rooney-Maurice Duke
Director .....George Blair

20th CENTURY FOX

Shooting

THE GIRL IN THE RED VELVET SWING
(CinemaScope) (Color)
Cast: Ray Milland, Joan Collins, Farley Granger, Gale Robbins, Glenda Farrell, Philip Reed.
Producer .....Chares Brackett
Director .....Richard Fleischer

THE VIEW FROM PEMPEY'S HEAD
(CinemaScope) (Color)
Cast: Richard Egan, Dana Wynter, Cameron Mitchell, Sidney Blackmer.
Producer-Director .....Philip Dunne

Cutting

HOUSE OF BAMBOO
(CinemaScope) (Technicolor)
Cast: Robert Ryan, Robert Stack, Shirley Yamiguchi.
Producer .....Buddy Adler
Director .....Samuel Fuller

"THE VIRGIN QUEEN"
(CinemaScope) (Color)
Cast: Bette Davis, Richard Todd, Dan O'Herlihy, Herbert Marshall, Jay Robinson.
Producer .....Charles Brackett
Director .....Henry Koster

THE LEFT HAND OF GOD
(CinemaScope) (Color)
Cast: Humphrey Bogart, Gene Tierney, Lee J. Cobb, Agnes Moorhead, E. G. Marshall.
Producer .....Buddy Adler
Director .....Edward Dmytryk

SEVEN CITIES OF GOLD
(CinemaScope) (Color)
Cast: Richard Egan, Anthony Quinn, Michael Rennie, Rita Moreno, Jeffrey Hunter.
Producers .....Robert Webb and Barbara McLean
Director .....Robert Webb

THE TALL MEN
(CinemaScope) (Color)
Cast: Clark Gable, Jane Russell, Robert Ryan, Cameron Mitchell, Emile Meyer, J. Lewis Smith, Robert Adler.
Producers..Wm. Bacher & Wm. Hawks
Director .....Raoul Walsh

UNITED ARTISTS

Shooting

THE INDIAN FIGHTER
(CinemaScope) (Color)
(Bryna Productions)
Cast: Kirk Douglas, Walter Mathau, Walter Abel, Elsa Martinelli, Eduard Franz, Diana Douglas, Lon Chaney, Alan Hale, Jr.
Producer .....William Schoor
Director .....Andre de Toth

NEWS IS MADE AT NIGHT
(Bert E. Friedlob Productions)
Cast: Dana Andrews, Rhonda Fleming, Ida Lupino, George Sanders, Thomas Mitchell, Howard Duff, Vincent Price, John Barrymore Jr., Sally Forrest, James Craig.
Producer .....Bert E. Friedlob
Director .....Fritz Lang

A KISS BEFORE DYING
(Crown Productions)
(CinemaScope) (Color)
Cast: Robert Wagner, Jeff Hunter, Joanne Woodward, Virginia Leith, Mary Astor.
Producers .....Robert L. Jacks and Robert Goldstein
Director .....Gerd Oswald

ALEXANDER THE GREAT
(CinemaScope) (Technicolor)
(Shooting in Madrid)
Cast: Richard Burton, Frederic March, Danielle Darrieux, Claire Bloom.
Producer-Director .....Robert Rossen

Cutting

THE BRASS RING
(Edward Small Productions)
Cast: Farley Granger, Anthony Quinn, Anne Bancroft, Peter Graves.
Producer .....Edward Small
Director .....Maxwell Shane

"THE TOWN TAMER"
(Samel Goldwyn Jr. Producions)
Cast: Robert Mitchum, Jan Sterling, Henry Hull, Karen Sharpe.
Producer .....Samuel Goldwyn, Jr.
Director .....Richard Wilson

STORM FEAR
(Theodora Productions)
Cast: Cornel Wilde, Jean Wallace, Dan Duryea, Lee Grant, Steven Hill, David Stollery, Dennis Weaver.
Producer-Director .....Cornel Wilde

THE BIG KNIFE
(Aldrich and Associates)
Cast: Jack Palance, Ida Lupino, Shelley Winters, Wendell Corey, Jean Hagen, Rod Steiger, Ilka Chase, Everett Sloane, Paul Langton, Wesley Addy.
Producer-Director .....Robert Aldrich

FORT YUMA
(Technicolor)
(Bel Air Productions)
Cast: Peter Graves, Joan Taylor, Joan Vohs.
Exec. Producer .....Aubrey Schenck
Producer .....Howard W. Koch
Director .....Lesley Selander

Universal International

Shooting

WORLD IN MY CORNER
Cast: Audie Murphy, Barbara Rush, Jeff Morrow, John McIntire.
Producer .....Aaron Rosenberg
Director .....Jesse Hibbs

TARANTULA
Cast: John Agar, Mara Corday, Leo G. Carroll. Nestor Paiva.
Producer .....William Alland
Director .....Jack Arnold

THE GIRL IN THE CAGE
Cast: William Campbell, Kathleen Case, Keenan Wynn. Mamie Van Doren, Jan Merlin, Chris Randall, Walter Coy.
Producer .....Howard Pine
Director .....Abner Biberman

BACKLASH
(Technicolor)
Cast: Richard Widmark, Donna Reed.
Producer .....Aaron Rosenberg
Director .....John Sturges

AWAY ALL BOATS
(VistaVision) (Technicolor)
Cast: Jeff Chandler, George Nader, Julie Adams, Lex Barker, Keith Andes.
Producer .....Howard Christie
Director .....Joseph Pevney

Cutting

FEMALE ON THE BEACH
Cast: Joan Crawford, Jeff Chandler.
Producer .....Albert Zugsmith
Director .....Joseph Pevney
Producer .....Howard Christie
Director .....Charles Lamont

THE RAWHIDE YEARS
(Technicolor)
Cast: Tony Curtis, Arthur Kennedy, Coleen Miller, William Demarest.
Producer .....Stanley Rubin
Director .....Rudolph Mate

THE KETTLES IN THE OZARKS
Cast: Marjorie Main, Arthur Hunnicutt, Una Merkel, Olive Sturgess, Ted de Corsia, Richard Eyer.
Producer .....Richard Wilson
Director .....Charles Lamont

A TIME REMEMBERED
(Technicolor)
Cast: Rock Hudson, Cornell Borchers, George Sanders, Shelley Fabares.
Producer .....Albert J. Cohen
Director .....Jerry Hopper

WARNER BROS.

Shooting

THE SEARCHERS
(C. V. Whitney Pictures)
(VistaVision) (Color)
Cast: John Wayne, Jeff Hunter, Vera Miles, Ward Bond, Natalie Wood.
Producer .....Merian C. Cooper
Director .....John Ford

THE ANIMAL WORLD
(Technicolor)
Producer .....Irwin Allen

MIRACLE IN THE RAIN
(Shooting in New York)
Cast: Jane Wyman, Van Johnson, Paul Picerni, Barbara Nichols, Eileen Heckert.
Producer .....Frank P. Rosenberg
Director .....Rud Mate

GIANT
(WarnerColor)
(Shooting in Marfa, Texas)
Cast: Elizabeth Taylor, Rock Hudson, James Dean, Jane Withers, Chill Wills. Mercedes McCambridge, Judith Evelyn. Paul Fix, Carroll Baker.
Producers .....George Stevens and Henry Ginsberg
Director .....George Stevens

SINCERELY YOURS
(WarnerColor)
Cast: Liberace, Joanne Dru, Dorothy Malone, William Demarest.
Producer .....Henry Blanke
Director .....Gordon Douglas

Cutting

I DIED A THOUSAND TIMES
Cast: Perry Lopez, Walter Abel, Beverly Garland.
Producer .....David Weisbart
Director .....Walter Doniger

"A HANDFUL OF CLOUDS"
(CinemaScope) (WarnerColor)
Cast: Jack Palance, Shelley Winters, Lori Nelson, Lee Marvin.
Producer .....Willis Goldbeck
Director .....Stuart Heisler

PETE KELLY'S BLUES
(CinemaScope) (WarnerColor)
Cast: Jack Webb, Janet Leigh, Edmond O'Brien, Peggy Lee, Andy Devine, Lee Marvin, Ella Fitzgerald.
Director .....Jack Webb

REBEL WITHOUT A CAUSE
(CinemaScope) (WarnerColor)
Cast: James Dean, Natalie Wood, Jim Backus, William Hopper, Ann Doran, Dennis Hopper.
Producer .....David Weisbart
Director .....Nicholas Ray

THE DARKEST HOUR
(Jaguar Prod. Shooting in San Fran.)
(CinemaScope) (WarnerColor)
Cast: Alan Ladd, Edward G. Robinson, Joanne Dru, William Demarest, Paul Stewart, Perry Lopez.
Director .....Frank Tuttle

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In this issue

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REVIEWS

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SEEDS AND FRUITS

WHILE the exact figure, of course, is not yet available, it is expected that not a great deal more than 3,000 ballots will have been filled in and mailed by exhibitors to Price Waterhouse & Co. in COMPO's Audience Awards Poll prior to the July 11 deadline for the first series of nominations.

This is a good start but certainly not good enough if the campaign is to achieve maximum participation during the November 17 to 27 election period at the nation's theatres and produce the results that can logically be expected from full industry cooperation.

Fortunately, COMPO, from past experiences with the admissions fight, is familiar with the difficulties in achieving communication with the entire industry. Liaison is not all that it should be. However, the

(See Page 5)



Under the hypnotic spell of these eyes, innocent Trilby left her young lover for evil Svengali.

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July 9, 1955
Vol. 35 No. 13

THE Independent FILM JOURNAL

Editor: MORTON SUNSHINE

DEVOTED TO THE BEST INTERESTS OF THE MOTION PICTURE INDUSTRY

Seeds and Fruits (*Continued from cover*)

groundwork has been carefully prepared by COMPO and sufficient time is being allowed for the Audience Awards Poll to capture the imagination of showmen and to take hold at the grass roots.

That this is happening is quite evident from the series of regional meetings that have already been held. The Audience Awards Poll campaign is beginning to gather steam, with each of these meetings generating tremendous enthusiasm for the project. The benefits of the Audience Awards Poll are not readily apparent. Its many ramifications for industry good are not visible to the naked eye. Like planted seeds, they require industry nurturing if we are to reap the fruits.

The poll must be placed in proper perspective. This is not just another exploitation stunt. This is big. If properly conducted, the Audience Awards Poll will inevitably become a national institution for industry public relations and furnish a boxoffice stimulant of considerably greater potency than the Academy Awards without detracting one iota from the latter's effectiveness and value.

COMPO and the exhibitor trade associations are going all out on this poll. The film companies and their publicity departments are doing likewise. They can and will do more as they warm up to the campaign. The trade papers are dramatizing the importance of the Audience Awards and are lighting sparks of enthusiasm for this project among their readers. Preliminary efforts will soon be apparent. It takes a little time to get going, but once we are, there is no stopping us.

The meeting in New York City may well serve as a sample. It was attended by 150 exhibitors, representatives of the largest circuits down to the smallest theatres. After hearing industry leaders detail the full meaning and purposes of the Audience Awards Poll and recognizing the chain reaction benefits to accrue from it, exhibitors went back to their theatres to do a job. The truth of the matter is that the COMPO brochures were mailed to the theatres and, in some instances, suffered the same fate as do many other industry mailing pieces.

The personal approach will accomplish results. It is therefore necessary for COMPO's regional exchange committee chairmen to follow through and see that every exhibitor in the territory is approached and made to understand how important a saturation campaign is to the future welfare of the industry. Appropriate sub-committees must be put to work to handle specialized assignments.

This industry is in dire need of a new generation of stars to satisfy a new generation of patrons. The star roster is depleted and the birth rate is not keeping pace with the obituaries. Replacements are sorely needed if the business is to prosper and sufficient product is to be made to supply the need. There is a direct connection between a shortage of product and a dearth of stars.

A build-up of potential star material will also deflate the tremendous demands that production is being subjected to by a select list of name performers. At the present time, there are just too few to go around —thereby restricting studio output.

However, with exhibition joining production in developing and exploiting new personalities, the industry is once again on the right track. With the Audience Awards Poll campaign, the branches of the industry have realized a common viewpoint and each can expect major contributions from the other in the months ahead.

The public makes stars but production has never had direct contact with the eyes and ears of the public. In this November's movie election, the exhibitor will amplify this voice and newcomers will be elevated to stardom with continuity.

Producers and distributors who were afraid to prepare trailers promoting new faces that were being given opportunities in new films because of potential exhibitor resistance to such subjects must allay their fears. They will find a welcome market for such material. Exhibitors will show these trailers as a regular part of the campaign to whet the public's appetite. In fact, producers who had no intention of producing such reels should revise their thinking in the light of

(*Continued on page 8*)

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Regional Meetings Hail COMPO National Audience Awards Poll



Here are a few of the 150 industry toppers in the N. Y. exchange area who have enthusiastically pledged their support to COMPO's forthcoming National Audience Awards Poll. TOP, Elmer Rhoden, president, National Theatres and national chairman of the audience awards committee, addresses the assemblage. On the dias, L to R: Abe Montague, Columbia gen. sales mgr. and v-p; E. D. Martin, president, TOA; Emanuel Frisch, president, MMPTA; Rhoden; Harry Brandt, president, ITOA; Herman Robbins, president, National Screen Service; Herbert J. Yates, president, Republic. CENTER, L to R: Ray Moon (light suit), Stanley Kolbert, Murray Strausberg, Leo Brecher, Irwin Gold, Sam Rinzler, Martin Newman, Herman Becker, Walter Kaufman, Leslie Schwartz; BOTTOM, L to R: (foreground) Harry Kalmine, Sol Schwartz, Joseph Vogel, Gene Picker; (background) Wilbur Snaper, John J. O'Connor, Richard Braus, David Levy, Robert W. Coyne.

Regional exchange area meetings are being held in connection with COMPO's National Audience Awards Poll and are generating great enthusiasm among industry representatives present.

Indicative of the mounting interest in the poll was the enthusiasm shown at the New York exchange area get-together in New York, at which more than 150 top industry executives, including representatives from both exhibition and distribution, expressed their support of the audience awards.

Guest of honor at the meeting was Elmer Rhoden, National Theatres president and national chairman of the poll committee. Describing his recent talks with Hollywood studio chiefs about the poll, Rhoden revealed the idea had generated "a wonderful response." "If we had launched this program 20 years ago," Rhoden assured his audience, "Hollywood would not have a player shortage today. I understand there are 25 pictures ready to roll which are being held up because of casting. If players, developed through our poll, were available, it would mean an additional 25 pictures and $60 million more at the box office."

After the meeting, exhibitor leaders Emanuel Frisch, president, Metropolitan Motion Picture Theatre Assn., and Harry Brandt, president, Independent Theatre Owners Assn., sent personal messages to the distribution presidents and studio chiefs, assuring them of exhibitor cooperation. Brandt wrote: Elmer Rhoden "told us that some of the production heads in Hollywood would like to make trailers to promote their new personalities but doubted that exhibitors would give these trailers playing time.

"Please let me assure you that exhibition will cooperate and give choice playing time to such subjects. We are as anxious to promote new personalities as you are to develop them," Brandt wrote. It was requested at the meeting that exhibitor leaders urge their theatre managers to submit the first COMPO nominating ballots without delay. Of the

(*Continued on page* 29)

Plan Cine-Miracle Film With Justice Department Okay

National Theatres president Elmer Rhoden has met with Justice Department officials in Washington about NT's plans to finance their newly-announced Cine-Miracle process. The theatre executive believes that the Government will offer no objection to financing by his organization, since it has already permitted financing of Cinerama by Stanley Warner Theatres.

Rhoden also announced that NT will establish a separate organization or will tie in with some existing independent company or individuals to produce new films using Cine-Miracle, since NT has neither the experience nor the desire to make films.

"Great Advances": Rhoden

Cine-Miracle, the new Cinerama-style technique for simultaneous photography of three strips of film, announced in Hollywood a few days earlier, will make possible "great advances" in wide screen photography, according to Rhoden. It will be economical and highly portable, and will enable three-strip movies to be shown in "almost any theatre."

The "big secret" of the new technique, Rhoden said, is in the camera, where the inventors have achieved a complete suppression of the lines indicating the use of three strips of film. "It suppresses the distracting joining line that has characterized the first picture of this kind, and it also overcomes the disturbing parrallax which has frequently seemed to make rivers run uphill in pictures," he said.

Since distribution of Cine-Miracle will be on a limited "road-show" basis, he said, a distributing organization will not be needed.

According to Hollywood correspondent Richard Bernstein, who observed a demonstration of the process at the Melrose Theatre, Los Angeles, Cine-Miracle was "impressive" and showed a definite improvement in the joining of the negative strips. Test footage was in the form of a two-strip reel, he said, and while the dividing line between the two strips was visible, it was never distracting.

Ready In Six Months

National Theatres is working with Smith-Dieterich Corp. of New York towards development of the equipment, which should be available for filming entertainment features within six months, Rhoden stated. He hopes that "some day" when "Cinerama Holiday" is in general release, NT will be permitted to roadshow "This Is Cinerama" in small houses where regular-size installations cannot be accommodated.

Stanley Warner Theatres, producers and distributors of Cinerama, had "no comment" on Rhoden's proposal. They already have in production mobile units for carrying "This Is Cinerama" and subsequent releases to small houses.

Another wide screen development called Circarama was demonstrated at the Walt Disney studio. In Circarama, the spectator stands inside a round enclosure completely encircled by a 360 degree screen and looks at a picture entirely surrounding him. Not intended for theatre use at this time, Circarama uses 11 synchronized cameras and projectors and will be among the free attractions at the new Disneyland park.

Exhibitor Relief Foreseen; Warner Plans Flat Rentals

Exhibitor relief appears to be definitely on the way. With the round of conferences between major distribution executives and the joint Allied-TOA committee nearly completed (only United Artists remains to be seen), industry consensus is that practical and concrete results—especially pertaining to the small exhibitor—will be forthcoming from the intra-industry meetings.

Statements made on both sides after the sessions were unusually cordial. Distribution's leaders acknowledged the justice of certain exhibitor complaints and promised corrective measures. The exhibitor group was optimistic and announcements were marked by the absence of name-calling and the threat of government intervention.

Indicative of the new temper emerging in exhibitor-distributor relations was the prediction by the joint committee that new sales policies to provide "immediate and remedial relief" would be forthcoming.

According to the committee, Warner Bros. distribution chief Ben Kalmenson is already conducting a "national survey by exchange areas," analyzing each theatre in order to set up a policy under which every theatre can buy product on a "fair and equitable" basis.

"Every Assistance" Pledged

Kalmenson was said to have stressed that "every assistance" would be given to small-grossing theatres and that flat-rental terms would be extended to such houses. Previously, Abe Montague, Columbia Pictures vice-president, agreed that on "certain topics," like national sales policies, continuity of product, the development of new personalities, and the selling to small theatres on an equitable flat rental basis, he was in "complete agreement" with the committee. He assured the joint exhibitor group of complete cooperation.

George Weltner, Paramount chief of world-wide sales, said that his company would take under "extremely friendly advisement" the committee's presentation of exhibitor problems, particularly in those theatres grossing under $1,000 a week.

The committee, which advised distribution that "failure of their lines of communication" had caused misunderstanding and friction, said that it presented these exhibitor requests for discussion:

Static Policies Condemned

Eliminate all static national sales policies and sell pictures based upon individual merits to all theatres on their ability to pay; A fair and equitable sliding scale to avoid rebuying and renegotiating a picture time and time again; Sell pictures to theatres grossing $1000 or less a week on a fair and equitable flat rental basis; Arbitration on film rentals of $100 or less; Make more and better pictures with new and fresh personalities; Print shortage either by number or classification.

The committee expressed the belief that "there should be a more stringent policing not only by distribution of their sales personnel but also by exhibitors in various territories to insure equitable dealings."

The TOA-Allied group was reported to be "in the process of evaluating the results of the individual conferences for the purpose of making a full and detailed report to their respective organizations." The group will not disband with the termination of the meetings, but will continue to function and appraise the results of its conferences with the company heads.

The sole company with which the TOA-Allied committee has not met is United Artists. "Tentative dates" are being arranged for meetings with the latter company. Most recent meetings took place with executives of Republic and Allied Artists. The Republic spokesmen included Herbert J. Yates, president and Richard Altschuler, vice-president and director of world-wide sales. The Allied group was headed by Maurice Goldstein, vice-president and general sales manager, and Edward Morey, New York vice-president.

The hope was voiced by the committee that "this all-out effort by exhibitor relations" and that "production and distribution will demonstrate their desire to prevent the closing of many theatres.

Film Bill Unlikely Before Congress Adjourns

With the adjournment of Congress close at hand, it is apparent that no attempt will be made at this session to gain legislative action which would make the Government the watchdog of exhibitor-distributor relations.

National Allied, which has had frequent talks with Congressional leaders, has announced its next board meeting for July 20, only a week before Congress's target date for adjournment. Whatever Allied decides, it is unlikely that a busy Congress, with "must" legislation to be passed, would do more than refer any exhibitor request to a committee, which would then be unable to hold hearings.

Justice Answers Allied

WASHINGTON. — The Justice Department has notified National Allied that it tries to give exhibitors advance notice on proposed theatre acquisitions by the divorced circuits. Answering an Allied complaint, Justice defended its present procedures as adequate, saying it tries to be sure that there is full publicity in the trade press, so that exhibitors can bring in pertinent information.

TNT Gets Marciano Bout

The rights to telecast the Rocky Marciano-Archie Moore world heavyweight championship bout via closed circuit have been obtained by Theatre Network Television. According to TNT president Nathan Halpern, over 100 theatres are expected to present the bout, which will take place on Sept. 20 at the Yankee Stadium.

Ted Solomon Re-elected

GULFPORT, Miss. — Ted Solomon was re-elected president of the Mississippi Theatre Owners Association. Other officers named were: John Williams, Bim Jackson, Van Taylor and Tom Garroway, vice-presidents; Jeb Williams, secretary-treasurer. A. L. Royal was elected board chairman.

New Pay-TV Unit Set; FCC Stretches Rebuttal Deadline

A fourth entry, claimed to have definite advantages over its competitors, has joined Zenith, International Telemeter and Skiatron in the pay-television sweepstakes. The latest system to be offered for FCC approval is Ultravision, patented by Dynamics-Electronics-New York.

Ultravision reportedly can use any conventional TV receiver, using UHF or VHF channels, and needs neither a punch card nor coin box to collect revenues. Only an extra cable emerging from the set will be required. The cable will feed the pay-program into the set, and keep a record for future billing. The cable will also record a running count of the audience reached for any given program, for the use of sponsors.

Meanwhile, a new ruling by the FCC in Washington has granted an additional two months time to those who want to file rebuttal briefs in the hotly-contested pay-television controversy. The new deadline of September 9 was established to "serve the public interest, convenience and necessity," according to the Commission.

Petition Virtually Unanimous

Original briefs were received up to June 10, and replies were to be filed by July 11. The petition for a time extension was submitted by the Joint Committee Against Toll TV, representing the interests of exhibition and other groups, with virtually all other participants subscribing.

Although no definite decision will be handed down by the FCC for at least two months, public discussion of the subject is mounting, with pay-TV becoming a household word in many communities where editors and syndicated columnists have focussed attention on the pros and cons of the proposed new systems.

Latest of the public opinion "man in the street" surveys conducted in newspapers and magazines was that held by the "New York Herald Tribune," in their TV & Radio Magazine. The "Tribune" questionnaire, bringing in about 1,650 replies, revealed 76 percent opposd to the fee-systems, with 24 percent in favor.

Qualify Answers

The newspaper pointed out in their analysis of the results that most of the 24 percent in favor attached qualifications to their "yeas." Most important was their stipulation that "commercial announcements would have to be abolished."

The "Tribune" also reported that many answers displayed "considerable emotion." There was particular antagonism over the possibility that shut-ins would be deprived of programs.

An interesting new wrinkle in the continuing debate between the pay- and free-TV forces was created when it was reported that NBC would pay up to half a million dollars to present the new Laurence Olivier Vista-Vision film, "Richard III," on free-TV before its theatrical release.

Olivier's latest Shakesperian film was budgeted at $2 million and has received enthusiastic advance reports.

The argument began when Paul McNamara, president of International Tele-

(*Continued on page* 22)

NEW POSTS

JERRY LASWELL was raised to district manager from salesman for Florida, Georgia, Alabama and central Tennessee within the Alexander Film Co. organization. He formerly had been exploitation director for Gibralter Theatres.

DON CONLEY became Seattle branch manager for RKO Pictures and MAX ROSENBLATT was named Des Moines manager for the same company. Conley formerly held the Des Moines post. Rosenblatt served for the company, in Omaha, where a branch manager will be named at a later date.

NORMAN NIELSON was promoted from salesman to branch manager of the RKO exchange in Omaha. Nielson has served as office manager and salesman since he joined RKO in 1930. He succeeds Max Rosenblatt, effective July 11.

RICHARD HODGSON has been elected vice-president of Fairchild Camera and Instrument Corp., and has been promoted from Trend Planning Director to general manager of the company's Reconnaissance Systems Division.

EARL OGAN, salesman for Paramount for 15 years, will join Allied Artists on July 18 as salesman operating out of Kansas City, Mo. exchange. He replaces FRANK THOMAS, elevated to exchange manager succeeding Ray Copeland, retired.

MURRAY M. KAPLAN, formerly vice-president at Specialty Features, joined Artists-Producers Associates as vice-president.

PAUL J. QUINN has been elected Assistant Secretary of RKO Radio Pictures, Inc., to fill the vacancy created by the recent resignation of Peter F. Pugliese. Quinn is the company's Home Office attorney in charge of litigation.

JOHN R. CLARK, JR., formerly assistant to the president of Technicolor Motion Picture Corp., has been appointed to the new post of executive vice-president of the corporation.

DR. WARD C. BOWEN, chief of the bureau of audio and visual aids, New York State education dept., has been designated acting director of the motion picture division, in charge of film censorship in New York. Bowen, who served in the same post from 1946-1949, replaces DR. HUGH M. FLICK, who becomes executive assistant to Commissioner Lewis A. Wilson of the state education department.

Distribs Must Follow Through On Promises To Exhibs: Kirsch

CHICAGO. — Promises resulting from the current conferences between the distribution presidents and the joint Allied-TOA committee concerning exhibitor grievances will not be "enough" unless they are carried out on the "local level." So said Jack Kirsch, president of Allied Theatres of Illinois, speaking at the 25th annual luncheon meeting of the organization.

"As a member of National Allied's special film committee which met with the individual sales managers in New York last Summer," he reminded the membership, "certain promises were made to our group by three of the distributing companies that consideration would be given to the low-grossing accounts whereby they could buy many of their CinemaScope pictures on a flat rental basis. At subsequent meetings of the National Allied board it was determined that these promises were not forthcoming in certain areas," Kirsch said.

Regret Stated

In a report to the membership, Kirsch also regretted COMPO's "failure to cooperate in the toll-TV campaign." "We sincerely hope," said Kirsch, that COMPO will reconsider its decision in this matter as its added strength would help materially in presenting a united front against this serious threat to our industry. He said that more than 90 percent of Allied's membership had contributed in the fight against pay-TV. The Illinois Allied president also complimented COMPO's audience awards poll as a project meriting "the support of the entire industry."

Kirsch was re-elected president of the organization for a three-year term. Other officers elected were: Van Nomikos, vice-president, and Ben Banovitz, secretary-treasurer.

NATHAN BERNSTOCK, formerly manager of Loew's 83rd Street Theatre, and more recently temporarily assigned to Loew's Lexington, has been transferred to Loew's Jersey City Theatre, effective this week. Mrs. Louise Leonard, manager of Loew's Lexington, who has been on leave of absence, returned this week. Albert Bernstein, manager of Loew's Rio Theatre, retired this week after forty years with the circuit.

WILLIAM T. SAXON is new employment supervisor at Ampex Corporation, Redwood City.

CY EICHMAN has been appointed to the newly-created post of eastern TV sales manager of Screencraft Pictures.

Three-Point Policy Proposed For Sales

A new three-point sales policy was proposed by Allied Theatre Owners of New Jersey for adoption by all the film companies as a step toward the promotion of industry harmony.

The three points: that all top pictures be sold on "a sliding scale which will allow a reasonable profit to the exhibitor"; that "a ceiling based on run" be established as follows: first runs, 50 percent; second runs, 35 percent; all other runs, 25 percent; that where a theatre's "average price of top pictures," if based on the above scale, is $200 or less, "all pictures be sold on a flat rental basis."

The proposal, submitted as a resolution at the organization's annual convention, will be submitted to National Allied's Emergency Defense Committee for action. No comment was forthcoming from distribution leaders on the proposal.

Stern Elected

Sidney Stern is the new president of Allied Theatre Owners of New Jersey, succeeding Wilbur Snaper, who had held the presidency for five years in succession. The new ATONJ head, who is president of Columbia Theatres of Central New Jersey, formerly served as vice-president for North Jersey.

Other officers named are: Louis Gold, vice-president for North Jersey; John Harwan, vice-president for South Jersey; William Basil, secretary; A. Louis Martin, treasurer; Harry Sheer, sergeant-at-arms. Irving Dollinger will continue as chairman of the board and national director.

Cross-Promotions Urged For Editors, Theatremen

Describing the Audience Awards election as "A Newspaper Natural," the latest (47th) COMPO ad in "Editor & Publisher" urges newspaper editors, promotion men and local theatre managers to get in touch with each other and work out mutually beneficial promotions.

EDITORIAL

Seeds and Fruits (*Continued from page 5*)

forthcoming events.

A good portion of a studio's expenditure is allocated to the search and training of fresh talent. Yet, too few are given the chance. More can make the grade if opportunity beckons. The Audience Awards Poll will enlarge that opportunity. With exhibitors and producers working together, the results will be tremendous.

The next exhibitor nominating ballot for pictures released between April 1st and July 30th will be sent to exhibitors on or about August 1st. We expect the number of participating exhibitors to go up sharply with keener understanding of the project. We expect more new personalities to be listed on succeeding ballots. We expect a minimum of 20 new players to receive public attention such as has never been accorded to industry talent before by the time December comes around.

We expect all branches of the industry to better their own business while stimulating patrons who should never be taken for granted.

Damages Hearing Given July Date

WASHINGTON.—A House Judiciary Subcommittee has now set July 11 as the date for resuming hearings on the discretionary damages bill. The date had originally been set at July 12. National Allied counsel Abram F. Myers and Adolph Schimel of the Motion Picture Association are among witnesses still to be heard.

Passage of the bill has been placed in doubt by the recess of the hearing. If Congress succeeds in its drive to adjourn by July 30, the measure may be swept aside in the onrush of "must" legislation such as money bills and policy matters.

Earlier, film producers and distributors were charged by Rep. Emanuel Celler (D., N.Y.) with inspiring introduction of such legislation, which would give judges discretion to award less than treble damages in anti-trust suits. Celler made his remark at the first day of hearings when Robert A. Bicks, legal assistant to Justice anti-trust chief Stanley Barnes, noted that 25 percent of private anti-trust suits are accounted for by the film industry. Bicks replied that the distributors had not been in contact with the Justice Dept.

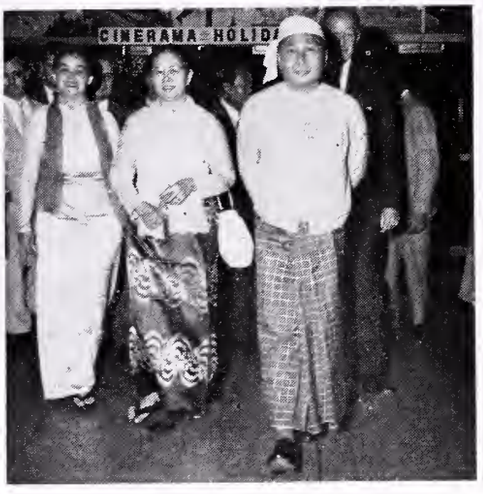
Rep. Francis E. Walter (D., Pa.), author of the proposed bill, and Bicks both maintained that giving judges authority to assess less than treble damages would result in more convictions. They held that judges and juries hold back in doubtful cases because of the harshness of mandatory treble damages.

Subcommittee questioning appeared to be unsympathetic to this viewpoint, with several members pointing out that judges and juries can assess lower damages if they want to hold down the amount of the total award. At one point, Celler said that a recent Supreme Court decision holding punitive damages in anti-trust suits to be taxable had made filing of the suits less attractive, and "if we are going to whittle away, there won't be much left."

Cinerama Impresses Statesmen







Attendance at theatres showing Stanley-Warner Cinerama attractions was the mode for internationally-renowned diplomats. Above, President Dwight D. Eisenhower (fifth from left) visits "This is Cinerama" in Washington. The chief executive is flanked by S-W execs: (l to r): Everett Callow, Harry Kalmine, Harry Goldberg, Lester Isaac, George Crouch and Bernard Shanley, the President's appointment secretary. Photo at left, below, shows Soviet Foreign Minister Molotov paying a surprise visit to the Broadway Theatre, New York, for a look at "Cinerama Holiday." The Russian diplomat was accompanied by six special service guards, seven attendants and six Gotham policemen. Below, right, Premier U Nu of Burma, along with Mrs. Nu, enter the Broadway for a showing of the same film. At the far left is Mrs. James Barrington, wife of Burma's Ambassador to the U.S.

TV Film Distribs Pushing Organization For Trade

Television film distributors have given the "green light" toward establishing an industry organization. Thirty representatives of virtually every major telepix distributor have authorized steering committee chairman Dwight Martin of General Teleradio to draw up a charter for an organization which would broaden and promote the scope of TV films, develop and disseminate institution-wide information and improve trade programs and relationships.

Other committee members, besides Martin, are Ralph Cohn of Screen Gems; Frank Reel, Ziv Television; Dave Savage, Guild Films; Lew Friedland, MCA and J. Williams, Official Films.

Samson Firm Organized

Louis W. Kellman and Paul Wendkos have organized a new company, Samson Productions, Inc. Their first presentation, tentatively titled "The Burglar," will be shot entirely in Atlantic City and Philadelphia. Dan Duryea, Martha Vickers and Jayne Mansfield are slated for the leads.

Brokerage Outfit Views Rising Earnings For Fox

Twentieth Century-Fox earnings of $3.50 per share on about $115 million sales for 1955, and improved earnings of about $4 per share for 1956 and $4.50 for 1957 are predicted in a bulletin on the film company published by Carl M. Loeb, Rhoades & Co., Wall Street brokerage firm. In 1954, 20th-Fox grossed $3.04 per share.

The optimistic picture was based on four factors: Earnings this year should be around $3.50 per share with the dividend raised to perhaps $2.00; oil discovered on the Fox lot may be worth $6-10 per share; Fox's financial position is generally strong, and the company is about to purchase 140 theatres in South Africa.

Brenner Gets 'Bataan'

Joseph Brenner Associates has completed a deal with Reynolds & Puzon Inc. for theatrical distribution of "Blood of Bataan" in the U. S. and Canada.

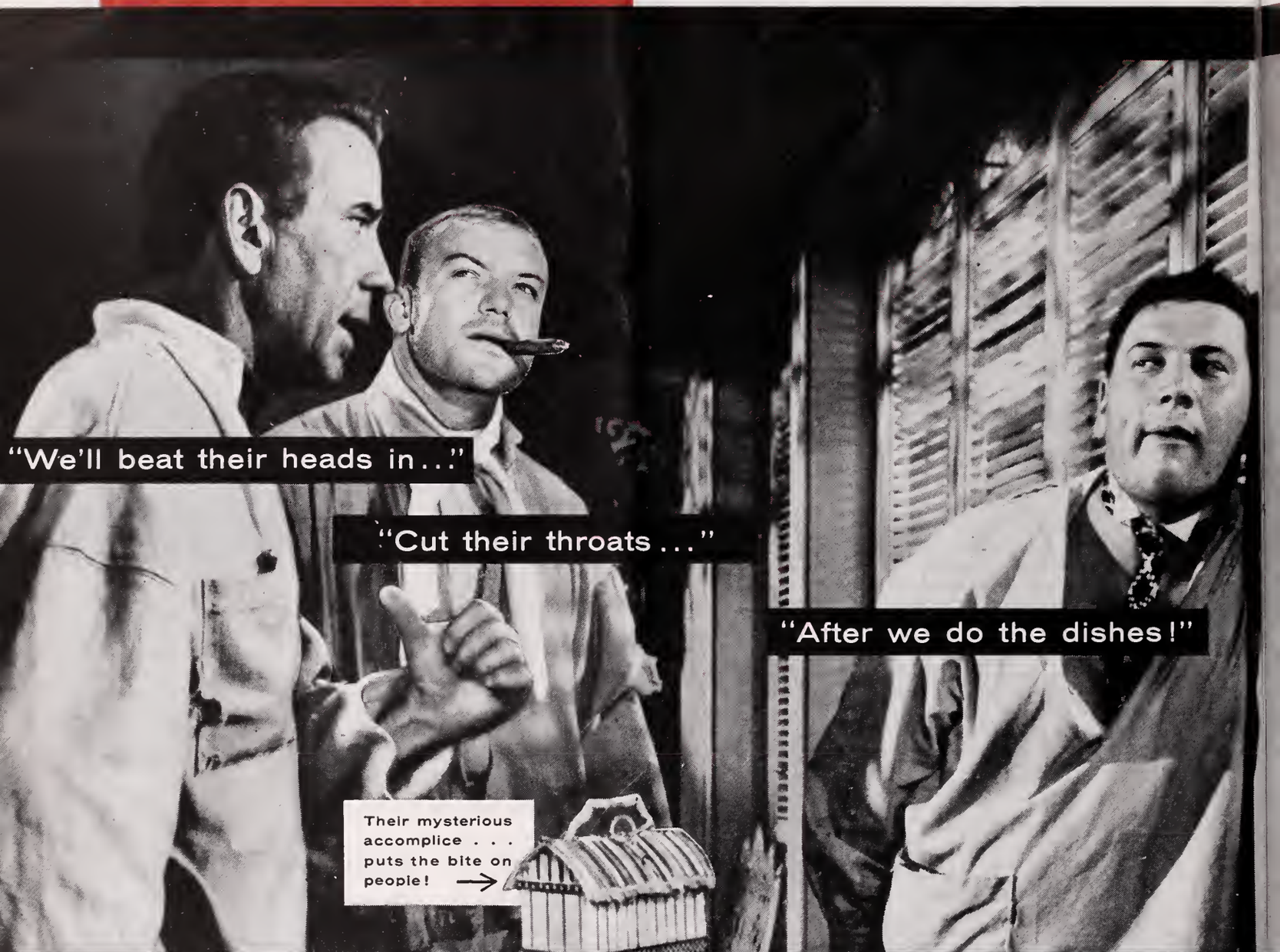
Foreign Films Fill Product Gap: Brandt After European Visit

The product shortage can be licked if exhibitors across the nation devote more playing time and greater promotional endeavor to foreign motion pictures, according to Harry Brandt, head of Brandt Theatres and president of the Independent Theatre Owners Association.

The veteran theatreman told the trade press on his return from a six-week stay in Europe that a good deal of money is being expended by European producers on their respective pictures to insure satisfactory quality. Dubbing into English or producing in dual versions (with one in English) can thus assure U.S. exhibitors of additional product, Brandt noted.

While in Europe, he purchased U.S. theatrical and television rights to a French film which will be released here in an English-dubbed version under the title of "Stopover." Dany Robin is the star.

3 Three-Time Losers ...SET TO MAKE A BLOCKBUSTE



HUMPHREY BOGART · ALD

VISTAVISION
MOTION PICTURE HIGH-FIDELITY

Color by TECHNICOLOR

Don't Delay! Make Your Nominations For **Audience Awards!**

BOXOFFICE KILLING FOR YOU...ANOTHER
ER FROM PARAMOUNT...IN AUGUST!

Three Oscar-worthy performances from three big stars. They're blood-thirsty thugs with bad names to live up to – but they can't keep their good impulses down. "Paramount has itself a solid hit," raves Film Daily. "It's for top playdates!" reports Variety. "Should score at the boxoffice," shouts Showmen's. "A big commercial success," claims Hollywood Reporter. "Stand-out acting jobs," says M. P. Daily.

☛ Paramount theatre-previewed this tremendous VistaVision entertainment in 100 cities to terrific audience reaction. Every exhibitor who saw it was thrilled by its performance and boxoffice potential. *Ask them.*

O RAY · PETER USTINOV

We're No Angels

co-starring

JOAN BENNETT · BASIL RATHBONE · LEO G. CARROLL

Produced by PAT DUGGAN · Directed by MICHAEL CURTIZ

Screenplay by RANALD MacDOUGALL · Based on a play by Albert Husson

Mass. Sunday Censorship Void; Chicago Film Banning Tested

BOSTON. — Sunday censorship of motion pictures in Massachusetts has been declared unconstitutional and void in a unanimous decision of the five-justice Supreme Judicial Court.

In an opinion handed down late this week by Judge R. S. Wilkins, the practice of the State Commissioner of Public Safety which has prohibited Sunday film showings since 1908, was declared "void on its face as a prior restraint on the freedom of speech and of the press."

The court ruling followed an appeal by the Brattle Theatre from a decision of the Middlesex Supreme Court in Cambridge, which backed the Public Safety Commissioner's refusal to license "Miss Julie" for Sunday exhibition.

This was coupled with an action by Times Film Corp. instituted by president Jean Goldwurm, involving "The Game of Love," and "One Summer of Happiness," Times releases which were also refused Sunday licenses.

A basic court test of the constitutionality of the film censorship system in Chicago was instituted this week by Times Film Corporation. In an action filed in Federal Court, Chicago, Times Film names the city of Chicago, Mayor Richard A. Daley and Police Commissioner Timothy J. O'Connor.

Withholding Charged

These defendants, Times charges, are illegally withholding a permit for the exhibition of "The Game of Love." In denying Times the requested permit to show the film, the defendants are said to be infringing on its constitutional rights to freedom of speech and of the press, and preventing it from engaging in lawful business activities.

"The Game of Love," based upon a novel by the famous French writer Colette, was rejected by the Censor Board, which is under the control of the Police Commissioner, as "not acceptable to standards of decency, with immorality featured and dialogue unfit." Times appealed this decision to Mayor Daley, who upheld the censor ruling.

In the action filed this week, Times Film Corp. denies the censor board's characterization of the film. Jean Goldwurm, president, stated that a recent censor ruling against the film in Maryland as "obscene" was upset by the courts in that state and the film was permitted to be shown.

Code Reliance Urged

COLUMBUS, O.—With the threat of a new state censorship law eliminated in the adjournment of the Legislature, the board of directors of Independent Theatre Owners of Ohio urged exhibitors to "place their reliance" on the MPAA Production Code seal in determining whether to book pictures.

Referring to pictures which do not bear the PCA seal, the statement suggests that exhibitors "screen these carefully" and "play nothing" that would subject them or the motion picture industry to criticism.

Vaporizer Called Key

One of the exhibitor's greatest projection problems — the "buckling" caused by film drying out under the heat of projection lamps—can now be eliminated, according to E. J. Mannix, M-G-M general manager.

Reverse Atlanta Ban On "Blackboard Jungle"

Atlanta. — Federal District Court Judge Boyd Sloan has issued a temporary injunction reversing the ban placed on M-G-M's "The Blackboard Jungle" by censor Christine Smith Gilliam. Judge Boyd, at the hearing of the suit filed by Loew's, expressed "grave doubts" regards the banning of the film. Atlanta officials said his decision will be appealed.

Salesmen Explain AA Poll To Exhibs

DENVER. — Fifty-two exhibitors and distribution representatives pledged their support of COMPO's Audience Awards campaign at a luncheon meeting at the Denver Club, Denver, sponsored by Frank H. Ricketson, Jr. of Fox Inter-Mountain Theatres, Pat McGee of the Cooper Foundation and Jack Felix, area distribution chairman.

The meeting was attended by representatives of Fox Inter-Mountain Theatres, Cooper Foundation, Gibraltar Theatres, Westland Theatres, Civic Theatres, Atlas Theatres and several independent houses. All branch and district managers of the Denver film exchanges were also present.

The exchange managers promised to indoctrinate their salesmen and bookers so that benefits of the Audience Awards can be explained to small town theatre men and their participation enlisted.

Tokyo Conclave Set By UA For July 18

United Artists' second convention in its world-wide series of foreign sales meetings will be launched in Tokyo July 18 in a four-day session bringing together UA executives and representatives from 11 countries in the Far East and Australasia, it was announced this week by Arnold M. Picker, vice president in charge of foreign distribution.

The Tokyo conclave, which was preceded by the London conference last May for the company's sales representatives in Europe, the Near East and South America, will be followed in September by a convention in Latin America that will assemble key sales personnel from the Central and South American countries.

Metro Meet Slated

M-G-M home office sales and promotion executives who will confer with studio officials on future releases, promotion plans, and the company's TV tie-up with ABC will include John P. Bryne, eastern sales mgr.; Charles M. Reagan, v-p and general sales mgr.; Howard Dietz, v-p ad-publicity-exploitation director, and Dan S. Terrell, publicity director.

News Briefs...

Open M-G-M Toronto Exchange



Charles M. Reagan, Loew's, Inc., vice-president and general sales manager (center) welcomes Jack Hunter, owner-operator of the Delta, Queens and Empire Theatres, Hamilton, Ont., to M-G-M's new Toronto exchange center. Also present was Henry L. Nathanson, president, M-G-M of Canada.

TORONTO.—M-G-M opened a new exchange in this Canadian capitol, incorporating in the office building some of the most recent innovations designed to help service exhibitor customers. The building, housed in the downtown area, will also serve as headquarters for M-G-M in Canada. Located in the center is a 36-seat preview theatre, seven explosion-proof film vaults, a stainless steel dumb-waiter connecting with the basement, and a set of executive offices.

"War" Started

ROME.—Director King Vidor has started work on "War and Peace," the spectacular Ponti-DeLaurentiis VistaVision production in Technicolor for Paramount. On hand for the first day's shooting of the Henry Fonda-Audrey Hepburn-Mel Ferrer starrer were top Paramount executives from New York and London. These included Russell Holman, Paramount eastern production manager; Richard Mealand, chairman and managing director of Paramount British Productions, Ltd., and Jerome Pickman, Paramount vice-president in charge of ad-publicity-exploitation. Fonda has left New York for Rome to join the cast.

Uniform Statute Set

WASHINGTON.—Now at the White House for Presidential signature are bills establishing a uniform four-year statute of limitations for anti-trust suits, increasing maximum fines from $5,000 to $50,000, and giving the government power to recover actual damages in such suits. Bills were passed last week by the Senate and previously by the House.

Defense Dept. Aids "To Hell . . ."

Although Universal's "To Hell And Back" will not be released nationally until October, extensive advance promotion on the film is in full swing. The CinemaScope film, based on the life story of star Audie Murphy, will be seen by exhibitors on July 11 when Universal is host at a Governors Island invitational screening highlighted by a military review in honor of Murphy. With the cooperation of the Defense Department, Universal is setting up several projects tying in with veteran organizations.

Altec Sound in Six

Altec Service will complete within the next four weeks sound installations in six new drive-ins. Drive-ins are the Motor-Vue, Nescopeck, and the Wilkesbarre, Wilkesbarre, both in Pa., the Rockland Drive-In, Spring Valley, New York; Troy Hills Drive-In, Parsippany, N. J.; Twin Drive-In, Depew, N. Y., and Orleans Drive-In, Albion, N. Y.

Independent Trade Reviews

"House Of Bamboo"

(20th-Fox) CinemaScope-De Luxe Color 102 Min.

Cast: Robert Ryan, Robert Stack, Shirley Yamaguchi, Cameron Mitchell, Brad Dexter, Sessue Hayakawa, Biff Elliott, Sandro Giglio.

Credits: Produced by Buddy Adler; Directed by Samuel Fuller; Written by Harry Kleiner; Additional dialogue by Fuller.

A bang-up production job has been done on "House of Bamboo," a cops-and-robbers melodrama with a modern Japanese setting, to make it one of the most potent exploitation entries in a long time. Picture relies heavily, and effectively, on its Nipponese settings for strong doses of story realism and plunges along at an almost unrelenting pace. Performances are ably rendered by Robert Ryan, the chief heavy; Robert Stack, the undercover man; Shirley Yamaguchi, a "kimono girl," and Cameron Mitchell, Ryan's hireling. The characters are continually at odds with one another in a narrative about how a band of American gangsters operating in Tokyo are apprehended. An extra added ballyhoo boost is to be found in Miss Yamaguchi, popular Japanese star. Not only is she a pleasure to behold, but her acting is more than par for this type of offering.

CinemaScope and De Luxe color are expertly used to give "House of Bamboo" a real-life charge of visual excitement. The camera rushes along Tokyo streets and roof tops, capturing the varied goings-on of a teeming Oriental population. Pungent scenes of brutality, violence and gun play punctuate the story with neatly contrived bits of action. Suspense and romance are additional factors which should help "House of Bamboo" score as top-level melodrama. Army Sgt. Stack, posing as an ex-con, joins Ryan's gang, suspected of having murdered an American GI. He is befriended by Miss Yamaguchi, widow of another American whom the gang is supposed to have slain. Stack manages to get the goods on Ryan, but an informer tips off the gangster and the tables are turned. Climax takes place in a roof top amusement park, where Ryan meets his end in a gun duel with the Tokyo police and Stack. Latter walks off with Miss Yamaguchi for the fadeout.



Robert Stack and Shirley Yamaguchi in a love scene from 20th-Fox's "House of Bamboo," CinemaScope-DeLuxe Color.

"The Man From Laramie"

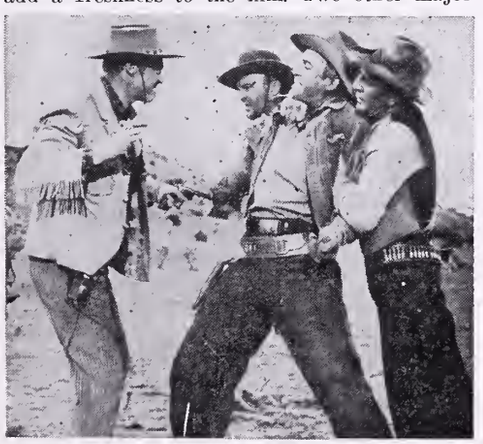
(Columbia) CinemaScope—Technicolor 102 Min.

Cast: James Stewart, Arthur Kennedy, Donald Crisp, Cathy O'Donnell, Alex Nicol, Aline MacMahon, Wallace Ford, Jack Elam, John War Eagle, James Millican.

Credits: A William Goetz Production; Directed by Anthony Mann; Screen play by Philip Yordan and Frank Burt; Based on the "Saturday Evening Post" story by Thomas T. Flynn.

This rugged western should be a box office winner. It is highly dramatic fare starring one of the biggest marquee names, James Stewart. Action fans will really go for this one, which has violence, vengeance and bang-up performances. The outdoor settings, shot on location in New Mexico, are unusually picturesque and add a freshness to the film. Two other major assets are CinemaScope and some outstandingly beautiful Technicolor camera work. Anthony Mann deserves a lot of credit for superb direction. Word of mouth on this should be a factor. This is a big picture, and it should get big money everywhere.

Stewart goes to New Mexico to find out who has been selling rifles to the Apaches. His younger brother, a cavalry man, was killed by Apache raiders with rifles. He immediately crosses the path of Donald Crisp's wild son, Alex Nicol, who kills Stewart's mules and fires his wagons. Arthur Kennedy, foreman for Crisp, urges Stewart to depart. Stewart ignores this, beats up Nicol and then goes to see Crisp to collect for his wagons and mules. Crisp, going blind, tries to get Stewart to work for him. Stewart refuses. After more violence and other trouble, and enjoying the company of pretty Cathy O'Donnell, Stewart hires on with Aline MacMahon, a woman rancher, who was Crisp's sweetheart in years gone by. Nicol constantly rebels at being watched over by Kennedy and in a fit of anger, he goes up to the mountain top, where he and Kennedy have hidden the rifles, to signal the Apaches. Kennedy kills him and makes it look like Stewart. Crisp finds out that Kennedy is the arms-smuggler and Kennedy tries to kill him with no luck. Stewart chases Kennedy to the gun cache, where he forces him to burn up the rifles. Later, the Apaches, coming for the rifles, kill Kennedy for double crossing them. Stewart rides back to Laramine and tells Cathy to look him up there.



James Stewart gets a once-over from a group of cowpokes in Columbia's "Man From Laramie," CinemaScope-Technicolor.

"One Desire"

(Univ.-Int'l.) Technicolor 94 Min.

Cast: Anne Baxter, Rock Hudson, Julie Adams, Carl Benton Reid, Natalie Wood, William Hopper, Betty Garde, Barry Curtis.

Credits: Produced by Ross Hunter; Directed by Jerry Hopper; Screen play by Lawrence Roman and Robert Blees; Based on the novel, "Tacey Cromwell," by Conrad Richter.

Tasteful Technicolor lensing, together with the names of Anne Baxter, Rock Hudson and Julie Adams, should stand out as saleable factors for this "woman's picture." It unspools the time-tested tale of the reformed gambling queen, wronged by the man she loves. Miss Baxter, in the leading role, contributes a performance that has its high moments of appeal. Tears will undoubtedly flow from the eyes of distaff members of the audience as the heroine faces a world hostile to women with a past. To make things convincing, the story is given a turn-of-the-century setting, with the action taking place in a mid-western town.

Hudson is adequate as the man in the story —a fellow torn between marriage for wealth and his need for a warm-hearted woman. Although a good friend of Miss Baxter's, who is mothering his younger brother, Hudson succumbs to the wiles of Miss Adams, daughter of the town's wealthiest citizen. Miss Baxter receives another cruel blow when Miss Adams has the court take the child away. Events are doleful for all concerned until the climax, in which a fire destroys Miss Adams, brings Hudson and Miss Baxter together again. Leisurely unfolding gives the tale a diverting pace, which should assure "One Desire" a satisfactory playoff in the general market.

"Bring Your Smile Along"

(Columbia) Technicolor 83 Min.

Cast: Frankie Lane, Keefe Brasselle, Constance Towers, Lucy Marlow, William Leslie, Mario Siletti, Ruth Warren, Jack Albertson, Bobby Clark.

Credits: Produced by Jonie Taps; Directed by Blake Edwards; Screen play by Edwards.

"Bring Your Smile Along" is a pleasant little musical that introduces Constance Towers, who has a good voice and who has a chance of becoming a musical comedy luminary in films after a few more pictures. Frankie Laine and Keefe Brasselle add a lot to the feature as does Lucy Marlow. It will make a good supporting feature and in small situations may top-line the bill. The personality of the leads overcome a stock screen play.

Brasselle and Laine are out of work when they meet Constance Towers, a school teacher, who takes a fling at song writing with Brasselle. Laine records their numbers and they have some hits. They disagree and Constance goes home to marry her college professor sweetheart, William Leslie. Aided by Laine, Brasselle sees the error of his ways and goes to the college prom with Laine, who is guest of honor. He and Constance re-team to write more hits.

"Wakamba!"

(RKO) Technicolor 65 Min.

Credits: A presentation of the American Museum of Natural History; Produced by Edgar M. Queeny; Script by Charles L. Tedford; Narrated by Paul E. Prentiss.

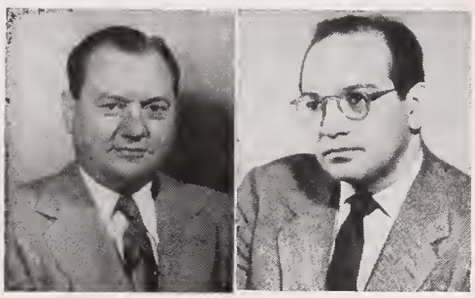
An unusual program filler is to be found in this narrated tale of the stalking of a giant elephant in the East African jungles. Photographed on the spot by several cameramen, and containing some intriguing wild animal footage, the picture comes through as absorbing diversion. Technicolor printing adds to the value of the film in bringing out the many tones of jungle foliage and fauna. For plot, the picture follows two hunters of the Wakamba tribe on a perilous exploit. They employ cunning and witchcraft in a primitive attempt at slaying a mammoth pachyderm for its valued ivory tusks. Tribal lore, including rousing dance footage, and a sequence in which jackals destroy a gazelle, add an exploitation zest to "Wakamba!" The only noticeable fault in the picture is spotty camera work which at times results in blurred action of beasts on the prowl.

(*Continued on page* 22)

UA Slates 26 Releases; Business Up 31 Percent; Sales Push Begun

United Artists will place 26 pictures in release during the seven-month period from June 1 to Dec. 31, with eight of these classified as "top-flight" box office attractions, according to William J. Heineman, vice-president in charge of distribution for the company.

Heineman, who disclosed the upcoming slate at a press conference attended by several other UA sales executives, maintained



BILL HEINEMAN MAX YOUNGSTEIN

that an additional 17 productions are in the works for completion during the ensuing four months.

Pictures in both of the above categories represent a combined investment of approximately $40,000,000, Heineman added, and for the releases which the company will make available during June-December, $6,000,000 will be expended in promotional budgets. The latter sum, according to the distribution topper, will be invested largely in grass roots campaigning for these pictures.

A total field force of at least 50 exploiteers will be at work on the upcoming releases by Aug. 1, he said. Concentration will be made on the eight "big" attractions: "Marty," for July-August general release; "Summertime," "Not As A Stranger," "The Kentuckian," "Night of the Hunter," "Gentlemen Marry Brunettes," "The Trouble Shooter" and "Alexander the Great," which is pencilled for early bookings in October and a general release during the Christmas season.

Release Slate

The slate of releases for the remainder of 1955, including pictures now in production, editing stages, or about to be started, includes the following:

TRAPEZE, CinemaScope-Technicolor, starring Burt Lancaster, Gina Lollobrigida and Tony Curtis; from from Hecht-Lancaster, with Carol Reed directing.

FOREIGN INTRIGUE, wide-screen-Eastman Color, with Robert Mitchum; produced, directed and written by Sheldon Reynolds.

THE AMBASSADOR'S DAUGHTER, CinemaScope-Technicolor; starring Olivia de Havilland; produced and written by Norman Krasna.

PATTERNS, with Van Heflin; produced by Jed Harris and Michael Myerberg; from Rod Serling's hit TV play.

WEDDING BREAKFAST, with Shelley Winters; produced by her own company.

MAN WITH THE GOLDEN ARM, stars Frank Sinatra; produced and directed by Otto Preminger.

THE BIG CAPER, from Pine-Thomas-Shane Productions.

THE BEAST OF HOLLOW MOUNTAIN, Cinema Scope-Eastman Color, Regiscope; with Guy Madison; produced by Edward and William Nassour.

A KISS BEFORE DYING, CinemaScope-Eastman Color, with Robert Wagner; produced by Robert Jacks and Robert Goldstein.

THE INDIAN FIGHTER, CinemaScope-color; stars Kirk Douglas; produced by his Bryna Productions.

GOD IS IN MY CORNER, Edward Small supervising production on Barney Ross biography.

LINCOLN McKEEVER, with James Cagney; from Pine-Thomas-Shane productions.

NEWS IS MADE AT NIGHT, with Dana Andrews and Rhonda Fleming; produced by Bert Friedlob; directed by Fritz Lang.

RUN FOR THE SUN, color, with Richard Widmark; from Russ-Field productions.

THE SHARKFIGHTERS, color; Samuel Goldwyn, Jr., producing.

THREE BAD SISTERS, a Bel-Air production; from Aubrey Schenck and Howard Koch.

TOP GUN, with Sterling Hayden; from Edward Small.

Rounding out the 1955 release schedule are five art pictures: "Othello," "Aan," "Man Who Loved Redheads," "The Lucky Kid" and "Tiger and the Flame."

Releases will flow at the approximate rate of four a month through December, Heineman disclosed, and the grosses to be derived from these projects, he added, should exceed those of last year's comparable period by "a substantial figure."

For the first six months of 1955, UA's business was 31 percent ahead of the previous year's same six-month figure, Heineman said. Overseas grosses, he noted, were about 45 percent ahead for the same periods.

It was meanwhile disclosed that the company will launch a 25-week sales drive July 10 honoring Max E. Youngstein, advertising, publicity and exploitation vice-president. A total of $50,000 in cash prizes will be awarded winners.

Paramount Starting Balaban Sales Drive

A Paramount Pictures sales drive, to run 17 weeks beginning Aug. 28, will be held in honor of of the company president, Barney Balaban — marking the first such drive to be held by the major under the name of its top official, it was pointed out this week.



BARNEY BALABAN

Serving as co-captains during the drive will be E. K. (Ted) O'Shea, Hugh Owen and Jerry Pickman, home office executives: Pictures to be released during the first phase of the drive include: "The Seven Little Foys," "We're No Angles," "You're Never Too Young" and "To Catch A Thief."

Inaugurating the annual "Paramount Weeks Picture," which begins the drive, will be "The Girl Rush." Because of the importance with which the company regards this film, Paramount will stretch the drive-opening celebration this year to two weeks, according to George Weltner, company head of world-wide distribution.

Latter drive phase releases included: "Ulysses," "Lucy Gallant" and "The Trouble with Harry."

Regarding the unprecedented decision of Balaban to hold the sales drive under his name, Weltner declared that "during the 20 years since he assumed the presidency. . . . Balaban has led us each year to greater and greater heights. . . . I know that exhibitors and theatre owners in every part of the country will join . . . to express respect, admiration and affection . . . for him and for Paramount."

Five Big AA Pix Ready: Mirisch

The first steps in Allied Artists' re-orientation towards major picture production have been completed and five films under the new policy are now ready for release, Walter Mirisch, head of AA production, announced over the weekend.

The pictures, Mirisch disclosed, will be backed by important campaigns in the trade press and lay periodicals alike. The release line-up will be followed by a series of 12-15



WALTER MIRISCH STEVE BROIDY

additional big productions, which, Mirisch added, will roll at the studio or on location here and abroad until Jan. 1.

In terms of exhibitor availability, AA will have three releases monthly as its new policy for the remainder of this year and for 1956. Releases will include low-budget pictures and foreign pictures as well, Mirisch maintained.

Major product for coming months will include: "Wichita," for July; "The Warriors," in CinemaScope and color, August; "The Phenix City Story," July; "The Body Snatchers," September, and "Gunpoint," CinemaScope and color, for October.

A special 25-minute documentary film will be made available for showings to press and civic groups on "Phenix City" prior to its release, Mirisch noted. The short is designed to hypo interest in the feature, which Mirisch described as one of the company's important projects to date.

Shooting This Summer

Productions to roll beginning this summer include "The Friendly Persuasion," which William Wyler will produce at a $2,000,000 budget, in CinemaScope and Technicolor, with Gary Cooper starring.

Billy Wilder's first for AA will be "Ariane," based on a French play, for which Audrey Hepburn has been signed, said Mirisch. Production is expected to begin in January.

A sequel to "Wichita," called "The First Texan," a biography of Sam Houston, is scheduled for September with Joel McCrea starred. CinemaScope and Technicolor are planned.

Also for CinemaScope-Technicolor filming are "Jeannie," which will be filmed in England this fall with Vera Ellen starred as a co-production with Associated British.

"Legionnaire," in color and CinemaScope, is another upcoming production.

Plans to shoot "The Man Who Would Be King," with John Huston in charge, have been postponed for a year at least, Mirisch revealed, due to the producer-director's continuing work on "Moby Dick," a Warner Bros. property.

It's Premiere Time!



Opening day of "Not As A Stranger" in New York saw the greatest gross ever reached by a United Artists release at the Capitol Theatre, with other records being broken at premieres all over the country. Thousands of fans jammed around the theatre saw an array of celebrities and industry notables arrive for a gala kleig-lighted preview of Stanley Kramer's long-awaited all-star film version of the three-million copy best-seller. Co-previewed at the same time at the Warner Beverly Theatre in Los Angeles, the openings climaxed an 18-month advance campaign backed by a record UA budget of $1,200,000.



Gloria Grahame, who co-stars in Stanley Kramer's all-star production of "Not As A Stranger," is greeted by United Artists president Arthur B. Krim at the gala Capitol Theatre preview. The New York advance showing, at the Broadway showcase attended by hundreds of celebrities and exhibition leaders, was followed by a brilliant Los Angeles premiere, telecast over the 76-station NBC network. Krim headed the contingent of UA executives on hand for the preview.



Leonard Goldenson, left, president of American Broadcasting-Paramount Theatres, and star Bob Hope greet syndicated columnist Walter Winchell in the Criterion lobby at the gala premiere of "The Seven Little Foys."



A dazzling premiere, replete with color and excitement, filled Times Square where "The Seven Little Foys," Shavelson-Rose's VistaVision production for Paramount about the life of the famed vaudevillian Eddie Foy had a gala premiere at the Criterion Theatre for the benefit of United Cerebral Palsy. Bob Hope, star of the Technicolor movie biography, was among the large number of celebrities who attended the glittering event. On stage of the theatre, Hope received UCP's first "Humanitarian Award" for his work on behalf of cerebral palsy victims.



United Artists' release of "Summertime" was launched as entertainment world luminaries arrived at the Astor Theatre in the Times Square area for the sparkling premiere of the latest Katherine Hepburn starrer, photographed in its entirety in Italy. Throngs crowded the sidewalks as a sell-out crowd of 1,300 attended the opening of the Ilya Lopert production, which benefited the American National Theatre and Academy's "Salute to France."



Rossano Brazzi, who co-stars in United Artists' "Summertime" opposite Katherine Hepburn, gives courtly greeting to Academy-award winner Grace Kelly in the lobby of the Astor Theatre. The Broadway benefit unveiling, sponsored by the American National Theatre and Academy, drew thousands of industry celebrities.

LOOK TO REPUBLIC FOR

for July

MAGIC FIRE
YVONNE DeCARLO. CARLOS THOMPSON
RITA GAM. VALENTINA CORTESE
AND ALAN BADEL
TRUCOLOR BY CONSOLIDATED

LAY THAT RIFLE DOWN
JUDY CANOVA. ROBERT LOWERY. JIL JARMYN

THE GREEN BUDDHA
WAYNE MORRIS MARY GERMAINE

MYSTERY OF THE BLACK JUNGLE
LEX BARKER

CROSS CHANNEL
WAYNE MORRIS. YVONNE FURNEAUX

HEADLINE HUNTERS
ROD CAMERON. JULIE BISHOP. BEN COOPER

for August

THE LAST COMMAND
STERLING HAYDEN. ANNA MARIE ALBERGHETTI.
RICHARD CARLSON. ARTHUR HUNNICUTT.
ERNEST BORGNINE
TRUCOLOR BY CONSOLIDATED

FLAME OF THE ISLANDS
YVONNE DeCARLO. HOWARD DUFF
ZACHARY SCOTT
TRUCOLOR BY CONSOLIDATED

TWINKLE IN GOD'S EYE
MICKEY ROONEY. COLEEN GRAY.
HUGH O'BRIAN. JIL JARMYN

THE DIVIDED HEART
CORNELL BORCHERS. YVONNE MITCHELL.
ARMIN DAHLEN

SECRET VENTURE
KENT TAYLOR. JANE HYLTON

Now in release

DOCTOR IN THE HOUSE
TIMBERJACK
THE ETERNAL SEA

THE PICTURES YOU WANT!

for September

A MAN ALONE
RAY MILLAND, MARY MURPHY, WARD BOND
TRUCOLOR BY CONSOLIDATED

THE VANISHING AMERICAN
SCOTT BRADY, AUDREY TOTTER, FORREST TUCKER
TRUCOLOR BY CONSOLIDATED

MAN TO MAN
ROD CAMERON, JULIE LONDON, BEN COOPER

JAGUAR
SABU, CHIQUITA, BARTON MacLANE

TRACK THE MAN DOWN
KENT TAYLOR, PETULA CLARK

TANGABUKU
TRUCOLOR BY CONSOLIDATED

in production

NO MAN'S WOMAN
CIRCUS GIRL
COME NEXT SPRING
JESSE JAMES WAS MY NEIGHBOR

in preparation

THE MAVERICK QUEEN
HIGH IRONS
LISBON
ANNIE JORDAN
THE LONG WATCH
HEART STRINGS

SANTA FE PASSAGE
I COVER THE UNDERWORLD
DON JUAN'S NIGHT OF LOVE
CITY OF SHADOWS
THE ROAD TO DENVER
DOUBLE JEOPARDY



On RKO's "Texas Lady" set are Barry Sullivan, (l) star, Claude Stewart, Interstate Theatres, Waco, Tex., city mgr., and wife.

'Planning For Profit' Extolled By Kramer

Producer Stanley Kramer, noting that his current United Artists release, "Not As A Stranger," will have an advertising budget which may eventually reach $1,300,000, called this and the accompanying exploitation all "planning for profit." "You don't just make a picture, any picture and hope for good grosses. You plan every step of the way."

The producer just returned from 10 weeks in Spain, where he scouted locations for his next film, "The Pride and The Passion," based on C. S. Forester's novel, "The Gun." The picture will roll next March in Madrid. Screen play will be hy Ed and Edna Anahalt. The film will he released hy United Artists.

Kramer urged that the film industry stand hehind the Production Code, which he described as "our own self-appointed system of regulation."

The producer revealed that he returned to Hollywood to be here for the premiere of "Not As A Stranger." He pointed out that he and cast members in Europe would help exploit the film abroad. He also cited the song hit, "Not As A Stranger" as an assist to the selling of the film, which he produced and made his directorial debut on.

Kramer explained: "In Europe they are not as rahid on the suhject of hig screen." He said that it draws well on some films, and on others it is no draw at all.

He has talked to Cary Grant and Marlon Brando about taking the leads in "Pride."



Louis Schine, Schine Theatres, (l) chats with Yul Brynner, actor, on Cecil B. DeMille's Paramount "Ten Commandments" set.

HOLLYWOOD

. . . on the wire

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"The Reluctant Debutante," comedy hit from the London stage hy William Douglas Home, and scheduled for Broadway production next spring, has heen purchased hy M-G-M. Pandro Berman, now in England, producing "Bhowani Junction" and "Quentin Durward," will produce.

* * *

Paramount Pictures exercised its option on Director Robert Lewis, who has just concluded the Bing Crosby-Donald O'Connor starrer, "Anything Goes." . . . "Purple Heart Heroes" will be filmed by Republic as a trilogy of the service careers of three outstanding heroes in American history, based upon records from War and Navy Department files. John Auer will produce and direct. . . . Film version of "Nightmare," a suspense story by William Irish, will be made by Pine-Thomas-Shane Productions.

* * *

Anne Baxter has heen signed to star in "Dakota Incident," which will be made by Landmark Productions with cameras slated to roll Aug. 1. The film will he co-produced by Michael Baird and Lewis Foster. Foster will direct from a screen play hy Frederick Louis Fox.

* * *

Vernon Sewell will direct "44 Soho Square," a Film Locations Production in London, executive producer Mike Frankovich announced. George Maynard is producing the feature, which will star Faith Domergue. . . . John Kerr will co-star with Leslie Caron in "Gaby" at M-G-M. Kerr, who appeared in the legitimate stage version of "Tea and Sympathy" opposite Deborah Kerr, made his screen debut in "The Cobweb" at M-G-M.

* * *

At Columbia, William Bendix and John Lund were inked for the leads in "Battle Stations," which Bryan Foy is producing. Film will be lensed abroad the U.S.S. Princeton at San Diego this week with Lew Seiler directing. . . . Martha Hyer co-stars with Rory Calhoun in "Decision at Durango." Albert Zugsmith is producing and Jack Arnold directing. Dean Jagger will play a top role.

* * *

Ernest Borgnine, who stars in Hecht-Lancaster's "Marty," joins Glenn Ford and Aldo Ray in "Jubal Troop," which William Fadiman is producing at Columbia with Delmar Daves directing. The film, which rolls July 11, will be lensed in CinemaScope and Technicolor. . . . At the same studio, Gene Barry took over the lead in "The Houston Story," co-starring with Edward Arnold and Barbara Hale. Sam Katzman produces and William Castle directs. . . . Allied Artists announced a science-fiction feature, "World Without End," to start July 19 with Richard Heermance producing and Edward Bernds directing.

* * *

David Niven has heen added to the cast of "The Lady Eve" at Paramount. The film also stars George Gohel and Mitzi Gaynor. Norman Taurog will start directing the feature this week for producer Paul Jones in VistaVision and Technicolor.

William Witney will direct "Jesse James Was My Neighbor" for associate producer Sidney Picker at Republic starting July 18. . . . Schenck-Koch have added "The Black Sleep" to their production schedule. The script is being written by Gerald Drayson Adams. Schenck-Koch, one of the most active independents, releases through United Artists. It has two films already in the can, "Desert Sands" and "Fort Yuma," and in two weeks will put "Three Bad Sisters" before the cameras.

* * *

Glenda Farrell joined the cast of "The Girl in the Red Velvet Swing" at 20th Century-Fox. Richard Fliescher is directing for Producer Charles Brackett. . . . Associate producer-Director Frank Lloyd has just finished "The Last Command" at Republic. . . . Vincent Price joined the cast of Bert Friedlob's production "News Is Made At Night," which Fritz Lang is directing. . . . Charles Bickford signed for a star role in "The Court Martial of Billy Mitchell," which Milton Sperling is producing at Warner Bros. with Gary Cooper also starring.

* * *

Janet Leigh will co-star with Victor Mature in the Warwick production, "Safari," which will be released by Columbia. The film will be shot in Nairobi, East Africa, with Terence Young directing and Adrian D. Worker producing for executive producers Irving Allen and A. R. Broccoli. The film will be made in CinemaScope and Technicolor. The screen play is by Anthony Veiller from an original by Robert Buckner.

* * *

Sheldon Reynolds has received permission from the Swedish government to shoot location exteriors in the Swedish Archipelago for scenes in "Foreign Intrigue," his Robert Mitchum starrer.

* * *

"Gertrude Lawrence as Mrs. A," the best selling non-fiction book, has been purchased by Paramount. It will be made with Melville Shavelson directing and Jack Rose producing. The team will also write the picture as an independent production for



MPAA Prexy Eric Johnston visits Elizabeth Taylor, star, and George Stevens, producer-director, on WB's "Giant" set.

Inside Production

Advantages Of Indie Production Expounded By Landmark Execs

By Richard Bernstein

"An independent production company gives you a chance to do things the way you want them done," explained Lewis Foster and Michael Baird, who head Landmark Productions, which just produced "Top of the World," starring Frank Lovejoy, Dale Robertson and Nancy Gates, for United Artists release.

Baird produced and Foster directed. Landmark plans to do three films a year. They believe that an independent film company has more flexibility in choice of story properties.

"We spent seven weeks in Fairbanks, Alaska, on location," Foster said. "We got 100 per cent co-operation from the Air Force. We shot all our footage. In the whole film, we have only one stock shot."

Landmark, located at General Service Studios, Hollywood, was started by Foster and Baird on the premise of making independent films of quality at a reasonable price.

Foster and Baird both have story minds. Foster, besides directing, is an accredited screen writer. One of his most recent credits is "Crashout," for Filmakers, which he wrote with Hal E. Chester, as well as directed.

"How did we get together?" asked Baird. "Well, that's a very interesting point. I was Lewis Foster's agent. I sold a lot of his stories. One day, we just decided that we knew stories, that Lew could direct and I could produce. So we formed Landmark."

"We feel that in independent production we are gambling our creative efforts against the profits that we can make," Foster and Baird stated.

Economy Stressed

The team feels that it can make a quality film with star names at a far cheaper price than any studio in Hollywood. They feel that any top star today will do an independent film if it has an unusual story, one that is interesting and will make a good picture.

"We will make percentage deals with name stars," Baird said. "This also serves as an incentive for the stars. Owning a percentage of a film can make a person really do the best job he possibly can."

The production team would like to do a western in their first group of three films. They feel that the western will be around as long as motion pictures are still being made. Like all pictures, the western must have some novel story twists.

"Top of the World" drew praise for its realistic fiying sequences shot in Alaska. Director Foster revealed that the flying for the film was done by Air Force pilots.

Another factor in the picture, which received comment, was the special effects. Baird explained that miniatures were used, but a great deal of time and detail was expended to make sure they were letter perfect.

"Realism is important," Foster said. "The audience has to believe in what they see on the screen to fully enjoy a film. That's why we try to make a film ring true all the way."

Landmark worked with the 10th Air Rescue Squadron of the Air Force in making "Top of the World." They had to learn how to shoot in Alaskan weather. That, Foster said, was the biggest problem he mastered.



Michael Baird and Lewis Foster, heads of Landmark Productions, an independent outfit, as they reviewed changes on the script of their recent UA release: "Top of the World."

"When we were up there," he said, "the thaw hadn't started. The Klondike River was still frozen."

Foster managed to keep the cameras from freezing by using electric blankets. Besides their seven weeks on location in Alaska, the Landmark company shot two weeks in Hollywood.

Back to the prospects of independent production today, Baird said: "An independent can get financing if it has a good cast and a strong story. Getting a star who fits the story is important. Miscasting is something that the independent has to be careful of.

"We constantly look for material that can be adapted into screen entertainment. Not all material can be transformed into screen material, and that is what makes a good story so important," Baird added.

Foster said: "Independent productions give a director a chance to use a lot of new technique and new innovations. I get a chance to try and experiment with a lot of things that I have wanted to do in films."

SDG Supports Code, Renames Sidney Head

HOLLYWOOD.—"Enthusiastic endorsement" of the Production Code was registered by the Screen Directors Guild at its annual meeting. A resolution proposed by Robert Aldrich, William Wyler and John Ford applauds the administration of Geoffrey Shurlock, and "urges that the Association of Motion Picture Producers vigorously resist any and all acquiescences to any unwarranted or unjustified demands for changes and deletions in any films that already have a Code certificate by organized groups, be they religious, economic or civic. . ."

George Sidney was unanimously re-elected president of the Guild for the fifth time, it was announced. Other officers elected for the coming year were: Willis Goldbeck, first vice-president; George Marshall, second vice-president; Anthony Mann, secretary; and Lesley Selander, treasurer.

HOLLYWOOD...

Paramount release. The book was written by the famous star's husband, Richard Aldrich.

* * *

Jack Warner announced the signing of Beirne Lay, Jr. as a producer-writer for Warner Bros. As his first assignment under this contract, he is writing the screen play of "Toward the Unknown" from his own original story about the United States Air Force experimental planes of the future and the incredible exploits of their test pilots. . . . Constance Ford was signed by M-G-M to make her screen debut with Robert Taylor, Stewart Granger, Lloyd Nolan, and Russ Tamblyn in "The Last Hunt." She will portray the honky-tonk girl who provides the romantic interest for Granger and Taylor. Richard Brooks wrote the screen play of the Milton Lott novel and will also direct.

* * *

Universal-International completed negotiations with Hugo Haas for the acquisition and release of his "Tender Hearts." Haas wrote, produced, directed and starred in the picture.

* * *

"Hired Guns," the initial film for Gannaway-Ver Halen Productions, has been completed. The film, produced and directed by Al Gannaway, stars Richard Arlen, Bruce Bennett, Faron Young, John Carradine, and Angie Dickinson. . . . Crown Productions' second feature for United Artists release will be "A Killer Is Loose," which starts in the middle of the month. . . . Producers Arthur Gardner and Jules Levy are preparing two properties, "Invasion of Privacy" and "Witch of Wall Street," for Columbia release. . . . Wayne Morris will star in "Six Gun Lady," Lyon-Bartlett production for Lippert release. Earle Lon produces and Richard Bartlett directs.

* * *

Screen writer Casey Robinson will do the screen play for "The Long Watch" for associate producer-director Edward Ludwig and Republic release. . . . Robert Blees checked into Alfred Hitchock Productions to do the screen play of "The Cheney Vase," which Hitchock has added to his production schedule. . . . Jeff Chandler will next star in "Pillars of the Sky," at U-I. Robert Arthur will produce the picture, which rolls in August.



Lanham Dodd, (r) Jefferson Amusement Corp., Beaumont, Tex., projectionist and wife see Neville Brand on AA's "Bobby Ware is Missing" set.

Fox Ballys Set

Promotional Barrage Encompasses 'Very Popular,' 'Bamboo,' 'Queen'

A heavy-duty barrage of promotional ballyhoo will be levelled throughout the nation this summer by 20th Century-Fox for its warm-weather attractions which include "How To Be Very, Very Popular," "The Virgin Queen" and "House of Bamboo."

Highlighting the schedule of activities will be a press junket to Portland, Maine, July 22 for the world premiere of "Queen," which stars Bette Davis. The junket will be rounded out by a lobster clambake, a champagne party and opening-night festivities.

Press representatives from all major eastern cities will be the guests of Miss Davis and her husband, Gary Merrill, at their Portland home. Proceeds of the premiere will go to the Children's Theatre, a local juvenile thespian group of which the actress is a director. The premiere will be heralded by local co-op advertising on the part of merchants, newspapers, etc.

The film company has meanwhile completed a national tie-up with Raleigh Clothes, men's wear manufacturer, on "Queen." The Raleigh firm will theme magazine and newspaper ads around the picture, and send letters and salesmen to department and specialty stores to describe the promotion. Window display materials have been readied for the tie-up, along with prize contests.

For "Popular," the exploitation emphasis is being placed on Sheree North, film's star. Recordings of the title song are also being plugged for added stress on playdates.

Miss North made a series of appearances on video shows and was interviewed on radio programs this week, subsequent to her arrival in New York for the opening of the picture. All told, the events and breaks numbered 37 for the new star.

Another facet of the "Popular" campaign saw Charles Coburn, featured in the picture, awarded a scroll by the National Theatre Arts Council on the occasion of his 78th birthday.

"Bamboo" publicity focusses on Shirley Yamaguchi, Japanese actress and the film's leading lady. She was the recipient of various beauty prizes; modeled Far East fashions at a local museum, and sold tickets on opening day of the picture at the Mayfair Theatre.

An opening week stunt by the Mayfair involved a contest for GIs or ex-GIs familiar with Tokyo, locale of the film's story. Free tickets were awarded those submitting best letters describing their most exciting or unusual experiences in the Japanese capitol.

Various tie-ins with Japanese-American groups and organizations were negotiated for playdates of the film by 20th-Fox. Window displays, etc., were thus promoted.

Special TV and radio spot announcements plugged the picture in advance of openings and continuing over the holiday weekend.



Inspiration for the new dress fashions displayed by Suzy Perette via four models at 20th Century-Fox's recent national sales convention was "Love is a Many Splendored Thing," August film release by the company. The dress house is one of a number of style leaders planning major merchandising and promotional campaigns linked to the picture.

Youth Discounts Click In Texas

DALLAS.—Great numbers of parents have filled out Movie Discount Card applications for their children since the new plan went into effect on May 12, according to James O. Cherry, city manager of Interstate. The state-wide plan involving 100 Texas Interstate Theatres was begun on an experimental basis, but will now be adopted on a continuing basis, Cherry said.

The card, which costs one dollar, is good for one year of unlimited reduced admissions at all Interstate theatres. Youngsters from 12-17 receive savings up to 50 percent, depending on prevailing adult prices. Cherry reports that parents who work downtown drop in during their lunch periods and after work to apply for cards. Neighborhood theatre managers report that mothers out shopping are also signing application blanks in great numbers.

IVC Crew Revamped By New Chief Hoover

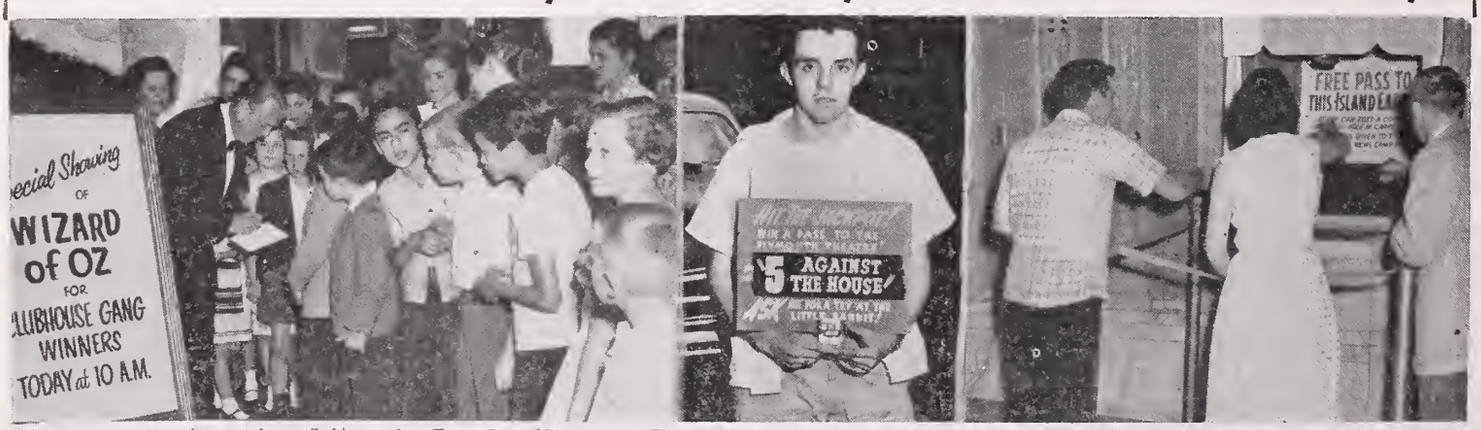
Re-organization of the crew of international representatives of the International Variety Clubs has been made known by George C. Hoover, IVC chief barker. The new appointees, together with their respective territories, are:

Murray Weiss, Boston, Buffalo, Toronto, Albany, Detroit, Grand Rapids; Ralph Preis, New York, Philadelphia, Baltimore, Washington, Pittsburgh, Cleveland, John Jones, Chicago, Indianapolis, Milwaukee, Cincinnati, Dayton.

Also, Bob Hoff, Omaha, Des Moines, St. Louis, Minneapolis, Denver; G. A. "Pappy" Dolson, Dallas, Houston, Memphis, Oklahoma City, New Orleans; E. A. Whitaker, Charlotte, Jacksonville, Atlanta, Miami; Al Grubstick, San Francisco, Los Angeles, Salt Lake City, Las Vegas, Seattle; Rotus Harvey, representative-at-large.

Named to head studio and TV relations was Ben Goffstein, Las Vegas, formerly international press guy. Latter post was filled by Robert Adleman.

Varied Street, Lobby Stunts Keyed To Pass Giveaways



Youngsters won free tickets (left) to the Trans-Lux Normandie Theatre, New York, for the run of Metro's "Wizard of Oz" by submitting letters on why they would like to see the picture. A special theatre showing was held for winners on a Saturday morning. Stunt, which was plugged for a week on TV, was arranged by Tom Rodgers, theatre executive, and George Kirk, house manager in conjunction with Joe Bolton, video personality, here signing autographs. Free passes to the Plymouth Theatre, Worcester, Mass., were awarded for the run of Columbia's "5 Against the House" to anyone ringing up a winning combination on a toy slot machine toted around the city by the youth in center photo. Lobby display holding a sloping panel with a hole in dead center, in which patrons tossed coins for bulls eyes, awarded passes to winners for the Circle Theatre, Indianapolis, run of Universal-International's "This Island Earth." Monies went to charity, thus resulting in additional run publicity.



JOAN CRAWFORD
JEFF CHANDLER

FEMALE ON THE BEACH



CO-STARRING

JAN STERLING

with

CECIL KELLAWAY • CHARLES DRAKE • JUDITH EVELYN • NATALIE SCHAFER

Directed by JOSEPH PEVNEY • Screenplay by ROBERT HILL and RICHARD ALAN SIMMONS • Produced by ALBERT ZUGSMITH

Universal International

Don't Delay! Mail Your Nominations For **Audience Awards**

FCC Stretches Entry Deadline

(*Continued from page 7*)

meter Corp., a pay-TV proponent, wired Alfred Starr, Nashville exhibitor who has been an articulate spokesman against pay-video, and asked him whether this deal wouldn't put him in an "embarassing position." If the practice of showing first-run films on a free basis before theatrical presentation were to continue even on an occasional basis, he asked, isn't it possible that you will be coming out in favor of pay-as-you-see TV?

Starr replied that the reported arrangement only made his position stronger, reinforcing his belief that pay-TV would give the public nothing they could not presently get without charge. Furthermore, he said, first-run films on TV cannot compete with first-run films in theatres unless the means can be found of "degrading the quality and minimizing the quantity of first-run motion pictures available for theatres."

"It is obvious, "Starr said, "that the set-owner is not going to pay to see his first-run movies on a small flickering TV tube when he can pay the same price and see his motion picture in all the clarity and width and color definition of VistaVision or CinemaScope or Todd-AO.

Starr, together with Trueman T. Rembusch, who is the other co-chairman of The Committee Against Pay-As-You-See TV, also announced that ways and means will be explored to have the subscription television issue included on ballots in regular elections.

Petitions Proposed

"If petitions are necessary to gain a position on ballots," they said, "it may be that we will take steps to have petitions circulated on the municipal, county or state level, if such a step is deemed feasible."

On another front, the National Association of Radio & Television Broadcasters, which has already taken a modified stand against subscription TV, has established a special three-man committee to get across its position to Congress and the American public.

The television board of the NARTB, at a meeting in Hot Springs, Va., approved a resolution reaffirming the Association's stand against any subscription plan using channels now assigned for free TV. The NARTB, like the Committee Against Pay-As-You-See TV, is not opposed to fee-video on closed-circuit channels.

Meanwhile, Benjamin Abrams, president of Emerson Radio & Phonograph, Corp., warned radio and TV dealers that FCC approval of toll-TV would "kill the goose that laid the golden egg." Speaking at a distributors meeting, Abrams predicted that the top TV programs eventually would go over to pay-TV. Then, he said, "television would no longer have the same appeal, and that would be "definitely detrimental to sales." He suggested that dealers express themselves to their Congressmen "to see that the air remains free and in the public domain as it should be."

Technicolor Pays 25¢

The board of Technicolor Inc. declared a dividend of 25 cents per share on the new $1 par common stock and a 50-cent dividend on the no par common, not exchanged, payable on July 22.

Raps Resistance To Foreign Pix



Seymour Poe, recently appointed executive vice-president of I.F.E. Releasing Corp., outlined I.F.E.'s new program to the Italian and foreign press during a visit to Rome. Poe is shown flanked by Eitel Monaco, president, Italian Films Export (left) and Dr. Renato Gualino, president of I.F.E. Releasing Corp.

Seymour Poe, executive vice-president of I.F.E. Releasing Corp., who has just returned from a visit with his company's board of directors in Rome, had some direct things to say about foreign films and exhibitors during his stay there. Agreeing that the foreign film generally has had a "difficult" if not "impossible" time in the U. S., Poe said the remarkable fact is that it is exhibitor resistance, not audience resistance, that gives foreign films a hard time. Poe thinks exhibitors resist foreign films because they are so far off the beaten track, that they take difficult effort to launch them.

I.F.E. he said, has accomplished "something which is far beyond the actual results of the pictures in the American market," primarily because the films "have been launched in a highly professional manner." He praised I.F.E.'s advertising, publicity and promotion which have made "a completely unpronouncable name" like Gina Lollobrigida a household word.

The I. F. E. board of directors granted Poe's organization full autonomy and adhered to his requests to release fewer pictures next year, and to streamline the organization. The board also will permit I.F.E. Releasing Corp. to distribute non-Italian pictures.

Poe expressed his hope that I.F.E. will release between eight and 12 films in 1956.

Independent Trade Reviews

(*Continued from page 13*)

"Mad At The World"

(Filmakers) 75 Min.

Cast: Frank Lovejoy, Keefe Brasselle, Cathy O'Donnell, Karen Sharpe, Stanley Clements.

Credits: Produced by Collier Young; Directed and written by Harry Essex.

Filmakers has an exploitation film here that will require careful selling and which will be aided and abetted by the current emphasis on juvenile delinquency. Film has Senator Kefuver, currently dealing with the juvenile problem, in its prologue. The cast delivers good performances in a screen play that has some very moving and unique ingredients, plus good direction. In the general market, with the aforementioned selling, the film should do okay. Production is excellent and has captured the flavor of Chicago and its slums. Naturally, the film's title will be a big box office help, being catchy and interesting.

A juvenile rat pack, composed of Paul Dubov, Stanley Clements, Joseph Turkel and James Delgado, gets drunk, steals a car and go on the town, and accidentally kills Keefe Brasselle's baby. Brasselle co-operates with the police, but when he feels their methods are too slow, beats up a released suspect. After this, he sets out to get the gang himself using Karen Sharpe, a waitress, as his entry. Dubov, head of the gang, decides to kill Brasselle. Inspector Frank Lovejoy tracks down Dubov and Delgado, who are driving Brasselle to his death. Delgado is killed by Dubov; Brasselle has a brutal fight with Dubov, who falls off a building. Lovejoy arrives just as Brasselle is about to shoot the dying Dubov.

"The Living Swamp"

(20th-Fox) CinemaScope-De Luxe Color 33 Min.

Credits: Produced by Jeffrey Hunter and Herbert Hayes; Directed and written by David DaLie; Narration written by Wanda Tuchock; Narrated by Dale Robertson.

This entertaining excursion into Georgia's Okefenokee swamp, where alligators and snakes abound, is well-photographed and clearly narrated. It should do justice to any program as a supporting featurette. Photographed in CinemaScope and color, the film presents an assortment of footage that concentrates mainly on the behavior of the swamp denizens. The first portions show such creatures as the raccoon, the bear, the alligator—either at peace or in conflict with one another. Final portion is concerned with a trip via small boat through one of the many swamp rivers in search of poisonous snakes. Here David DaLie, caretaker of the swamp, which is a national wildlife preserve, snares several monstrous reptiles. The venom will be used for scientific purposes. Climax of the episode is an exciting contest between man and alligator. Dale Robertson narrates.

"The Bed"

(Getz-Kingsley) 101 Min.

Cast: Richard Todd, Martine Carol, Vittorio de Sica, Dawn Addams, Bernard Blier.

Credits: A Cormoran-Terra Film Production; Produced by Niccolo Theodoli; Sequences directed by Henry Decoin, Jean Delannoy, Ralph Habib and Gianni Franciolini.

A suitable exploitation entry for special situations is to be found in this collection of four unrelated French and Italian tales having in common more or less risque situations revolving around the title piece of furniture. General audience marquee allure is to be found in the names of Richard Todd and Dawn Addams while for art houses, the names of Martine Carol, Vittorio de Sica and Bernard Blier should help. Tales range from the fair to the mild in humor, the best one recounting a romantic adventure between a truck driver and a society girl. Close behind is a fable about a Gay Nineties courtesan of Paris who receives Madame Pompadour's historic bed for a gift. Item involving Richard Todd shows how a sleepy soldier delivers a baby while the short with Dawn Addams finds the actress playing a professional correspondent in a divorce racket. English titles and dubbing help bridge the language differences.

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REGIONEWS

ALBANY

Widespread interest is being whipped up here in COMPO's Audience Awards Poll. Co-chairman Harry Lamont of Lamont Theas., Louis W. Schine of Schine Circuit, and Raymond Smith, Warner branch mgr., have scheduled a meeting of area showmen for July 11 in the 20th-Fox screening room, to outline plans for lobby balloting Nov. 17-27. . . . Fabian theatres in Troy and Schenectady, as well as the circuit's Mohawk and Saratoga drive-ins, held car giveaways in cooperation with local merchants.

Merchants and townspeople rallied to the support of Roger Livingstone by buying and pledging enough family tickets, at $1 for three admissions, to reopen his Crescent Theatre in Philadelphia, N.Y. with a CinemaScope installation. Closing of the house hurt business in the town. . . . Anthony Lombardo is new asst. booker at Universal, succeeding John Capano, now with Upstate Theas., a buying and booking cooperative. Capano also owns the State in Troy.

ATLANTA

One of Georgia's largest and most modern drive-in, the South Expressway, located at intersection of Kennedy Rd., opened to the public. It accommodates 1000 cars, has an outdoor patio with seating facilities and a drive-in cafeteria concession. Operators are Georgia Theatres. . . . Princess Theatre, Cookeville, Tenn., managed by Ray McCullough, is undergoing major remodeling, including front being moved forward to provide additional lobby space and box office moved from side to center. . . . Frank D. Rubel is new part owner of the Lee Theatre, Ft. Myers, Fla. . . . Felix Lacy, operator of Fairview Drive-In, Montgomery, Ala., who likes to bill himself as "crazy," offers free admission to a carload on presentation of any Confederate bill.

Hugh Thomas, Jr., owner of Siesta Drive-In, Sarasota, Fla., elected to board of directors of Makelim Pictures of Hollywood, Fla. . . . New owner of the Joy Drive-In, Milton, Fla., is Harold Authenreith. . . .J. B. Bailey bought the Ritz Theatre, Brantley, Ala., from A. L. Morgan. . . . Lou Burnett, UA booker vacationing in Calif., plans to meet with Filmrow girls in L.A. to interest them in forming another WOMPI unit. . . . Florida State Theas. appointed Norris McCollum to assist Bob Harris, head of confection sales, in conducting a stepped up merchandising program. McCollum was mgr. of the Matanzas Theatre, St. Augustine.

In a merger involving over $1,000,000 in property, Georgia Theas. of Augusta have taken over management of the Skyview, Forest Hills and Bon Air drive-ins there, which they will operate jointly with the Modjeska and Miller theatres. According to pres. John H. Stembler, the Augusta, Bon Air and Cloverleaf will be closed temporarily. . . . Maurice Hensler, owner of the Auburn Theatre, Auburndale, Fla., invited parents of the community to assist him in selecting 12 films for a children's summer series, for which he will charge $1.00.

Mrs. Janice Lindsay is new owner of the Fox, LaFollette, Tenn., taken over from Joe Martin. . . .J. H. Edwards transferred from Scott Drive-In, Decatur, Ga. to the Peachtree, with L. E. Waldrup taking over at the Scott. George Huff succeeds Waldrup as mgr. of the Decature Theatre. . . . N. E. Savini, Astor's N.Y. special representative, back home after a spell at the hospital . . . Mr. & Mrs. Robert Andrews are now operating the Jackson Drive-In at Graceville, Fla. for owner S. K. King. . . . James Reed, former mgr. of the Bell Theatre, Marietta, Ga., now mgr. of the Martin at Attalla, Ala. . . . Wilby's Walton Theatre, Selma, Ala., installed Carrier air conditioning.

C. F. Stuckey appointed mgr. of Florida State's Lake Theatre, Lakeland. . . . John Davidson resigned as Warner sales rep. to go with WAGA-TV here. . . . After his recent illness, mgr. Edwin J. Jordan was wheeled into the Belle Meade Theatre, Nashville, Tenn., for a party by employees, to celebrate his 15 years as mgr. and the occasion of his birthday. . . . It's a baby boy for the Norris Stephens of Stephens Booking Office in Savannah, Ga., also for Jimmie Tringas, Florida theatre owner with home base in Ft. Walton Beach.

BOSTON

A 10-year lease was taken on the Suffolk Theatre, Holoyke, by Bing Theatre Co., a Western Mass. Theas. subsidiary, from Rifkin circuit, which has operated the house since 1936. Mgr. Bill Jordan and the entire staff will remain under new lessees. . . . Film delivery trucks started rolling normally again when Film Exchange Transfer Co., largest of the group, agreed to pay 15¢ an hour more, with additional benefits to be ironed out before signing of formal contracts by all units of the huge Local 25 Teamsters Union. . . . Arthur Lockwood of L&G Ents. and Mrs. Lockwood sailed for a two-month holiday in Europe.

A two-day convention of Ind. Exhibitors of New Eng., local unit of National Allied, will be held Oct. 24-25 at Toy Town Tavern, Winchendon, Mass. Units from Pa., N.J. and Conn. will also be represented. The first regional upstate meeting conducted by IENE was held in Concord, N.H. and Edward Lider, pres., with Carl Goldman, exec. secy., brought members up to date on all vital exhibitor problems. A second meeting will be held shortly, probably in Vt. . . . Redstone Drive-In Theas. applied for license to erect a huge ozoner on 30 acres of undeveloped land at 1375 Bennington St., E. Boston, which Mayor Hynes indicated he will approve. . . . The Irving Isaacs, Telepix Theatre, returned from a prolonged European vacation.

Robert Werner took a lease on the State, E. Milton. House has changed hands several times since it was given up by Am. Theas. . . . Mel Davis, head booker at Republic, will marry Glenys Blumenthal of Portland, Me. in the fall. . . . Boston's "Call Jimmy Stewart" telephone drive, plugging Columbia's "Man From Laramie" had 10 machines with 10 separate recordings for an average of 1200 calls an hour.

Robert Coyne, gen. counsel of COMPO, explained to exhibitors here their part in the Audience Award Plan at kick-off meeting arranged by chairman Paul Levi, Arthur Lockwood, Harry Feinstein, Jack Saef, Charles Kurtzman, Edward Lider and Frank Lydon of the publicity committee. . . . Albert Clarke is now managing the Bijou, Springfield, succeeding Ralph Carenza, resigned.

BUFFALO

Jim Fater got a big welcome at the Universal branch when he returned to the sales staff where he had formerly been a salesman for many years. . . . Bill Brett, now managing both the Skyway Lakeshore and Niagara, reports business good in both spots and the miniature golf course at the latter garnering a lot of extra shekels. . . . When Edward J. Wall, Paramount field rep., was in town conferring with Arthur Krolick and Charlie Taylor on promotion plans for "The Seven Little Foys," he also passed out stogies



A Coca-Cola toast to M-G-M's Ticket Selling Workshop is made by guests of the soft drink manufacturer at a luncheon in Seattle, Wash. Shown (l to r): George Hickey, west coast div. sales mgr.; Jack Hodgon, Coca-Cola representative; Sam Davis, Seattle branch mgr., and Charles Ramage, branch mgr. for Canada at Vancouver.

BUFFALO (cont'd.)

for the arrival of a boy, named Peter James, at the home of his son, Robert T. Wall.

Clarence Miller, recently a motel operator in Niagara Falls, has opened the Orleans Drive-In on Hyway 31, three miles west of Albion. . . . The Capitol in Binghamton is operating nights only for the first time since its opening. . . . Mike Perna, who recently sold the Old Academy to Marine Trust Co., has purchased the Keith Theatre on lower Main St. for a reported $65,000. Veteran exhibitor Jim Bailey is mgr. of the Keith.

H. & E. Balaban Theatre Circuit, with headquarters in Chicago, Ill., are working on plans to reopen the 1200-seat Astor Theatre in Syracuse, N. Y., which they took over recently. . . . Glometer Corp.'s North Tonawanda plant will be sold at public auction, probably July 19. The company is being reorganized under the Federal Bankruptcy Act and will move into a smaller plant, according to atty. Owen B. Augspurger, Jr., who says motion picture screen material is being produced by them.

CHARLOTTE

Alvin Glazebrook was appointed mgr. of the Colonial Theatre, Valdese, N.C., to succeed Kenneth Benfield, now mgr. of the Colonial at Hickory. . . . The managerial post at Summerville Theatre, Summerville, S.C., from which Albert H. Peters resigned, went to John T. Nickalson, who owns a theatre in Rockwell, N.C. . . . Mergers at Paramount: Starr Carriker, asst. to booker Sam Sanders, wed to Harry Connell; shipper Howard Burnette and Juanita A. Blanchard. . . . A. B. Huff of the Paramount Theatre, Kinston, N.C., is new owner of the Eden Drive-In. . . . George Ebersole, 20th-Fox sales rep., celebrated his 35th year with the company. . . . Herbert Peake and William Walker are new student bookers at M-G-M. . . . Shirley Gibson joined the booking dept. at Screen Guild.

CHICAGO

The 54 Outdoor Theatre, Kankakee, was opened by Alliance with Martin Pinkstaff as mgr. Alliance also operates the Starlit there. . . . First day's receipts of $7,000 for world premiere of "Not As A Stranger" broke opening day records at the B&K United Artist Theatre for the year. . . . Marks Bros. decided to add permanent seats for walk-in trade at the Sunset Drive-In near Skokie, and 1500 lawn chairs to their 2500-car Bel Air Outdoor theatre going up at 31st and Cicero Ave. on the southside. . . . 20th Fox has adopted a summer schedule of opening at 8:30 and closing at 4:30. . . . B&K's annual golf tournament booked for Nordic Country Club, July 26.

At 25th annual meeting of Allied Theatres of Ill., Jack Kirsch was reelected pres. for a term of three years; Van Nomikos was elected v.p. and Benj. Banowitz, secy.-treas. Hary Nepo was again appointed sgt.-at-arms. . . . Ill. state sales tax of 2½%, just passed by legislature, applies to concessions sales only. Chicago tax on concessions upped to 3%. . . . Wm. Rausch named mgr. of Gt. States' Princess Theatre, Joliet. . . . New Chicago mgrs. are Stanley Dumbroski at the Halfield Theatre and Phil Higgins at the Harper.

Story Properties, Inc., headed by atty. Arthur B. Sack, previewed its first film, "No Place to Hide" at the Brandt Theatre in Harvey, Ill. Picture was filmed in color in the Philippines. . . . Single feature programs will be the policy at the reopened Evanston Theatre in Evanston, also the Calo on N. Clark St., which will feature special children's programs on Saturday. . . . Hector Bishop, mgr. of B&K's Coronet in Evanston, is back on the job after a hospital stay.



Raymond Willie (left), asst. gen. mgr. of Interstate Circuit, and ad-pub director Frank Starz get acquainted with life-sized, color cutout of Jimmy Stewart as he appears in Columbia's "The Man From Laramie." The cutout, linked with a recording playback in Stewart's voice, was placed in lobbies of the Majestic theatres in San Antonio, Houston and Dallas, and the Worth in Ft. Worth.

Eddie and Sam Trinz celebrating 50 years in show business. Bruce Trinz of third generation is active mgr. of their Clark Theatre, Chicago. . . . Mimi Lubliner, wife of mgr. Lubliner of the Lubliner Trinz circuit is in London with her sister Jan Sterling, who is making a film there. . . . Starlite Drive-In, under Kohlberg mgmt, has a combination admission of $1.25, which includes the twin bill and 36 holes of miniature golf on adjacent course. . . . McVickers Theatre opened with "This Island Earth" in a tieup with Salerno McGeowen Biscuit Co., allowing youngsters a free admission with a paid adult ticket on presentation of a box front from cookie package.

Jerry Field, now handling publicity for the local Disney exchange, has booked "Lady and Tramp" for two week runs in Great States theatres, which normally are one-week houses. . . . White Palace being reopened by S. Roberts with new name of Palace Theatre. . . . J. H. Keeney & Co. have developed a new type coffee vender which dispenses 300 cups of hot coffee, with one man handling the job. . . . Eddie Silverman, Essaness circuit owner, bought "Nick the Greek" story for early filming. He has set world premiere of "Phenix City" for late July at his Woods Theatre.

CINCINNATI

Louis Sher, theatre owner in Columbus, Yellow Springs and Cleveland, O., also Louisville, Ky., has taken over the Waco Theatre, Huntington, W. Va., and will operate it as an art house. . . . Ralph McClanahan, exhibitor of Irvine, Ky., was in Washington, D.C. on theatre business. . . . J. E. Isaac, Sr. informed Filmrow offices that effective July 1, the following theatres would be under control of Cumberland Amuse. Co., Whitesburg, Ky.: Nova, Cumberland; Benham, Benham; Lynch, Lynch; Alene and Whitesburg, Whitesburg, Weddington and Liberty, Pikeville; and State and New in Appalachia, Va.

George Turlukis opened his new, 1400-car Valley Drive-In at Hamilton, O., which was equipped by Mid-West and has in-car heaters for year-round operation. Concession stand, set up by Berlo Vending, has an automatic coffee dispensers. They also serve pizza pies. . . . Nick Shafer of Mid-States Theas. deferred a business trip to N.Y. until after the 4th of July. . . . Theatre Owners Corp. now buying and booking for Guy Pauley's Ravens Auto, Ravenswood, W. Va., and C. D. Weakley's Walnut Hills D-I, Lewisburg, W. Va.

Asa Hay's Park Drive-In, Maysville, Ky., is proceeding on schedule and should be ready for operation by Aug. 1. . . . Gustave Boudot, UA office mgr., elated over arrival of a grandson. Gus has a granddaughter aged 2. . . . Allied Artists getting many of the key runs set on their first CinemaScope attraction, "Whichita." . . . Heads of the "Audience Awards" poll committee here are F. W. Huss, Jr. for exhibition, and James Abrose for distribution. Joseph Alexander of RKO Theatres, and Carl Ferrazza of Keiths will head the committee on newspaper publicity. At recent meeting, Ralph Russell of Canton outlined details and some 100 theatres pledged support. Wm. Bein of National Screen called attention to the package deal his company is making available to theatres for $25.

Max Tull redecorated and installed wide screen facilities in his screening room in the Palace Theatre building. . . . Millersburg Theatre in Millersburg, Ky. may reopen soon under new management. . . . Leon Hisle, who has been managing the Kentuckian Theatre, Liberty, Ky. for his father-in-law, Ralph Cundiff, plans to reenter Duke University to study hospital administration.

CLEVELAND

New appointments on Filrow include Lester Dowdell as Warner booker, replacing Virgil Jones who was transferred to the Boston office; Tony Reiman as office mgr. and head booker at Columbia, replacing Ann Walker who was recently married. Reiman was formerly with United Artists. . . . John McKay, asst. booker at Columbia, was married to Joanne Alcorn. . . . The Mozart Theatre in Canton closed indefinitely; also Steubenville's Olympic for the summer season.

According to mgr. Frank Manente, the Stillman Theatre did a sensational business on the return of "Wizard of Oz." A special matinee was held Saturday afternoon for children from all orphanages in the area, as guests of the theatre and the Cleveland Lions Club. Incidentally, congratulations to Manente on the arrival of a new baby girl. . . . Ralph Staub, producer of Columbia's "Screen snapshots" was in town making a film on the Variety Club's work in the cerebral palsy field. He spent a day with the staff and pupils of the C.P. Foundation School here.

DALLAS

Claude Ezell plans a July 21 opening of the Park-Air Drive-In, San Antonio, formerly known as the Hi-Park, which had a 500-car capacity. Completely rebuilt, it will now accommodate 1000 cars, has a 40x80′ curved fiber-glass screen, new generators and

DALLAS (cont'd.)

sound system, modern rest room facilities and a new snackbar with patio, George Comeaux is mgr. . . . Ezell reported that negotiations were under way for sale of his drive-in circuit to Texas drive-in operator E. L. Pack of El Paso. It is also reported that Clint Murchison will have a financial interest in the deal.

Newest member of the Family Drive-In theatre chain, the Twin Hi-Ways, opened near Loop 12 interchange on U.S. West 80, with Bob Hill as mgr. Capacity is 750 cars with provisions for doubling it. The ozoner has two separate entrances and two box offices. . . . Mark Sheridan, 20th-Fox branch mgr., has been named southwest dist. mgr., with headquarters here. He will supervise company operations in Dallas, Houston, Okla. City and Memphis. William B. Williams, former city sales mgr., succeeds Sheridan as branch mgr.

Final selection of a state champion in the "Typical Out Of Door Girl" contest, jointly sponsored by Columbia Picts. and Texas Interstate, will be made in Ft. Worth July 16, reports city mgr. James O. Cherry. "Cinerama Holiday" hit a new high at the Melba Theatre, reports mng. dir. Wm. W. Lewis.

DENVER

C. K. Beatty has opened Blackhawk, Colo. to films by way of the 200-seat New Central and will operate four days a week. . . . Lee Theatres, which has been using one of the twin screens at its Centennial Drive-In on a first run basis, day and date with two other ozoners here, is now using the other screen for subsequent runs. . . . Because of the death of pres. Leo Bertolero, Black Hills Amuse. Co. elected new officers. Charles Klein is now pres. & treas.; John Bertolero, v.p.; Leo's widow, Marguerite Bertolero, secy. and asst. treas. The company maintains headquarters in Deadwood and Rapid City, S.D. . . . Robert W. Selig, Fox Inter-Mountain div. mgr., was elected pres. of the board of trustees of the U. of Denver for the eighth time.

Hugh Braly, representing Distributors Corp. of Am., and B. Seigel of Selznick reissues were in conferring with Hal Fuller, who has both franchises for Denver and Salt Lake City. . . . Five of the Fox Denver theatres are putting on weekly children's shows at 20¢, with season tickets for all 10 shows selling at $1. They are the Aladdin, Bluebird, Esquire, Ogden and Mayan. . . . The 10th chapter of Women of the Motion Picture Industry (WOMPI) was organized here with Jean Gerbase as pres.; Toni Medley, 1st v.p.; Ann LaGendre, 2nd v.p.; Mary Ann Hogle, recording secy.; Irene Canino, corresponding secy.; Charlotte Steuver, treas. Mainly a social organization, the club expects later to adopt some local charities.



A miniature aircraft carrier, stationed in Court Square right in the heart of downtown Memphis, was a highlight of the promotion campaign for Republic's "The Eternal Sea" at the Plaza Theatre.

Watch These Dates!

Aug. 15-20: Audience Collection Week to benfit Will Rogers Memorial Hospital and Research Laboratories.

Aug. 23-24. Charleston—Allied Theatre Theatre Owners of W. Va. annual convention—Daniel Boone Hotel.

Oct. 6-9: Los Angeles—Theatre Owners of America national convention — Biltmore Hotel.

Oct. 24-25: Winchendon, Mass.—Independent Exhibitors of New England convention—Town Tavern.

Nov. 5-9: Chicago—Allied States Association convention—Hotel Morrison.

Nov. 6-9: Chicago—International Popcorn Association convention, Hotel Morrison.

Nov. 13-15 Jacksonville — Motion Picture Exhibitors of Florida convention.

Nov. 13-15: Charlotte—Theatre Owners of N. & S. Carolina annual convention—Hotel Charlotte.

Nov. 21-22: St. Louis — Missouri-Illinois Theatre Owners annual convention — Hotel Chase.

DES MOINES

Mr. & Mrs. Jay Montgomery have added new neon lights to the Eldon Theatre marquee. A new service to Eldon movie-goers are the weekly attractions billboards placed in several business windows in town. . . . Valley Theatre in Eddyville was closed by mgr. Dwight Manson due to lack of business. . . . Dr. J. F. Hardin reports that plans now call for opening of the rebuilt theatre in Bedford about Sept. 15. E. W. Kerr, who leased the building from Dr. Hardin, has most of his new equipment lined up for installation. . . . E. McGraw, mgr. of the Ogden Theatre in Ogden, introduced his new screen and projection equipment with showing of "The Silver Chalice."

Tent 15 of the Variety Club is sponsoring heart surgery for three Iowa children at its Heart Hospital in Minneapolis, according to chief barker Frank D. Rubel, to cost around $15,000. Membership dues and other monies raised by the newly formed Women's Committee, under chairmanship of Mr. Ralph Olson, will also go to helping children who need special heart surgery. . . . Mr. & Mrs. Richard Chapman, owners of the Craft Theatre in Bancroft, received a cash award at M-G-M's Ticket Selling Workshop for giving local children passes in recognition of "their bravery" in receiving polio shots. . . . The ozoner near Mason City is erecting a new screen.

DETROIT

Gilbert E. Light of the Michigan Theatre and pres. of Local 199 is the new v.p. of Detroit Bowling Assn. of over 100,000 members. . . . Ed Long installed a new marquee for Butterfield's State at Adrian and a drive-in pylon for Joseph Dennison's new house at Monroe. . . . Donald McRae is new mgr. of the Rouge Theatre in River Rouge, succeeding Kenneth Mexico. . . . John Babl replaces Ray Coppinger as night mgr. of the downtown Loop. . . . Adrian D. Rosen and Elliot Fine closed the Deluxe Theatre and put it up for sale.

Marshall Davis is establishing the Surf Theatre on McNichols Road. . . . Joseph Peck reopened the Veterans Theatre at Atlanta, giving Montmorency County its only theatre. . . . Lou Mitchell has taken over booking of the Colonial Theatre. . . . Lloyd A. Turel, former supervisor of Jack Broder's Von Houdt Circuit, is now with Clark Theatre Service as booker. . . . Allied Theatres of Mich. worked out a deal with six booking service organizations, representing 35 theatres, to handle dues as a regular part of the weekly service fee.

Herbert Fox, owner of the Fox at Mason, was awarded a fellowship at Case Institute of Technology in Cleveland for summer study. He's an expert in the field of mathematics. . . . Robert G. Peltier, who opened the old Bijou in Mt. Clemens in 1905, was honored on his 50th anniversary with a lobby display at Community's Jewel Theatre and a special newspaper story. . . . Ted Levy was appointed mgr. for Disney's Buena Vista Distribution Co., opening a new exchange here. . . . Thomas McGuire, former public relations chief for Cooperative, has worked out a plan to solve major industry problems through facilities now provided by the Federal Trade Comm. and Small Business Administration.

Detroit industryites gathered at the Fox office to pay tribute to branch mgr. Joseph J. Lee on his 30th anniversary with the company. . . . Moe Teitel has taken over the Rogers Theatre, west side colored house formerly operated by Harry Balk. . . . Annual outing of the Film Bowling League is set for Aug. 22 at Glen Oaks Country Club. . . . Frank Bremer of Saginaw is now operating the Sunset Drive-In at Midland, leased from Cassidy Circuit.

William Clark's theatre service is taking over product buying for E. J. Pennell's Bronson and Carol Harris's Rex at Morenci. . . . Richard Sloan, partner in the Mercury Theatre, was winner of the grand prize, a new Buick, at the Variety Golf Outing. . . . Richard Hayes, in the Albany territory for Paramount for 24 years, is new upstate salesman for United Artists. . . . Rex Kinne closed the Lyon at South Lyons, with no known plans for opening.

HOUSTON

Variety Boys Club will play Beaumont on July 14. Tickets are $1 and Chief Barker Mack Howard reports there will be prizes, including an automobile. All proceeds go to the Club. . . . Daniel Botkin transferred from asst. mgr. at the Yale to same post at the Almeda. . . . James V. Boyle has been named southwestern promotion mgr. for Columbia. . . . Ray Jones, who resigned as head booker for Interstate, is succeeded by Joe Jackson. . . . Roland Connor, student asst. at Loew State, Houston, was upped to full asst. by John Murphy, Loew's Theatres v.p.

Fain Theatre and Dogwood Drive-In at Woodville celebrated the 20th anniversary of owner Fain Wood in show business with big giveaways for several nights. . . . Rex Van is the new mgr. of Variety Club in Houston.

HOUSTON (cont'd.)

He will be remembered as Moran of Moran and Mack, the Two Black Crows. Dick Kennedy, whom we succeeds, will announce future plans soon. . . . Pres. Louis Novy, Trans-Texas Theas., has assumed complete and active control since buying the stock interest of v.p. Wm. O'Donnell and Torrence Hudgins.

INDIANAPOLIS

Defense attorneys have moved to vacate a Federal ruling requiring Alliance Circuit and Fourth Ave. Amuse. Co. to go on trial on Aug. 11 in the government anti-trust suit, contending that the companies have already complied with government demands that joint booking be terminated. . . . Alliance's drive-in at Frankfort, which was severely damaged by recent storm, is being repaired.

KANSAS CITY

H. R. Hamburg, Paramount mgr. and area chmn. for Will Rogers Memorial Hospital, appointed KMTA pres. Ed Harris and Kans.-Mo. AITO pres. Beverly Miller to serve as co-chairmen week of Aug. 25, when theatre collections will be made. . . . An open-airer, patterned after an earlyday- movie house, opened on a natural hillside near Urich, Mo. . . . L. H. Pettit reopened the Mansfield (Mo.) Theatre, closed since March. . . . Carney Theas. at Rolla, Mo. are operating the Rollamo two days weekly for civic and non-profit groups. . . . Midcentral closed the West Theatre at Parsons, Kans., where the Parsons and Kansas are still operating.

Carroll Picts. aranged for distribution through United Film Exch. under Bob Herrell, mgr. . . . New concession equipment installed in Sol Frank's Rocket Drive-In, Salina; Fred Munson's Sunset, Norton; Bob and Calvin Strowig's Trail, Abilene, and Merl Swank's Park at Stockton, Kans. . . . New lenses were installed at Marty Landau's Madison (Kans.) Theatre; lenses and screen at Mrs. Lola Travis' Plaza at Crane, Mo., and a wide screen at the Barlow, Grinnell, Kans. . . . C. C. McCallister added new seats and draperies to his Nomar at Wichita. . . . Bonnine Golden, daughter of Ed of the Golding Booking Serv., is at the Aldrich Playhouse in Cape Cod for a summer of theatrical work.

At June meeting of Kans-Mo. AITO's board of directors, Senn Lawler, gen. mgr. of Fox Midwest, urged participation in COMPO's audience poll campaign. . . , Ed Durwood, pres. Durwood Theas., enjoyed an open-house celebration of his 70th birthday. He has been in the industry 53 years. . . . M. B. Smith, Commonwealth's pub. dir., spoke at the national sales meeting of Alexander Film Co. in Colo. Springs.

MIAMI

Mack Herbert, mgr. of the Bard in Little River, called on Sy Blum and Jack Kahn for tropical animals to use in connection with showing of "African Adventure" late in July. He also has a tieup with Fin 'N' Wing shop at the new Biscayne Shopping Plaza for prizes in connection with a contest on the film. . . . Marc Chartrand, who heads Wometco's ad dept., up to Tampa for Pay-As-You-See TV debate on Public Forum to be televised by WTVT. . . . Martin Mucher in Mt. Sinai Hospital at Miami Beach. . . .



In high spirits after sneak preview of Universal-International's "The Private War of Major Benson" at the Golden Gate Theatre, San Francisco, are L to R: Bill Greenbaum, Film Booking Agency, Pete Vigna, Fox West Coast Theatres; Roy Cooper, Cooper Theatres; George Milner, FWC; Ted Reisch, Universal branch mgr.; Chan Carpenter, Cooper Theatres; George Archibald, Arch Theatres.

Elmer Hecht, dist. mgr. for Wometco, is in Mercy Hospital.

T. G. Seaborn moves over to the Normandy from the Trial, as mgr., with Wayne Rogers taking over the Trail. . . . Sam Cicero into the Circle as asst. mgr.; James Husted moves to the Normandy in same capacity. . . . Ed Rainey received the Wolfson-Meyer Trophy at the fourth annual banquet of the Wometco Bowling Team. . . . Ray Frantz resigned from the Claughton Theatres to join South Eastern Airlines.

MILWAUKEE

R. P. Williams sold the Sun Theatre at Brodhead to Bobbie Soplien. . . . Tax liens, totaling more than $24,000, were filed in Federal Court against former operators of the Century and Atlantic theatres here. Named by the Milwaukee office of Internal Revenue were John Freuler and Mrs. Loraine Walker, both of Glencoe, Ill., and Mrs. Gertrude Hammelman of Shorewood, Wis. . . . Barney Sherman sold the Fern Theatre here to Ray Johnson. . . . Robert Koebb is the new asst. booker at Allied Artists. . . . Beverly Siegal, secy. to Universal office mgr. Petterson, is engaged; also Vi Lucie, inspectress at RKO.

Delft is opening a new drive-in, the Airport, at Nagaunee, Mich. . . . Variety Tent No. 14 is having its Golf Outing at the Puckaway Country Club on Aug. 26. . . . The Lyric at Stevenspoint, operated by Gran Ents., closed for extensive remodeling, to include a new front with box office to the side, glass doors, refurbished restrooms and 550 new seats. . . . Climax Theatre here is installing CinemaScope. . . . Angelo Provinzano, chapter pres. of the Italian Civic Assn., was on hand at the annual awards dinner, when five high school graduates were honored with scholarships.

MINNEAPOLIS

Peter Boosolis is new student booker at Warner Bros. . . . Marilyn Miller, daughter of branch mgr. LeRoy Miller, is the new receptionist at Universal, replacing Rose Healy. . . . Leslie Bird, mgr. of the Campus, an art house, was married to Shirley Loija in Sebeka, Minn. . . . A child-size figurine of Davy Crockett, which belonged to a local clothing firm, was snatched from a display stand in the lobby of the loop Orpheum.

NEW HAVEN

Lockwood & Gordon's new $200,000 Pix Drive-In at Bridgeport will have a July 20 opening, according to div. mgr. Doug Amos. It will be managed by Don McPhee, now asst. to Jack O'Sullivan at the Danbury Drive-In. . . . Bill Daugherty of L&G's East Windsor D-I reports great success with the newly-inaugurated sale of doughnuts during late Saturday intermissions. Patrons are buying them for Sunday snacks. . . .Hartford Circuit, which recently dropped adult admission from 60 to 50¢ for matinees only, extended the scale to full time at the neighborhood Lyric, Hartford.

Div. mgr. Bill Powell in Hartford preparing for Smith Mngmt's mid-July opening of the half-million dollar Meadows Drive-In, being built by A. J. Bronstein's North Meadows Realty Corp. . . . A new Conn. corporation, Filmtronics, Inc., lists as incorporators Robt. L. Perry, Wallace Abrams and Mario Romano. . . . Sperie Perakos, gen. mgr. of Perakos Theatres elected pres. of the Yale Club of New Britain. . . . Bernard Goffin is new mgr. of the Whitney Theatre, New Haven.

MPTO of Conn.'s Annual Golf Tournament will again be held at Racebrook Country Club, Orange, Conn., on July 26. Tariff for the day, including luncheon, golf and dinner, will be $12.50 and there will be the customary abundance of prizes for golfers and non-golfers. . . . Pine Drive-In, Waterbury, shifted its schedule to screen main feature first, Sun. through Thurs. Mr. Frank McQueeney explained the move was due to popular demand. . . . Permit for construction of a drive-in theatre, at Berlin was issued to Atty. George LeWitt, New Britian theatre owner. . . . Joe Bronstein, mgr. of E. Hartford Family Drive-In, married Mary Shovak of Hartford.

NEW YORK

At recent annual stockholers meeting of Century Circuit, the following officers were elected: Bd. chmn, Harry C. Miner, Jr.; pres. Leslie R. Schwartz; 1st v.p. Samuel Goodman; 2nd v.p. Andrew A. Nelson; secy. & treas. Martin H. Newman, asst. secy. Dorothy Barko. Also on the board are Miner, Schwartz, Goodman, Nelson, Newman, James P. McAllister, Fred J. Schwartz and Frank Milton. . . . Walter Reade, Jr., head of the theatre chain, became the father of a third daughter, named Wendy.

After 22 years at 630 Ninth Avenue, Joe Hornstein, Inc. noved into its own three story building at 341 W. 44th St., where they will have increased facilities to handle expanding business and render improved service to customers. Cinematograph International, Inc., their Export Division, will also be at this new address. . . . Funeral services were held at Riverside Memorial Chapel for Albert A. Senft, pres. of Sterling Poster & Display Co. and three-time pres. of N.Y.'s Cinema Lodge.

NEW YORK (cont'd.)

Realtors Berk & Krumgold consummated a long-term lease on the 1000-car Hollowbrook Drive-In, located in Peekskill, N.Y., and built in 1950, for the Phil Smith interests of Boston. . . . Ernie Emerling, Loew's ad-pub head, and Mrs. Emerling flew to Rome and Athens for a European vacation. . . . Mary Kirkwood, was upped from asst. mgr. of Loew's in Jersey City to acting mgr. of Loew's 83rd St. in Manhattan; Leonard Edwards, asst. at Loew's State, Newark, to mgr. of Loew's Rio, 160th St. & B'way, N.Y.C. Allie Bernstein, mgr. of the Rio and a veteran in the Loew ranks, will shortly retire.

OKLAHOMA CITY

Pat McGee of Denver, Colo. attended a meeting of United Theatre Owners of Okla. to explain the workings of COMPO's Audience Award Plan. Local co-ordinators are Henry Giffing and Don Tullius of Okla. City, and Ralph Drewry and Earl Snyder of Tulsa. All segments of the industry were well represented. . . . Ed Crews sold his Empress Theatre, Waurika, Okla. to his son, Ernest, who will manage and operate it. . . . Beaty Chronister, who is moving to Mt. Shasta, Calif., sold his Washita Theatre in Hammon, Okla. to Howard Dow. . . . New wide screen was installed at the Forgan Theatre, Forgan, Okla.

Edna Still closed the Tuttle Theatre, Tuttle, Okla., and does not anticipate reopening. . . . Kyle Kingery took over the Grand Theatre, Happy, Tex., and reopened it July 3. . . . After many difficulties, Lewis Long finally completed installation of CinemaScope equipment in his "54" Drive-In, Guymon, Okla. . . . Cortez Theatre, Wanette, Okla., was closed. . . . Bill Wilson and Wilson Dunn assumed ownership of the Lyn Theatre, Thomas, Okla. . . . Vance Terry of the Woodward Theatre, Woodward, Okla. was the first chairman to report 100% contributions to the State Mental Health Drive.

Den Theatre, Verden, Okla. is being dismantled and building will be converted into a store. . . . There are no immediate plans for reopening the Avon Theatre, McCloud, Okla., which was recently destroyed by fire. . . . Mr. & Mrs. R. H. Duckett reopened their Taloga Theatre, Taloga. . . . A kick-off meeting was held at the Variety Club on the "Oil Well Give-Away." . . . During recent storm, tower of the Broncho Drive-In, Wellington, Tex., was destroyed. Video Ind. Theas. owners of the theatre, expect to reopen around July 15.

PHILADELPHIA

Michael Zsisseri is building a 1000-car ozoner on Route 206 between Fort Dix and Bordentown, N. J. . . . Irving Rossheim started an anti-trust suit on behalf of his Midway Theatre in Allentown against other exhibitors in the area and major distributors. His theatre was recently damaged by fire to the extent of $100,000. . . . Eddie Gabriel, Capital Films, reported that "The Green Scarf," which he is distributing in this area, went into its 17th week at the Green Hill. . . . Amusement tax receipts for the first five months of 1955 were $79,943 less than for same period last year.

West Allegheny Theatre has been sold to Joseph B. Simon Co. for $33,500 and will become a service station. . . . Screen Guild is now distributing "Wuthering Heights"



L to R: Ernest Emerling, Loew's national ad-pub-exploi. director; Si Seadler, M-G-M ad director, and Oscar A. Doob, M-G-M executive, examine giant caravan of floats, models, music and fanfare in front of Loew's State Theatre on Times Square. The floats, which kicked off Loew's Summer Movie Festival, are now touring the circuit's theatres in the metropolitan area.

as a release in this area. . . . Jack Flynn, formerly dist. mgr. for Stanley-Warner, took over Bill Yurasco's chores as out of town booker. Yurasco succeeds Harry Kapowitz, who was transferred to New Haven. . . . Franklin O. Pease is no longer mgr. at the Park Theatre. . . . Roy Sullender was appointed local sales representative for Hallmark.

A. M. Ellis Theatres expect to open the 1400-seat Ellis, formerly the Forum Theatre, in the Frankford section, and the Ellis Drive-In near Wilmington, Del., formerly known as the Brandywine. Bill Israel is now gen. mgr. of the circuit. . . . The S-W Lindley, which has been playing German pictures, closed for the summer. . . . Martin Spinelli purchased the former Berwyn Theatre in Berwyn for $20,000 from Albert M. Greenfield, broker, acting for Marie A. Wilmot and Chrissie H. Hill. . . . Wm. Hendley, former mgr. of the Paramount in Atlanta, Ga. and other cities, joined Stanley-Warner as mgr. of the Majestic in Gettysburg, Pa.

PHOENIX

Westside Theatres, Inc., a new corporation headed by Harry Nace Jr., plans to build five new drive-ins in Arizona during the next four months, to be located in Goodyear, Litchfield, Scottsdale, Tempe, and Kingman. Already finished are drive-ins in Holbrook, Show Low, and two in Mesa. With parking facilities for approximately 800 cars, the new ozoners will be built at a cost ranging from $75,000 to $125,000 each, depending upon location.

In addition to Nace, other stockholders in Westside include Vince Murphy, gen. mgr. of the Nace circuit; Jack Van Leer, film buyer and booker, and John Wood, head of construction. Nace has also formed a partnership with Malcolm White (Valley Theatres, Inc.) for construction of a 1200 car drive-in in surburban Scottsdale, with plans calling for the theatre to be completed within 60 days.

PORTLAND

Charles Birchard is the new salesman at Columbia exchange. . . . National Screen representative Harry Lewis has taken over operation of the Victory Theatre, Milwaukie, Ore., formerly operated by Tom Moyer. . . . Back from Calif. vacations—Mose Mesher, mgr. of the Portland Paramount, and Ike and Mrs. Geller, operators of the Walnut Park, Portland. . . . Charles Power, local 20th-Fox exchange mgr., is back at his desk for a few hours daily.

Oregon City Theatres Inc. has been organized by Helen M. Foster, Alex L. Parks and John U. Yerkovich, all of Oswego, Ore. . . . Richard Colber, former salesman for U-I in San Francisco, has been named Portland branch mgr., replacing Ernest J. Piro, resigned. . . . Tom Walsh, J. J. Parker Theas. exec., Herb Royster, mgr. of the Broadway, and Charles Schram of the Liberty in Astoria, attended the M-G-M Workshop in Seattle.

ST. LOUIS

Edward B. Arthur, Jeff Jeffries and Tom Edwards were appointed exhibitor co-chairmen for COMPO's Audience Award Poll in this area; Tom Williamson is distributor chairman. . . . Dwight Cantrell of Niangua, Mo. took over operation of the 250-car Skyline Drive-In, Marshfield, which he bought from Mr. & Mrs. Lloyd B. Schmidt. . . . Pete Martin, mgr. of the Richmond Theatre here, made Bob Goddard's "Snappy Dressers in Our Town" list in the Globe-Democrat. . . . A plaque in recognition of his efforts in producing and directing the Jewish War Veterans 1954 variety show at Kiel Auditorium was presented to Dion Peluso, mgr. of F&M's Fox Theatre.

Mrs. Bess Schulter is to be gen. chairman for the Nov. 21-22 annual meeting of MITO, with Bill Williams, Jos. Ansell and John Meinardi acting as co-chairmen. State Senator Edward Long, who owns the Trojan Theatre in Troy, Mo. and the Orpheum at Elsberry, has been set to discuss legislation and related matters. . . . Following recent auto accident, Republic salesman Henry Zack is back on the job with a cane and collecting autographs on the cast of his left leg. . . . Dickinson's Glen Theatre at Quincy, Ill., which had been closed since June 10 because of shortage of top films, was damaged by fire. . . . Charley Allen of National Theatre Supply was married to Katherine Allen at Alton, Ill. . . .

The 175-car Cuba Drive-In on Route 19 west of Cuba, Mo. was opened by Adolph P. Meier, who also owns the 255-seat Cuba Theatre there. . . . Harry Wald was winner and Ben Mandel runner-up in Variety's first annual gin rummy tournament. . . . The new 500-car ozoner near Marion, Ill., owned and operated by Stewart Cluster, opened for business. It has a 40-ft. cafeteria-style concessions bar. . . . Joe W. Newsham of St. L. Theatre Supply welcomed a baby daugher, named Barbara Jean. Bill Emas of the U-I staff reported arrival of Jill Paul. . . . A net of $687 was realized in benefit for the Amusement Employees Welfare Fund of St. L., with Geo. Ware, retired 20th-Fox salesman, as chairman. The fund makes emergency loans to persons in the amusement business. . . . F&M dropped its art policy at the Hi-Pointe Theatre and returned to subsequent runs. Art films are being continued at the Shady Oak, Richmond and Pageant. . . . H. F. Wall closed his 290-seat Ace at Pleasant Hill, Ill., maybe permanently.

The Shop City Drive-In, being built in E. St. L., Ill. for Jablonow-Komm, is scheduled for completion in Sept. It will be a

ST. LOUIS (cont'd.)

smaller version of the Holiday in St. L. County, which J-K recently opened. Sound and projection equipment, speakers and in-car heaters will be supplied by National Theatre Supply's local branch. . . . Fox Theatre here was the scene of the crowning of Sharon F. Knickmeyer as "Miss Missouri of 1955," who will represent the state in the "Miss America" contest at Atlantic City in Sept. . . . Stuart and Dorothy Tomber have acquired all the stock of Rio Syrup Co. from Ray Kuenz and Fred Blase, who are retiring. . . . Contract for a 350-seat theatre for Blytheville Air Force Base at Blytheville, Ark. has been awarded to L&M Construction Co. for $86,066.

SALT LAKE CITY

World Playhouse will be operated exclusively by Irving Gillman in the future. The art house has a new mgr., Richard Birell, who was formerly associated with Gillman in his other theatres. Tower Theatre will be operated by George Hatch and Sid Cohen upon severence of their connection with the World. Gillman is also interested in the Motorina at Boulder, Colo., Queens at Bountiful, Colony in Salt Lake City. . . . Jack McGee, dist. mgr., for Fox Intermountain, returned from Billings, Mont., where he attended opening of the Babcock Theatre, which had been closed for extensive renovation and remodeling.

"Wuthering Heights" is being re-released by Dimension Picts. here and drawing very good business, according to branch mgr. Hal Fuller. . . . Fireproof walls at the Ely Theatre, Ely, Nev., prevented the $500,000 fire which started in the Capitol Club there from doing more wide-spread damage to the business district. . . . Paramount branch mgr. Frank H. Smith recovering from a serious attack of pneumonia.

Jack Swanson of Swanson Bros. Circuit opened his River-Vu Drive-In at Green River, Utah, and the new ozoners at Blanding, Utah and Dillon, Mont. . . . The 20th-Fox offices here are being remodeled to provide several offices for the salesmen. . . . Paul Hendry returned to the Capitol Theatre as asst. mgr. to Marvin George, after having ben ill for some time with a heart condition. . . . Mr. & Mrs. Van Anderson of the Huish and Rich Drive-In theatres at Richfield, Utah, are listed among recent visitors to this city. . . . "Land of the Pharoahs" will have its Intermountain premiere at the Bow Theatre, Butte, Mont., July 21, according to mgr. Gordon.

SEATTLE

L. H. Weskil, operator of the Cordova Theatre in Pullman, has taken over ownership of the Audian Theatre there. Weskil also operates the Rose in Coffax, the Panida, the Lake and the Motor Movie in Sandpoint, Idaho. . . . Edgar Lamb, Seattle branch mgr. for RKO for over 35 years and active in philanthropic and community affairs, passed away. He was founder of the Northwest Film Club, a charitable organization. . . . Liberty Theatre of Seattle will be dismantled and turned into a parking garage. . . . "To Paris With Love" was in its 10th week at the Varsity Theatre in the University district here.

Mountain Vue Drive-In at Cashmere opened for business under direction of Ben Slowe. . . . Variety Club of the Pacific Northwest and Alaska will hold its Charter Day on Aug. 18. Location of the celebration will be announced late by Bud Saffle. . . . Harry Plunkett, local mgr. for National Theatre Supply, off to the company's Los Angeles headquarters for conferences. . . . Glen Haviland of 20th-Fox suffered a heart attack recently. He is pres. of the Colosseum of Motion Picture Salesman's Union. . . . Chris Poulson, operator of the Denali Theatre at Anchorage, Alaska, was in on a buying and booking trip.

Regional Meetings Hail COMPO National Audience Awards Poll

(*Continued from page* 6)

15,000 ballots mailed out only 2,100 have been returned thus far.

Another area meeting was held in Boston, sparked by COMPO special counsel Robert W. Coyne. Full support of the poll was pledged for their theatres by Sam Pinanski, Martin Mullin and Edward Lider. Suggestions for local tie-ins with radio stations and newspapers were discussed, as were other promotional ideas.

Pat McGee of Cooper Foundation Theatres addressed a meeting of Mississippi Theatre Owners Assn., in Gulfport, and stressed the great possibilities of the poll, emphasizing there was no conflict between the Academy Awards and the new poll. Rather, they complement each other, he said. Now the industry can have two potent publicity events each year instead of one, said McGee.

A meeting of Connecticut exhibitors to perfect plans for the campaign has been set for July 11. San Francisco is scheduled for July 14; Charlotte for July 25; and July 26 (tentative) for Milwaukee.

Robert W. Coyne urged that exhibitors get their ballots into the mail at once. Those who have not received or have mislaid their brochures or ballots may obtain additional copies from the regional offices of National Screen Service or from COMPO. The July 11 deadline, Coyne reminded, "refers to the date on which the nominating ballots must be in the hands of Price Waterhouse & Co. in New York and not to the date by which they must be mailed."



Bob Coyne of COMPO explains the workings of the Audience Awards Poll to a large group of New England exhibitors and distributors. Shown (l to r) Samuel Pinanski, pres., American Theatres Corp.; Charles Kurzman, Loew's New England div. mgr.; Edward Lider, pres., Independent Exhibitors of New England; Coyne; Martin J. Mullin, pres., New England Theatres, Inc.

Attendance Group Set For Allied Confab

The National Allied Convention for 1955 will be held at the Morrison Hotel in Chicago Nov. 7 through Nov. 9. Heading committee to insure a record turnout are:

CONNECTICUT: Maxwell A. Alderman, Norman Bialek; GULF STATES: Abe Berenson, F. G. Prat, Jr.; INDIANA: William Carroll, Roy Kalver; ILLINOIS: Abner I. Klein, Van Nomikos; IOWA-NEBRASKA: Elmer B. Huhnke, Al C. Myrick; KANSAS-MISSOURI: Beverly Miller, Jay Wooten; KENTUCKY: Robert T. Enoch, E. L. Ornstein; MARYLAND: Stanley Baker, C. Elmer Nolte, Jr.; MICHIGAN: Ernest T. Conlon, Alden Smith; MID-CENTRAL: A. B. (Jeff) Jefferies, Paul E. Stehman; MID-SOUTH: Dwight F. Blissard, J. A. West; NEW ENGLAND: Norman Glassman, Edward W. Lider; NEW JERSEY: Irving Dollinger, Wilbur Snaper; NORTH CENTRAL: Benj. N. Berger, E. L. Peaslee; OHIO: Horace Adams, L. F. Eick; OKLAHOMA: Bernard J. McKenna, Jr., Earl Snyder; EASTERN PENNSYLVANIA: Ben Fertel, Sidney E. Samuelson; WESTERN PENNSYLVANIA: Harry B. Hendel, Morris M. Finkel; ROCKY MOUNTAIN: Joe Ashby, Neil Beezley; TEXAS: Col. H. A. Cole, Phil Isley; WEST VIRGINIA: H. J. Gilbert, Don Schultz; WISCONSIN: Sig Goldberg, Angelo Provinzano.

Colosseum Signs New Employment Agreement

A new employment agreement has been negotiated between the Colosseum of Motion Picture Salesmen of America and the major film distributors, according to a joint announcement made this week. Agreement, to run two years, calls for a $5.50 per week across-the-board increase, an increase in daily car allowance for city salesmen to $5 a day and for country salesmen to $10.50 per day.

Minimum starting salary for salesmen employed in the industry in that capacity for one year has been increased to $85.

Martin Appoints Three

E. D. Martin, TOA president, appointed three Co-Chairmen to direct the National Convention in Los Angeles on Oct. 6-9, 1955. Representing the East and the South is Earnest G. Stellings, head of the Stewart and Everett Theatres; midwest, Lester R. Kropp, president of the Missouri-Illinois TOA; and west, Joseph J. Rosenfield TOA vice president.

SHORTS—Calendar of Releases

(As far ahead as it is possible to obtain them)

COLUMBIA

1954-55

Series	Prod. No.	Title	Reels	Release Date	Time (Min.)
All Star	7412	Kids Will be Kids	2	Jan. 20	16
"	7413	His Pest Friend	2	Feb. 17	16
"	7414	G.I. Dood It	2	Apr. 28	16½
"	7415	Scratch-Scratch-Scratch	2	June 9	16½
"	7416	Nobody's Home	2	Dec. 9	16
Three Stooges	7404	Fling in the Ring	2	Jan. 6	15
"	7405	Of Cash and Hash	2	Feb. 3	16
"	7406	Gypped in the Penthouse	2	Mar. 10	16
"	7407	Bedlam in Paradise	2	Apr. 14	16
"	7408	Stone Age Romeos	2	June 2	16
Color Favorites (Tech. Re-issue)	7603	A Hunting We Won't Go	1	Nov. 4	7
"	7605	Mysto Fox	1	Dec. 9	7
"	7606	Polar Playmates	1	Jan. 6	6½
"	7607	Catnipped	1	Feb. 3	7½
"	7608	Unsure Runts	1	Feb. 17	7½
"	7609	River Ribber	1	Mar. 10	6
"	7610	Treasure Chest	1	Apr. 7	6½
"	7611	Picnic Panic	1	Apr. 21	6
"	7612	Mother-Hubba-Hubba-Hubbard	1	May 12	6
"	7613	Kukunuts	1	June 2	6½
"	7614	Scary Crows	1	June 23	8
"	7615	Little Rover	1	July 14	9
Assorted Favorites	7423	Cupid Goes Nuts	2	Dec. 2	16
"	7424	Half-Way to Hollywood	2	Feb. 10	17½
"	7425	A Knight and a Blonde	2	Mar. 3	14
"	7426	Hiss and Yell	2	May 5	18
World of Sports	7804	Rasslin Redskin	1	Dec. 23	9½
"	7805	Flying Mallets	1	Jan. 13	10
"	7806	Aquatic Acrabats	1	Feb. 17	9
"	7807	Fishing Paradise	1	Mar. 17	9
"	7808	Barking Champs	1	May 12	9
"	7809	Sun Play	1	June 2	9
Screen Snapshots	7854	Hollywood Life	1	Dec. 16	10
"	7855	Pennies From Hollywood	2	Jan. 20	9
"	7856	Hollywood Shower of Stars	2	Feb. 24	10
"	7857	Hollywood Fathers	1	Mar. 24	10
"	7858	Hollywood Plays Golf	1	May 15	9
"	7859	Hollywood Beauty	1	June 16	11
"	7860	Hollywood Mothers	1	July 14	....
Thrills of Music (Re-issue)	7953	The Lecuona Cuban Boys	1	Dec. 23	10½
"	7954	Tony Pastor & Orch	1	Feb. 10	10
"	7955	Elliot Lawrence & Orch.	1	Apr. 14	10½
"	7956	Ray Eberle & his Orchestra	1	June 9	10½
Candid Microphone	7552	No. 2	1	Dec. 2	10½
"	7553	No. 3	1	Jan. 13	11
"	7554	No. 1 (Series No. 2)	1	Mar. 3	9
"	7555	No. 2 (Series No. 2)	1	June 2	1
U.P.A. Assorted Tech.)	7502	Spare That Child	1	Jan. 27	6½
"	7503	Four Wheels No Brakes	1	Feb. 24	6½
"	7504	Baby Boogie	1	May 19	6
Comedy Favorites (Re-issue)	7433	The Good Bad Egg	2	Dec. 16	17
"	7434	You're Next	2	Mar. 17	17
"	7435	Ready Willing But Unable	2	Apr. 21	16½
"	7436	Training For Trouble	2	June 16	15½
Serials—15 Chapters	7140	Black Arrow	--	Feb. 24	—
" "	7160	Adventures of Captain Africa	--	June 9	—
Mr. Magoo (Tech.)	7701	Destination Magoo	1	Dec. 16	6½
"	7702	Magoo's Checkup	1	Feb. 24	6½
"	7703	Magoo Express	1	May 19	6½
"	7704	Madcap Magoo	1	June 23	6
Mr. Magoo CinemaScope Spec.	7509	When Magoo Flew	1	Jan. 6	6½

METRO-GOLDWYN-MAYER

1954-55

Series	Prod. No.	Title	Reels	Release Date	Time (Min.)
Cartoons (Tech.)	W-632	Mice Follies	1	Sept. 4	7
"	W-634	Farm of Tomorrow	1	Sept. 18	7
"	*W-636	Neapolitan Mouse	1	Oct. 2	7
"	*W-638	The Flea Circus	1	Nov. 6	7
"	*W-639	Downhearted Duckling	1	Nov. 13	7
"	*W-640	Dixeland Droopy	1	Dec. 4	8
"	*W-641	Field and Stream	1	Apr. 30	7
"	*W-642	Mouse For Sale	1	May 21	7
Gold Medal Reprint Cartoons (Tech.)	*W-661	Cat Fishin'	1	Oct. 30	8
"	*W-662	Part Time Pal	1	Jan. 8	8
"	*W-663	Cat Concerto	1	Jan. 22	7
"	*W-664	Dr. Jekyll & Mr. Mouse	1	Feb. 26	8
"	*W-665	Salt Water Tabby	1	Mar. 26	8
"	*W-666	Mouse In The House	1	May 7	8
"	*W-667	Little Tinker	1	May 14	7
"	*W-668	Slap Happy Lion	1	May 28	7
Fitzpatrick Traveltalk Reprints	*T-611	Yosemite, The Magnificent	1	Sept. 11	9
"	*T-612	Grand Canyon, Pride of Creation	1	Oct. 16	9
"	*T-613	Picturesque Patzcuaro	1	Nov. 27	9
"	*T-614	Glacier Park & Waterton Lakes	1	Dec. 25	9
"	*T-615	Mexican Police on Parade	1	Feb. 12	9
"	*T-616	Mighty Niagara	1	Apr. 9	10
"	*S-657	Global Quiz	1	May 14	16
"	*S-658	Animals In Action	1	May 21	9
"	*S-659	Historical Oddities	1	May 28	9
"	*S-660	The Fall Guy	1	June 4	9

* NOTE: Suitable for screens up to 1.71-to-1 ratio.

Series	Prod. No.	Title	Reels	Release Date	Time (Min.)
CinemaScope Musical Gems (Tech.)	K-674	The Thieving Magpie	1	Sept. 1,'54	9
"	K-675	The Strauss Fantasy	1	Oct. 22,'54	9
Pete Smith Specialties	*S-651	The Camera Caught It	1	Oct. 9	9
"	*S-652	Rough Riding (Tech.)	1	Dec. 11	9
"	S-653	Man Around the House	1	Jan. 1	9
"	*S-654	Keep Young	1	Feb. 5	9
"	S-655	Sport Trix	1	Mar. 5	9
"	S-656	Just What I Needed	1	Apr. 16	9
Cinemascope Cartoons (Tech.)	C-631	Pet Peeve	1	Nov. 20	7
"	C-633	Touche Pussy Cat	1	Dec. 18	7
"	C-635	Southbound Duckling	1	Mar. 12	7
"	C-637	Pup On A Picnic	1	Apr. 30	7

PARAMOUNT

1954-55

Series	Prod. No.	Title	Reels	Release Date	Time (Min.)
Cartoon Chmapion (Tech.)	S14-1	We're in the Honey	1	Oct. 1	7
"	S14-2	Butterscotch and Soda	1	Oct. 1	7
"	S14-3	Sudden Fried Chicken	1	Oct. 1	7
"	S14-4	The Friendly Ghost	1	Oct. 1	9
"	S14-5	The Bored Cuckoo	1	Oct. 1	8
"	S14-6	Santa's Surprise	1	Oct. 1	9
Headliner Champion	A14-1	Speaking of Animals and their Families	1	Oct. 1	9
"	A14-2	Speaking of Animals in a Musical Way	1	Oct. 1	8
"	A14-3	Stork Crazy	1	Oct. 1	9
"	A14-4	The Lonesome Stranger	1	Oct. 1	10
"	A14-5	Calling All Animals	1	Oct. 1	9
"	A14-6	Video Hounds	1	Oct. 1	9
Sportlight	R14-1	Twin Riding Champs	1	Oct. 1	10
"	R14-2	Hot & Cold Glides, Slides & Rides	1	Oct. 22	10
"	R14-3	What Everybody Rides	1	Nov. 5	9
"	R14-4	Boyhood Thrills	1	Dec. 10	9
"	R14-5	Pike's Peak Arena	1	Dec. 24	9
"	R14-6	Swim & Survive	1	Feb. 11	9
"	R14-7	Baseball's Acrobatic Age	1	Apr. 2	9
"	R14-8	Tumbling Jamboree	1	May 13	9
"	R14-9	High Score Bowling	1	June 10	—
"	R14-10	San Fernando	1		
Pacemaker	K14-1	Drilling for Girls in Texas	1	Oct. 8	9
"	K14-2	How to Win at the Races	1	Dec. 17	17
"	K14-3	You're a Trooper	1	Jan. 21	10
"	K14-5	Florida Aflame	1	June 3	9
"	K14-6	Walk In The Deep	1	June 17	10
Casper (Tech.)	B14-1	Boos and Arrows	1	Oct. 15	6
"	B14-2	Boo Ribbon Winner	1	Dec. 3	6
"	B14-3	Hide and Shriek	1	Jan. 28	7
"	B14-4	Keep Your Grin Up	1	Mar. 4	6
"	B14-4	Keep Your Grin Up	1	May 4	6
"	B14-5	Spooking With A Brogue	1	May 27	7
"	B14-6	Bull Fright	1	July 15	—
Noveltoon (Tech.)	P14-1	Fido Beta Kappa	1	Oct. 19	7
"	P14-2	No Ifs, Ands or Butts	1	Dec. 17	6
"	P14-3	Dizzy Dishes	1	Feb. 4	6
"	P14-4	Get Along Li'l Duckie	1	Mar. 25	7
"	P14-5	News Hound	1	June 10	6
"	P14-6	Poop Goes The Weasel	1	July 8	—
Popeye (Tech.)	E14-1	Private Eye Popeye	1	Nov. 12	7
"	E14-2	Gopher Spinach	1	Dec. 10	6
"	E14-3	Cookin' With Gags	1	Jan. 14	7
"	E14-4	Nurse to meet Ya	1	Feb. 11	6
"	E14-5	Penny Antics	1	Mar. 11	8
"	E14-6	Beaus Will Be Beaus	1	May 20	6
"	E14-7	Gift of Gag	1	May 27	6
Topper	M14-1	The Nerve of Some People	1	Nov. 19	10
"	M14-2	Killers at Bay	1	Dec. 31	10
"	M14-2	Just The Bear Facts	1	Jan. 14	9
"	M14-4	All Chimps Ashore	1	Feb. 4	10
"	M14-5	Let's Look At The Birds	1	Apr. 15	9
"	M14-6	Pick A Pet	1	Apr. 22	8
Herman & Catnip (Tech.)	H14-1	Rail-Rodents	1	Nov. 26	7
"	H14-2	Robin Rodenthood	1	Feb. 25	7
"	H14-3	A Bicep Built For Two	1	Apr. 8	7
VistaVision Specials (Tech.)	V14-1	Vistavision Visits Norway	2	Nov. 5	17
"	V14-2	Vistavision Visits Mexico	2	Apr. 29	17
"	V14-3	Vistavision Visits The Sun Trails	2	May 27	16

RKO-RADIO

1954-55

Series	Prod. No.	Title	Reels	Release Date	Time (Min.)
My Pal (Re-release)	53202	Pal's Return	2	Nov. 5	20
Ray Whitley (Re-releases	53402	Redskins and Redheads	2	Nov. 19	18
Edgar Kennedy (Re-releases)	53503	The Big Beef	2	Nov. 5	17
"	53504	Mind Over Mouse	2	Nov. 19	17
"	53505	Brother Knows Best	2	Dec. 3	17
"	53506	Home Canning	2	Dec. 17	18
Leon Errol	53704	Twin Husbands	2	Nov. 12	18
"	53705	I'll Take Milk	2	Nov. 26	18
"	53706	Follow That Blonde	2	Dec. 10	18
Specials	53901	Football Highlights	2	Dec. 10	15½
"	53801	Basketball Highlights	2	Apr. 15	8
Theatre of Life	53301	Devil Take Us	2	June 17	21
Sportscopes	54304	Canadian Stampede	1	Nov. 26	8
"	54305	Sports Island	1	Dec. 24	10
"	54306	Ski Saga	1	Jan. 21	8
"	54307	Chamois Hunt	1	Feb. 18	8

SHORT SUBJECT RELEASES (CONTINUED)

Series	Prod. No.	Title	Reels	Release Date	Time (Min.)
"	54308	Here's Hockey	1	Mar. 18	10
"	54309	Jai Alai	1	Apr. 15	8
"	54310	Everglade Posse	1	May 13	8
"	54311	Downhill Yachts	1	June 10	8
Screenliners	54203	Just Pets	1	Nov. 12	8
"	54204	Cinemia Capers	1	Dec. 10	8
"	54205	Water, Water, Everywhere	1	Jan. 7	8½
"	54206	Camera Crazy	1	Feb. 4	8½
"	54207	Nature's Showcase	1	Mar. 4	8
"	54208	Bush Doctor	1	Apr. 1	11
"	54209	Inland Seas	1	Apr. 29	8
"	54210	Staff of Life	1	May 27	8
"	54211	Rest Assured	1	June 24	8
"	54212	Safety Is Their Business	1	July 22	9
Disney Cartoons (16th Series) (Tech.)	54101	Social Lion	1	Oct. 15	7
"	54102	Flying Squirrel	1	Nov. 12	7
"	54103	No Hunting (CinemaScope)	1	Jan. 14	6
"	54104	The Pelican and The Snipe (Re-release)	1	Jan. 28	9
"	54105	Lake Titicaca (Re-release)	1	Feb. 18	7
"	54106	Contrasts In Rhythm (Re-release)	1	Mar. 11	8
"	54107	Blame It On The Samba (Re-release)	1	Apr. 1	6
"	54108	Chip An'Dale (Re-release)	1	Apr. 22	7
"	54109	Pedro (Re-release)	1	May 13	8
"	54110	El Gaucho Goofy (Re-release)	1	June 10	8
"	54111	Aquerela Do Brasil (Re-release)	1	June 24	8
"	54112	The Flying Cauchito (Re-release)	1	July 15	8
RKO Pathe Specials	53102	Circus Trainer	2	Nov. 12	16
" "	53103	Fast Freight	2	Dec. 17	15
" "	53104	River To The Past	2	Jan. 21	15
" "	53105	Big Top Caravan	2	Feb. 25	16
" "	53106	Finders Keepers	2	Apr. 1	15½
" "	52901	Operation Icecap	2	May 6	19

REPUBLIC

Serial	5483	Panther Girl of the Kongo	12 Ep.	Jan. 3	—
"	5484	Jesse James Rides Again	13 Ep.	Mar. 28	—
"	5485	King of the Carnival	13 Ep.	June 27	—
Short Subjects	5486	Zorro's Black Whip	—	—	—
" "	5387	Bali	1	Dec. 15	9
" "	5388	Venezuela	1	Mar. 1	9

TWENTIETH CENTURY-FOX

1954

Terrytoon (Tech.)	5425	Torrid Toreador (Re-release)	1	Dec.	7
Sport	3406	Untitled	1	Dec.	7
See It Happen (Movietone)	6406	Untitled	1	Dec.	9
CinemaScope (Tech.)	7424	Queens Guard (De Luxe Color)	2	Dec.	16

1955

CinemaScope (Tech.)	7501	Tuna Clipper Ship	1	Jan.	17
"	7503	Birthday Parade (Color)	1	Jan.	10
"	7505	Supersonic Age (Color)	1	Jan.	14
"	7502	Stampede City (Color)	1	Feb.	7
"	7504	Fifth Avenue to Fujiyama (Color)	1	Feb.	10
"	7506	Land of the Nile (Color)	1	Mar.	9
"	7507	Tears of the Moon (Color)	1	Mar.	10
"	7508	Isles of Lore (Color)	1	Aril	9
"	7509	Punts & Stunts (Color)	1	April	9
Terrytoon (Tech.)	5501	Gandy Goose in Barnyard Actor	1	Jan.	7
" "	5502	Dear Old Switzerland (Re-release)	1	Jan.	7
" "	5503	A Yokohama Yankee	1	Jan.	7
" "	5504	Swooning the Swooners (Re-release)	1	Feb.	7
" "	5505	Terry Bears in Duck Fever	1	Feb.	7
" "	5506	Gandy Goose in it's all in the Stars (Re-release)	1	March	7
" "	5507	Aesops Fable—The First Flying Fish	1	March	7
" "	5508	The Two-Headed Giant (Re-release)	1	April	7
" "	5509	Little Roquefort in No Sleep for Percy	1	April	7

UNIVERSAL

1954-55

Color Parade Featurette	1381	Dust Eaters	1	Feb. 28	9½
"	1382	Moose Country	1	Mar. 21	9½
"	1383	White Magic	1	Apr. 25	9
"	1384	King Salmon	1		
"	1385	Swing Hi, Swing Lo	1		
Musical Featurette	1301	Champ Butler Sings	2	Nov. 29	15
" "	1302	Road Show	2	Dec. 30	15
" "	1303	The Robins Sing	2	Jan. 17	15
" "	1304	Keep It Cool	2	Feb. 14	16
" "	1305	Les Brown Goes To Town	2	Mar. 14	15
" "	1306	Strictly Informal	2	Apr. 11	16
" "	1308	Webb Pierce and His Wonderin' Boys	2	June 20	16
One Reeler	1200	Speed Sub Zero	1	Dec. 5	9½
Two Reel Specials	1300	A World of Beauty	2	Mar. 15	17
" "	1201	A Gift From Dirk	2	Nov. 12	19
" " "	1203	Fortress of Freedom (Color)	2	Mar. 28	10
Variety Views	1341	Trouble Bruin	1	Dec. 27	9
" "	1342	Little Lost Scent	1	Jan. 31	9
" "	1343	Whatever Goes Up	1	Apr. 11	9
Woody Woodpecker Cartune (Tech.)	1321	I'm Cold	1	Dec. 20	6
"	1322	Helter Shelter	1	Jan. 17	6
"	1323	Crazy Mixed Up Pup	1	Feb. 14	6
"	1351	The Band Master (Re-issue)	1	Feb. 21	6½
"	1324	Witch Crafty	1	Mar. 14	6
"	1325	The Legend Of Rock-A-Bye Point	1	Apr. 11	6
"	1326	Private Eye Pooch	1	May 9	6
"	1327	Sh-h-h	1	June 6	6
"	1328	Bedtime Bedlam	1	July 4	6
"	1352	The Mad Hatter (Re-issue)	1	Mar. 28	7
"	1353	Banquet Busters (Re-issue)	1	Apr. 25	6½
"	1354	Kiddie Koncert (Re-issue)	1	May 30	7

VITAPHONE

1954-55

Technicolor Specials	2004	Where Winter is King	2	Jan. 8	20
"	2005	Bill of Rights	2	Dec. 4	20
"	2006	Beauty and the Bull	2	Feb. 5	20
"	2007	Mississippi Traveler	2	Mar. 5	20
"	2008	Old Hickory	2	Apr. 9	20
"	2010	Wave Of The Flag	2	May 28	20
Featuettes	2103	Three Cheers for the Girls	2	Jan. 22	20
"	2104	When the Talkies were Young	2	Mar. 26	20
"	2105	At The Stroke Of Twelve	2	May 14	20
Blue Ribbon Cartoons (Tech.)	2304	Trial of Mr. Wolf	1	Dec. 25	7
"	2305	Back Alley Oproar	1	Feb. 5	7
"	2306	You Were Never Duckier	1	Feb. 26	7
"	2307	House Hunting Mice	1	Apr. 2	7
"	2308	Crowing Pains	1	Apr. 23	7
"	2309				
Joe McDoakes Comedy	2402	So You Want to Know Your Relatives	1	Dec. 18	10
"	2403	So You Don't Trust Your Wife	1	Jan. 29	10
"	2404	So You Want to be a Gladiator	1	Mar. 12	10
"	2405	So You Want To Be On A Jury	1	May 7	10
Sports Parade (Tech.)	2503	Rodeo Roundup	1	Dec. 11	7
"	2504	Silver Blades	1	Jan. 15	7
"	2505	Caribbean Playgrounds	1	Feb. 19	7
"	2506	Football Royal	1	Mar. 19	7
"	2507	Riviera Revelries	1	May 21	7
"	2508	Rocky Mountain Big Game	1	Apr. 23	7
Vitaphone Novelties	2603	Bit of the Best	1	Dec. 25	7
"	2604	Those Exciting Days	1	Mar. 19	7
"	2605	Fire, Wind, Flood	1	Apr. 30	7
M. M. Cartoons (Tech.)	2707	Sheep Ahoy	1	Dec. 11	7
"	2708	Pizzicato Pussycat	1	Jan. 1	7
"	2709	Feather Dusted	1	Jan. 15	7
"	2710	Pests for Guests	1	Jan. 29	7
"	2711	All Fowled Up	1	Feb. 19	7
"	2712	Stork Naked	1	Feb. 26	7
"	2713	Lighthouse Mouse	1	Mar. 12	7
"	2714	Sandy Claws	1	Apr. 2	7
"	2715	The Hole Idea	1	Apr. 16	7
"	2716	Ready, Set, Zoom	1	Apr. 30	7
"	2717	Past Perfumance	1	May 21	7
Bugs Bunny Specials Tech.)	2724	Baby Buggy Bunny	1	Dec. 18	7
"	2725	Beamstalk Bunny	1	Feb. 12	7
"	2726	Sahara Hare	1	Mar. 26	7
"	2727	Hare Brush	1	May 7	9
Melody Master	2803	South American Sway	1	Jan. 1	9
"	2804	Stan Kenton & Orch.	1	Feb. 26	9
"	2806	The Playgirls	1	Apr. 16	—

TOP OF THE WORLD

tops in "SUSPENSE!" —Film Daily

tops in "ACTION, THRILLS!" —Hollywood Reporter

tops in "EXCITEMENT!" —Harrison's Reports

"TOP NOTCH ACTION DRAMA"! —Variety





"TOP OF THE WORLD"



The Air Force called it "OPERATION DEEP FREEZE" ...but this handful of heroes who lived it called it "HELL"!

Filmed on actual location in Alaska with the full cooperation of the Army Air Force and Alaskan Air Command!

Starring

DALE ROBERTSON · EVELYN KEYES · FRANK LOVEJOY

with NANCY GATES · PAUL FIX · ROBERT ARTHUR · Produced by MICHAEL BAIRD and LEWIS R. FOSTER · Directed by LEWIS R. FOSTER · Written by JOHN D. KLORER and N. RICHARD NASH

thru UA

THE Independent FILM JOURNAL

DEVOTED to the BEST INTERESTS of the MOTION PICTURE INDUSTRY

In this issue

NEWS

[illegible]

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[illegible]

REVIEWS

pages 14, 15, 23

Vol. 18, No. 1 July 23, 1955

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FOR WHOM THE POLLS TOLL

IF any reputable and unbiased statistician was commissioned to chart a graph reflecting the present trend of public opinion with respect to pay-as-you-see television, the results would unmistakably demonstrate a definite swing against this controversial medium.

It should be remembered that initial responses to the FCC inquiries were predominantly in favor of Toll TV until the issue was joined and debated and the public got a clearer picture of its status in the event that this medium became a reality.

Just how far this swing has gone would be pure conjecture on our part but there are indications that it has been quite substantial—enough to frighten the proponents of Toll TV into a change in their "party line."

(See Page 3)



M-G-M HAS 3 OUT OF 10 TOP PICTURES AMERICA IS SEEING!

(3 TIMES AS MANY AS ANY OTHER MAJOR COMPANY)

★

VARIETY'S NATIONWIDE BOXOFFICE SURVEY OF THE "10 MOST POPULAR MOVIES" SHOWS

M-G-M FIRST!



"LOVE ME OR LEAVE ME" *(CinemaScope — Color)*

M-G-M presents in CinemaScope • DORIS DAY • JAMES CAGNEY in "LOVE ME OR LEAVE ME" • co-starring Cameron Mitchell • with Robert Keith • Tom Tully • Screen Play by Daniel Fuchs and Isobel Lennart • Story by Daniel Fuchs • Photographed in Eastman Color Directed by Charles Vidor • Produced by Joe Pasternak.

— ★ —



"BLACKBOARD JUNGLE"

M-G-M presents "BLACKBOARD JUNGLE" starring GLENN FORD Anne Francis • Louis Calhern • with Margaret Hayes • Screen Play by Richard Brooks • Based on the Novel by Evan Hunter • Directed by Richard Brooks • Produced by Pandro S. Berman.

— ★ —



"INTERRUPTED MELODY" *(CinemaScope — Color)*

M-G-M presents in CinemaScope • "INTERRUPTED MELODY" starring GLENN FORD • ELEANOR PARKER • with Roger Moore Cecil Kellaway • Written by William Ludwig and Sonya Levien • Based On Her Life Story by Marjorie Lawrence • Photographed in Eastman Color • Directed by Curtis Bernhardt • Produced by Jack Cummings.

— ★ —

NEXT: "THE COBWEB"

July 23, 1955
Vol. 36 No. 1

THE Independent FILM JOURNAL

Editor: MORTON SUNSHINE

DEVOTED TO THE BEST INTERESTS OF THE MOTION PICTURE INDUSTRY

For Whom the Polls Toll

(*Continued from cover*)

With public interest aroused, newspapers around the country are gauging reader reaction by means of polls. The results are quite significant. The New York Herald Tribune poll indicated 76 percent against pay-TV, with 24 percent in favor of the innovation, many subject to qualification. The Minneapolis Star and Tribune recorded 72 percent in opposition to an FCC grant; 22 percent "for" and 6 percent "undecided."

The Knoxville News Sentinel registered a preponderance of 136 to 1 for maintaining the present system of sponsored video programs, while the El Paso, Texas Herald Post noted a more conservative 15 to 1 preference for the status quo. The Cincinnati Post poll was 35 to 1 for free television. The Newsday in Long Island polled 5,036 readers against paid TV, with only 92 registering in the affirmative for the medium. In a Columbus, Ohio survey, Elmo Roper and Associates found 62 percent of those interviewed opposed to Toll TV, with 27 percent for it and approximately 10 percent undecided.

We have not yet heard of any recent poll on this subject in which the public responded in favor of pay-to-see television.

Apparently the proponents of subscription video are now aware of their failure to sell the American public a bill of goods. Where formerly their arguments were directed to the fact that Toll TV would serve the best interests of the public, their new "party line" soft-pedals this prior assertion. Now, it is a question of permitting subscription television to rise or fall on its merits, under the free enterprise system, and not to grant a shield of protection from competition to rival media. The claim is made that it will not affect commercial TV and that both will prosper side by side. They want to get a foot in the door; then, try to knock it out.

Even those of us who have selfish motives to serve must never lose sight of the dominant consideration. Invectives and hysteria serve no useful purpose. In the final analysis, this issue will be decided in the public interest, which is as it should be.

Big News

The big news this week was Howard Hughes' sale of RKO Radio Pictures, including its production and distribution facilities and library of films to the General Tire & Rubber Co. for $25,000,000. The deal was negotiated by Thomas O'Neil, president of the purchasing company's subsidiary, General Teleradio, which numbers among its ventures the distribution of films for television. This firm will now have access to the RKO film backlog.

Of greater cheer are the indications that the company has no intention of liquidating its assets but will continue with present personnel as a going concern. Policy changes have been announced in the offing and one such reported change will be to engage in more active theatrical production at the studios. This will be good news, not only to the entire RKO organization but to theatre owners as well who have the welcome mat out for new sources of product in these days of short supply.

Here is an opportunity for Mr. O'Neil and the new management to restore RKO to its former position of industry prestige.

Second the Nomination

The second nominating bollots by which exhibitors are to pick their choices for the second period of the Audience Awards nominations have been forwarded to all theatres in the country. See that you get yours, fill it out and return the ballot in the prepaid envelope to Price Waterhouse. Do it without delay. Don't be an "outsider" in a campaign that will do so much to help your business.

"Phenix City" Alert

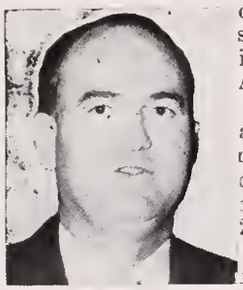
Our Hollywood reviewer calls special attention to Allied Artists' "Phenix City," a terrific documentary of the now-famous vice-ridden town. Made without names of any consequence but with shocking realism and a substantial, exploitable story, we suggest that exhibitors watch "Phenix City." If there is still such a thing as a "sleeper," this is it!

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RKO Radio Purchased By General Tire Firm

LAS VEGAS, NEV.—General Tire & Rubber Co., which already has substantial interests in radio and television, this week moved into the motion picture business with the purchase of RKO Radio Pictures Inc. from its sole owner, Howard Hughes.

The purchase price of $25 million in cash is believed to represent the largest single financial transaction in the motion picture industry, as well as one of the largest cash sales by an individual in the history of American finance.



THOMAS O'NEIL

With the contract already signed, the multi-million dollar check is scheduled to change hands on July 25.

According to the announcement of the long-negotiated deal by Thomas O'Neil, president of General Teleradio Inc., a subsidiary of General Tire, the purchase price would cover the following: the major motion picture producing and distributing company with extensive studio and production facilities in Hollywood and Culver City, Calif.; control of studios in New York City; access through part-ownership to producing facilities in Mexico City; 101 domestic and foreign motion picture exchanges which RKO operates in a world-wide distributing system; the facilities of RKO-Pathe, and RKO Television, Inc.

The sales does not involve the former holding company, RKO Radio Pictures Corp., which was the parent company of RKO Radio Pictures, Inc. This organization is jointly controlled by Hughes and Atlas Corp., headed by Floyd Odlum. RKO Radio was headed by James R. Grainger, who assumed the presidency nearly three years ago, moving over from Republic Pictures, where he was executive vice-president and sales chief.

Owns Mutual Broadcasting

General Teleradio, which has grown rapidly in the entertainment fields since 1930, already owns the Mutual Broadcasting System, the Don Lee Broadcasting System and the Yankee network. It also owns stations WNAC and WNAC-TV, Boston; WOR and WOR-TV, New York; KHJ and KHJ-TV, Los Angeles; WHBQ and WHBQ-TV, Memphis; and KFRC, San Francisco.

O'Neil stated that there would be no changes in RKO personnel but policy changes will be made to "accomplish more extensive use of facilities."

Regarded as the principal reason for making the deal, however, is the huge RKO Radio film library, consisting of an estimated 400 to 800 features, some of which would draw top money on General Teleradio's television facilities, and on other TV outlets. RKO's backlog includes film "classics" starring Fred Astaire and Ginger Rogers, Cary Grant, Irene Dunne, and others.

Among the big unreleased pictures involved in the deal are the recently-filmed "The Conqueror," story of Genghis Khan starring John Wayne and Susan Hayward, and the Hughes-produced "Jet Pilot."

The deal between General Tire and Hughes marks the second alliance between the rubber and film industries, in moves by large organizations toward diversified activities.

Stanley Warner took the first step with the purchase in May 1954 of International Latex Corp. for $5 million. General Tire has holdings in chemicals, radio, television and motion pictures.

Second "Sale" By Hughes

This is the second time that RKO Radio has been sold by Hughes, who sold his controlling interest in the studio to a syndicate of business men in Sept. 1952. The deal failed with the syndicate turning back controlling stock interest five months later along with the forfeiture of $1,250,000 made as a down payment and profited by Hughes. Hughes acquired the entire assets of the company in March, 1954, through the purchase of the greater part of the outstanding stock following his offer of six dollars per share for all shares held by stockholders. The transaction involved an outlay by Hughes of more than $23 million.

Last year, it is estimated, RKO Radio rolled up a world gross of around $44 million, although the studio released only 17 new pictures, 12 of which made by indie producers, plus 15 re-issues. Estimates as to net profit earned by the company vary, but RKO was reported to be in the black last year.

Meanwhile, Hughes is not losing money either. Financial quarters point out that he can figure on a capital gains profit of close to $7 million on his investment. This figure does not take into account Hughes' heavy holdings in the holding company, RKO Pictures, which now holds nothing except substantial bank deposits.

RKO Will Continue Theatrical Production

RKO Radio Pictures, under the new ownership of General Teleradio Inc., a subsidiary of General Tire & Rubber Co., will continue to furnish product for motion picture theatres, according to a Teleradio spokesman. He said "no change is contemplated as far as production and distribution of product for theatres are concerned."

Exhibitors have expressed hopes that production at the studio might be returned to normal, to provide additional product for theatres. Fears had also been expressed that the new owners might cut down further RKO's already limited production, or concentrate on producing films for TV. Barring policy changes, neither possibility appears to be imminent.

Polls Show Tide Against Toll TV

Pending a final decision by the FCC on Pay-To-See TV, some time after rebuttal briefs to original testimony are filed after the deadline of September 9, discussion continues at a lively pace, with indications that the tide of public sentiment has definitely turned against the proposed systems.

Newspaper polls throughout the country are now consistently opposed to Pay-To-See TV, in sharp contrast with polls taken several months ago, before the pros and cons of toll television had been widely discussed.

In the most one-sided public demonstration yet recorded in opposition to pay-TV, readers of the "Knoxville News-Sentinel" rolled up a margin of better than 136 to 1 in favor of maintaining the present system of sponsored television programs for home viewers.

Termed "Too Costly"

"Of 820 comments," the News-Sentinel reported, "814 scored toll TV as too costly, un-American, smacking of business monopoly or ruinous to TV set manufacturers." "If toll TV is passed, I think my 21-inch Zenith will make a good hen nest," the newspaper quoted one "irate viewer" as writing. Another wrote: "As for commercials, we rather like them and the children love them. The companies can afford the commercials but we sure can't (afford) the toll."

Other polls have been completed by the "Minneapolis Star & Tribune" and the "El Paso, Texas Herald Post." In a statewide survey conducted by the Minnesota paper, 72 percent of all adult TV householders opposed the idea of slot machine television, while 22 percent allowed that they favored "some sort of subscription TV system in the U.S."

The El Paso survey indicated an even greater margin of opposition to Pay-As-You-See TV, with a 15-to-1 vote against the system. Many voters included indignant letters voicing their feelings against the plan, the Herald Post reported.

Latest of the viewer groups and civic organizations who continue to make their voices heard at the FCC offices in Washington with letters and resolutions stating opposition to "coin-box television" are four Oklahoma Chambers of Commerce, representing business and professional interests in Sayre, Hominy, Wewoka and Ardmore.

More Resolutions

The Memphis, Tenn. CIO council, the Albany Musicians' Assoc., Local No. 14, A.F. of L., and the Waukegan-North Chicago Chamber of Commerce, also have gone on record with resolutions opposing pay-TV.

The Memphis resolution stated: "Working people would be the hardest hit by Pay-To-See TV, inasmuch as thousands of Memphis people purchased their TV sets with the knowledge that the only future expense would be maintenance of that set, and that all programs would be free."

The resolution contended that, although the sponsors of Pay-TV argue that better programs would result through the billions of dollars that would be collected, the improvement, if any, would not compensate for the additional expense.

Poll Nominees To Be Disclosed At Coast Meet

The first nominees for the national election in COMPO's new Audience Awards Poll will be made public at a combined industry and press luncheon Wednesday, July 27, in the Crystal Room at the Beverly Hills Hotel, according to Elmer C. Rhoden, national chairman for the poll. Deadline for balloting on the first group of nominations was July 18.

Exhibitors have been asked to vote for ten entries in each of the following categories: best picture, best performance by an actor, best performance by an actress, most promising new male personality, most promising new female personality. Nominations are restricted to pictures released from October 1, 1954 to March 31, 1955.

Arthur Calls Meet

Meanwhile, Harry C. Arthur Jr., chairman of the awards committee for Southern California, has called an all-industry mass meeting in the Boulevard Theatre, Washington & Vermont Avenues, Los Angeles, at 11 a.m. on August 2. All film exchange personnel will attend, and all exhibitors are urged to bring along their entire staffs, including managers, assistant managers, advertising and publicity directors. Rhoden will speak for the exhibitors, Y. Frank Freeman, vice-president of Paramount, will speak for the producers, and Ronald Reagan will represent the Actors Guild.

A full scale meeting of exhibitors in the Denver metropolitan area has also been scheduled to lay plans for a spectacular public promotion of the election. Robert Selig, division manager of Fox Intermountain Theatres, has been named chairman for the area, and W. T. Hastings, manager of the RKO Orpheum Theatre, was named chairman of the promotion committee. Exhibitors will be asked to set up radio, television and newspaper committees.

The second exhibitors nominating ballot has been printed and is being distributed. The ballot, which covers pictures released between Apr. and June 30, 1955, is being made through the regional offices of National Screen. All ballots must be in the hands of Price Waterhouse & Co. not later than August 15. Exhibitors who have not received their ballots by July 23 are urged to ask for duplicate copies.

Russell to Speak

Ralph Russell of the Palace Theatre, Canton, Ohio, a member of the original COMPO audience Awards planning committee, will address a meeting of exhibitors, exchange personnel and other industry representatives of the Pittsburgh exchange area in the Paramount screening room in Pittsburgh on August 1.

The meeting will be conducted under the auspices of the Pittsburgh Audience Awards Committee composed of Harry Hendel of Allied M.P.T.O.A., M. A. Silver of the Stanley Warner Management Corporation, Bert M. Stearn of the Cooperative Theatre Service and Lawrence J. Seidelman of Republic Pictures.

It was also announced that Frank McFadden and Associates has been selected as Hollywood publicity-public relations representatives for the poll and will work with the Hollywood Motion Picture Publicity Directors Committee.

Allied Board Mulls Ways And Means For Emergency Defense Committee Action

Washington.—The board of directors of National Allied held a two-day session here at press-time to act upon the recommendations of their Emergency Defense Committee. The recommendations were based on the results of talks recently held in New York between the joint Allied-TOA committee and distributor spokesmen in an effort to resolve exhibitor grievances.

The EDC recommendations were made in a report prepared by members of the committe prior to the meetings. No statement was issued at the conclusion of the two-day sessions. The board explained their desire to reduce the recommendations to writing before issuing a public announcement of their future plans.

It is unlikly that, were the board to ask for Congressional legislation on the subject of film rentals, action could be taken at this session of Congress. Both houses expect to adjourn by July 30. More likely is the possibility that Allied will ask for further talks with the distributor chiefs, in an effort to activate remedies which were promised in the original meetings.

Following meetings with the joint committee last week, UA vice-president in charge of distribution William J. Heineman pledged UA's support "to do everthing in our power to get the co-operation" of producers releasing through UA to relieve exhibitor-distributor tensions. Heineman, in a statement released after the meeting, expressed special concern for small exhibitors and for those in distressed situations.

Glett Joins Teleradio As Picture Executive

General Teleradio, Inc., subsidiary of General Tire and Rubber, firm that purchased RKO Radio, has contracted the services of Charles L. Glett, who will concentrate on the company's motion picture activities.

Glett, having wide experience in motion picture and television production, will headquarter in Hollywood for General Teleradio, which owns WOR-TV and the other video stations. Indications are that the feature films obtained from RKO by Teleradio's parent firm will be distributed to TV stations.

Prior to his joining Teleradio's executive staff, Glett was affiliated with Columbia Broadcasting System. He had been vice-president in charge of network services on the West Coast up until his recent resignation from CBS.

In motion pictures, Glett had been an associate producer for RKO; vice-president and general manager for David O. Selznick's Vanguard Productions, and affiliated with United Artists and Paramount Pictures.

Loew's Nets $4,514,242 In 40-Week Profit Rise

Consolidated net profit of Loew's Inc. including theatre subsidiaries for 40 weeks ended June 9 was reported to be $4,514,242. This is equal to 88 cents per share on 5,142,-615 shares of stock outstanding, compared with $4,466,376 or 87 cents per share in the corresponding period, 1954.

Gross sales and operating revenue amounted to $141,272,000 as against $138,250,000 for the previous year. Profiit for the 12 weeks ended June 9 was $1,239,791, equal to 24 cents per share, compared to $1,267,210 or 25 cents per share in the same period 1954.

Offer Patron Award

DENVER.—In a move designed to increase patron interest in the COMPO Audience Awards Poll, the local committee is planning to offer a $20,000 house and lot to the lucky area patron whose selections come nearest to the final awards. The idea, which was announced by Pat McGee, chairman of the poll group, was the brainchild of William Hastings of the RKO Orpheum Theatre.

Poll To Break Talent Agencies' Grip: Coyne

ALBANY.—The Audience Awards Poll will unearth new stars who can break the grip on Hollywood producers held by talent agencies and their aging stars. So said COMPO special counsel Robert W. Coyne, who said the agencies have gained control as proving grounds for new talent have shrunk.

Addressing an exhibitor-distributor meeting here, Coyne said the majors have many promising youngsters under contract, but had hitherto "lacked guts" to cast them. He predicted a minimum of 4-5 "more convincing" young stars would emerge from the poll, including some surprises.

MPAA Not Sponsoring Oscar Telecasts In 1956

The board of directors of the Motion Picture Association this week rejected a proposal whereby the MPAA would sponsor the annual telecasting of Academy Awards nominations and the presentations of Oscars. The board's action followed a similar stand taken by the Association of Motion Picture Producers in Hollywood.

As a result of the board's action, the programs will once again be sponsored over NBC by the Oldsmobile division of General Motors. Last year, the Academy Awards presentation on TV came in for severe criticism from both industry and lay critics. Had the board gone for the "package deal" involving the two telecasts, the cost would have run in the neighborhood of $900,000.

Ad Code Support Asked

Distribution presidents were told by MPAA president Eric Johnston this week that it would be "helpful" if they would advise their ad-publicity directors to cooperate in upholding the standards of the industry's Advertising Code. Made at the board meeting this week of the MPAA; Johnston's reminder backed up the appearances last week of the Code's administrator, Gordon S. White, before the East and West Coast Advertising Directors Committees of the association.

Upcoming Action Seen Doubtful On Bill Clipping Damages Awards

WASHINGTON.—Passage of a bill which would allow judges discretion to award less than treble damages in private anti-trust cases will die in committee, according to a poll taken of Judiciary Committee members. Hearings were concluded last week. However, testimony presented before the committee is subject to deliberation at the next session of Congress.

Arguments for and against passage of the proposed bill were included in recent testimony given before the anti-trust subcommittee of the House Judiciary Committee. Rep. Emanuel Celler (D., N.Y.) is chairman of the group, and also heads the full committee. Generally speaking, distribution, the Justice Department, and some Congressmen are for the bill; exhibition, the Committee chairman, and other Congressmen are against it; and the Federal Trade Commission has not yet taken an official position although it opposed enactment of a similiar measure in 1953. Hoped-for support for the measure from other affected industries was not forthcoming.

Representative Celler insists that treble damage awards are essential to monopoly law enforcement, and interviews with his subcommittee associates indicate that three of the five will go along with him.

Adolph Schimel, chairman of the law committee of the Motion Picture Association and vice-president of Universal Pictures, had summed up distribution's case in these terms: Anti-trust litigation in the industry has become a form of "prospecting for gold." Most exhibitor plaintiffs did not even know they had a case until the Paramount consent decree struck down trade practices that had been considered legal for 25 years.

Distributors may have erred in the past, he said, but it would be sheer folly for them not to have learned from the several hundreds of anti-trust cases they have had to defend. Furthermore, charges have been made before the Senate Small Business Committee and had been found by that group to be without foundation.

The testimony of Abram F. Myers, National Allied general counsel, took the opposite view: The difficulties and expenses of preparing and trying private actions are very great, he said, and it is doubtful that many would be filed were it not for the prospect of obtaining treble damages. Congress should fully investigate the effectiveness of the consent decrees before it considers legislation which would handicap the victims of monopoly in their efforts to protect themselves.

The consent decrees, Myers said, have not protected independent exhibitors from the monopolistic power of the distributors, with the policy of fewer pictures and higher rentals forcing many small theatres to close while distributor earnings increase.

Assistant Attorney General Stanley Barnes, seconded by Rep. Francis Walter (D., Pa.), author of the proposed bill, stated the Justice Department position in favor of the legislation: Giving judges authority to assess less than treble damages would actually result in more—not fewer—convictions, since both judges and juries hold back in doubtful cases because of the seriousness of the mandatory treble damages.

Several committee members pointed out that judges and juries can assess lower damages if they want to hold down the amount of the total award.

Rep. Celler charged during the hearings that the film producers and distributors had inspired the introduction of the legislation. Meanwhile, he said, a recent Supreme Court decision holding punitive damages in anti-trust suits to be taxable had made filing of the suits less attractive.

Far East Gross Spirals: Picker

TOKYO. — (By Cable) — United Artists grosses in the Far East and Australasia for the first six mnoths of 1955 are running 80 percent ahead of returns for the same period last year, it was reported here by Arnold M. Picker, vice - president in charge of foreign distribution, as he opened the company's first international convention ever held in the Japanese capitol.



ARNOLD M. PICKER

The four-day session, held in the famed Imperial Hotel, which brought together UA executives and representatives from 11 countries in the Far East and Australia to map overseas sales goals, was the second in the company's worldwide series of foreign sales meetings. The initial gathering in UA's program of global distribution conferences took place in London last May, and the Tokyo meet will be followed by a convention in Latin America this Fall.

Vice-president Max E. Youngstein, who also addressed the sessions, told the assemblage that the company's new long-range program of production-financing and fostering of new independent units would assure overseas exhibitors with an uninterrupted flow of top products. Thirty features will be released during the coming year in Japan, India, Australia, New Zealand, Pakistan, the Philippines, Thailand, Hongkong, Taiwan and Singapore.

List First Area Chairmen For Boosting EFFG-TOA

BOSTON.—The first group of area chairmen has been named in the campaign to widen support to Exhibitors Film Financing Group, TOA-sponsored group to finance independent film productions.

The appointments, which cover half of the nation's exchange areas, are: E. D. Martin, Nat Williams, Atlanta; Arthur Lockwood, Edward W. Lider, Boston; George MacKenna, Buffalo; George Kerasotes, Chicago; John Rowley, Dallas; Pat McGee, Denver; Myron Blank, Des Moines; Horace Denning, Mark Chartrand, Jacksonville.

Burton Jones, Los Angeles; Albert M. Pickus, New Haven; Abe Berenson, New Orleans; Henry Griffin, Oklahoma City; Robert Livingston, Omaha; Sam Gillette, Sid Cohen, Salt Lake City; Nate Blumenfeld, San Francisco; Will J. Connor, Fred Danz, Jr., Joseph Rosenfield, Seattle. Other area chairmen will be named soon, it was said.

TOA Drive-In Forum Scheduled

The latest in equipment innovations to improve the drive-in theatre operator's profits are scheduled for display and discussion at a special open forum, slated to be held at the 1955 Theatre Owners of America convention and trade show, Oct. 6-9, at Los Angeles' Biltmore Hotel.

Speakers and panel members will deliver reports and conduct talks on vital problems facing ozoner owners and managers, it was pointed out. Question-and-answer periods will follow all sessions.

Redstone, Denning Chair

Forum will be held under the co-chairmanship of Michael Redstone, Boston, who heads the Sunrise Drive-In, Valley Stream, L. I., and the Whitestone Drive-In, Bronx, and Horace Denning, Jacksonville, who runs Atlantic Drive-In Theatre, Inc.

Managing the convention trade show, Orkin Expositions Management have set up a complete exhibit of the latest in profit-making devices. Major equipment firms have taken space.

Among the points of special interest to be stressed in the equipment section will be insect control devices. According to a report from one outdoor theatre manager, if you can't control mosquitos and other insects, your patrons will be unhappy even if your projection and sound are tops.

AB-PT Disc Company Exec Slate Completed

The corporate organization of AM-PAR Record Corp., new phonograph record subsidiary of American Broadcasting-Paramount Theatres, Inc., has been completed with the election by the board of directors of Samuel H. Clark as president. Harry Levine was elected vice-president; Simon B. Siegel, treasurer; Edith Schaeffer, secretary, and Hary J. Wright, assistant treasurer. Leonard H. Goldenson, Robert H. O'Brien and Siegel, respectively president, vice-president and treasurer of AB-PT, are directors of the new company along with Clark and Levine.

Bel-Air Sets 18 Films

Eighteen features within the next two years will be produced by Bel-Air Productions for United Artists release, according to UA. First under the new schedule from the Aubrey Shenck-Howard W. Koch company is "Three Bad Sisters," starring Marla English, Kathleen Hughes and Sara Shane; next is "Frontier Scout" starring singer Tony Martin in his first straight dramatic role. The Schenck-Koch organization will be expanded, with new appointments to be announced shortly.

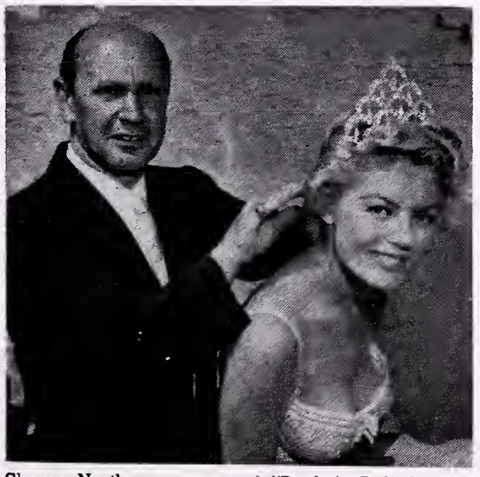
PERSONALITIES
. . . in the news



Grace Kelly (l.), starred in Paramount's "To Catch A Thief," helps arrange world premiere details with Richard Brandt, vice-president of Trans-Lux Theatres, and Mrs. Lois Mattax Miller, chairman of the National Board of the Women's Medical College of Pa. Picture opens at Philadelphia's Trans-Lux Aug. 2 for the benefit of the college.



Attending opening night perfomance of Warner Bros.' "Mister Roberts" as guests of Radio City Music Hall were (l. to r.): Rear Adm. R. T. Cowdrey, Comdr., N.Y. Naval Shipyard; Rear Adm. R. H. Hillenkoetter, Comdr., 3rd Naval District; Russell Downing, Music Hall prexy and mng. dir., and Rear Adm. Byron H. Hanlon, Dep. Comdr., Eastern Sea Frontier.



Sheree North was crowned "Rock 'n Roll Queen" by Mal Deitch, president of New York's Shorehaven Beach Club, at ceremonies in which the star donned a $75,000 diadem to help publicize 20th-Fox's "How to Be Very, Very Popular," in which she appears.



"Congratulations on a job well done," says National Exhibitor Chairman M. A. Silver (third from left) to Distributor Chairman Larry Seidleman. Exhibitor Chairman Harry Hendel and Drive-In Chairman Jack Judd also wear pleased looks as Pittsburgh area drive-In theatres showed the way in the National Audience Collection Drive for the Will Rogers Hospital by collecting $2,400.



Motion picture personalities in attendance at the recent Fifth International Film Festival in Berlin were (left) Marc Spiegel and Dr. Ernest Kruger, discussing censorship problems; (center) Dr. Alfred Bauer, festival director, seen reading your favorite industry paper; (right) Francis Koral, British film critic, and Robert Siodmak, producer-director of "The Rats," grand prize winner.



Arriving in Columbus, Ga., with the first print of Allied Artists' "The Phenix City Story" in advance of the picture's world premiere at the Phenix City Drive-In and Palace Theatres, Phenix City, and the Georgia Theatre, Columbus, was Sam Bischoff, co-producer with David Diamond. Greeting him (l. to r.) was: Carl Patrick, Martin Theatre Circuit, gen. mgr.; E. D. Martin, TOA prexy and Martin Circuit head, and James Hobbs, AA's southern mgr.



Walter Reade (r.), head of Walter Reade Theatres, presents checks to the first three cicuit employes to win awards in the new employes to win awards in the new employe suggestion program. L. to r. are Frank Deane, mgr. of the Woodbridge N.J., Drive-In, who suggested converting refreshery ovens to boost capacity; Frank P. Perretto, Freehold, N.J., Strand Theatre usher, for devising means to protect carpets from cigarette burns, and David Rogers, Strand mgr., who found a way to reduce ad production costs.

Para Begins International Search For Top Writing Talent: Hartman

An international search for top writing talent for the screen has been initiated by Paramount under direction of Don Hartman, executive producer. Results are already apparent with writers successful in other fields at work on upcoming pictures.



DON HARTMAN

Writers are being selected with the same meticulous care as star casts, directors and producers. Among these are William B. Altman, preparing the screenplay for the studio's next Bob Hope picture, "King of Hearts," and David Shaw, who is working on "The Red Nichols Story," to star Danny Kaye. Both are top writers from television.

Hartman, a former screen writer with many successes to his credit, has always emphasized the writer's contribution to picture creation.

"A picture is seldom better than the writing," he continued. "I believed that when I assumed the executive producer post and I believe it now more than ever," he said.

The writer search, Hartman declared, is part of the studio's drive to attract the foremost creative talents. He pointed out that Paramount has pioneered and has been highly successful in developing Hollywood writers into producer-director-writers, such as Melville Shavelson and Jack Rose, who teamed on "The Seven Little Foys" and are now preparing another picture on the lot, with a third to be "Gertrude Lawrence as Mrs. A," and Norman Panama and Melvin Frank, who created Danny Kaye's "The Court Jester" and "Knock On Wood" and are now preparing "King of Hearts."

Creative ability is further recognized at Paramount with writers being groomed to direct. These now include John Michael Hayes, who has written Alfred Hitchcock's four pictures to date for Paramount, including the currently shooting "The Man Who Knew Too Much"; Sidney Sheldon, writer on the George Gobel picture now before the camera, and Ranald MacDougall, who did the screenplay for "We're No Angels" and is now scripting "The Mountain," to star Spencer Tracy. MacDougall has already proved himself as a director with an initial effort.

Given first opportunity by the studio to write for the screen have been such writers as Joseph Hayes, author of "The Desperate Hours," a William Wyler production. Due on the lot in the fall is Marcel Pagnol, famous French writer-producer-director, who will collaborate with Wyler in co-producing "The First Love."

Judge McGraw, Eby Win VCI Positions

Several Variety Club appointments have been made by International Chief Barker George Hoover. The Hon. William McGraw, Judge in the Texas Criminal Courts, has been reappointed to the position of executive director in International Variety. George Eby, Pitsburgh will serve as chairman of the Annual Humanitarian Award Committee, working with Edward Emanuel, Philadelphia, Jake Flax, Washington, D.C. and James G. Balmer of Pittsburgh.

Edward Schafton, Omaha and Ezra Stern, Los Angeles, have been named International Fixers. Appointments have also been made to the Foreign Committee. C. J. Latta, London will continue as European representative. Edward O'Conner will be representative for the Far East; Louis Montes of Mexico City, will be Latin-American representative, and Reuben Bolstard will represent Canada. Also, Father Sylvester J. McCarthy has been named International Chaplain of the Philadelphia Tent.

Levine Named Chairman

Martin Levine has been named chairman of the 20th Annual Variety International Convention, which will be held at the Hotel Waldorf Astoria early next May, it was announced by William J. German, chief barker of New York's Tent 35. Levine, Brandt Theatres executive, has been luncheon coordinator for the Variety Club of New York.

Ignore Offensive Pix, Warns Edward Lider

BOSTON.—Edward Lider, president of Independent Exhibitors of New England, has warned Massachusetts exhibitors against buying certain films now being offered in the state since the Supreme Judicial Court declared the prior censorship of Sunday films unconstitutional. He warned against films which might offend patrons and could arouse public opinion against theatres, "thus inviting adverse legislation which could restrict exhibitors more closely than ever in freedom of exhibition."

Lider explained that a final decree must be entered in the Superior Court of Boston as ordered by the Supreme Judicial Court before the ruling is completely effective. He suggested that each exhibitor should contact his local city clerk if he has been paying a city license, and contact his state inspector to see if he should continue to apply for his Sunday license of $2.

Davy Crockett Litigation Settled By Both Parties

Litigation between Walt Disney Productions and Davy Crockett Enterprises has been settled, according to a joint announcement from both companies. They say that retailers may now purchase clothing products from licensees of both companies without fear of lawsuits.

Under the new arrangement, Disney has obtained for its licensees full rights under the Davy Crockett Enterprises trademark, and Crockett Enterprises has obtained for its licensees all the rights Disney licensees, including the use of the Disney name, Fess Parker's name and picture, and the facilities of Disney's art department.

L Of D Article Disturbs Exhibs

PITTSBURGH.—Allied Motion Picture Theatre Owners of Western Pa. is now awaiting a clarification from the Legion of Decency representative here about a controversial article which recently appeared in the "St. Stephen R. C. Church Bulletin," Pittsburgh.

The latest bulletin of the exhibitor organization, signed by executive secretary Harry Hendel, quotes from the article, which urged Catholic parents and children to keep away from all movies receiving "B" ratings from the Legion of Decency. "It is always a venial sin to attend a "B" picture and may quite often be a mortal sin," the Church paper is quoted as saying.

In a letter to the Rev. Paul M. Dackner, Holy Name Society, Pittsburgh, the Allied group admits to being "concerned" and "disturbed" about the statement, defending their members as persons who despite the commercial aspects of their business are not oblivious to the tremendous moral effects of motion pictures.

Oppose "Immoral" Films

"Our members are urged not to exhibit pictures that are denied the MPA seal. We are opposed to the showing of morally objectionable subjects including pictures rated "C" by the National Legion of Decency," the group wrote.

The letter to the Pittsburgh representative of the Legion inquired whether the article referred to "portends a new phase of Legion of Decency policy" with respect to "B" rated pictures, or "has been prompted by a spirit of over-zealousness on the part of its author."

The Allied organization states, in its bulletin to its members: "We must decide whether or not to bow in acquiescence to pressure groups in the conduct of our business. Ratings or classifications designated by self-appointed groups or agencies dedicated to establish their own censorship of motion pictures, including the National Legion of Decency, should not contravene the ratings of the Production Code Authority."

Reade Circuit Drive Honors Jack Harris

OAKHURST.—Managers of the Walter Reade Theatres, Inc., will honor their film buyer, Jack P. Harris, with a five-week drive starting Aug. 2, it was announced by Walter Reade Jr. The drive will be basically patterned after the President's Drive held last summer, and it is expected that prizes will total more than the $4,000 awarded as weekly and grand prizes last year. Managers will be awarded points weekly for their efforts in improving theatre grosses, in increasing attendance, in advertising and promotion, in theatre operations, and in sales in each theatre's refreshery.

Gran Buys Two Theatres

MILWAUKEE.—The Oriental and Tower theatres and their office buildings have been purchased by exhibitor L. F. Gran for an amount said to exceed one million dollars. Gran who bought the theatres from Orto Theatres Corp., New York, also owns the Century Theatre here. Both theatre buildings are two story structures.

NEW SCREEN EXCITEMENT THRU GREAT CREATIVE MANPOWER

THRU UA

UA PRESENTS THE GREAT

EXCITEMENT is the key-note of our industry... call it show business... call it entertainment... call it whatever you like, but EXCITEMENT is what it all boils down to.

United Artists has it!

The list of personalities and properties in this ad spells it out. There are RIGHT NOW, in some stage of actual preparation or production, over 100 top quality pictures. This guarantees to exhibitors throughout the world more than 30 films a year for the next 3 years—with a promise of even greater news to come, in quality and quantity.

Backed by a distribution and promotional staff that has more than doubled its world-wide personnel in the last few years, it is no exaggeration to state that UA is prepared to fulfill not just the greatest program in its 36 year history, but one of the greatest in the history of this industry.

ROBERT ALDRICH

Producer-Director (THE ASSOCIATES & ALDRICH CO.)

"THE BIG KNIFE"—starring JACK PALANCE, IDA LUPINO, SHELLEY WINTERS, WENDELL COREY, ROD STEIGER, JEAN HAGEN

ROBERT BASSLER-RICHARD SALE

Producer-Director

"GENTLEMEN MARRY BRUNETTES"—Technicolor CinemaScope—starring JANE RUSSELL, JEANNE CRAIN

"THE VIGIL"—Color—CinemaScope

JOAN CRAWFORD

Producer-Star

Six pictures in six years

CROWN PRODUCTIONS

Producers (ROBERT JACKS, ROBERT GOLDSTEIN, SPYROS SKOURAS, PLATO SKOURAS)

"STRANGER ON HORSEBACK"—Ansco Color starring JOEL McCREA

"ROBBERS ROOST"—De Luxe Color starring GEORGE MONTGOMERY

"A KISS BEFORE DYING"—Eastman Color CinemaScope—starring ROBERT WAGNER

"A KILLER IS LOOSE"

KIRK DOUGLAS

Producer-Star (BRYNA PRODUCTIONS)

Six pictures in three years

1. **"THE INDIAN FIGHTER"**—Color—CinemaScope
2. **"THE VIKING RAIDERS"**

ERROL FLYNN

Producer-Star (IN ASSOCIATION WITH HERBERT WILCOX)

"LET'S MAKE UP"—Eastman Color co-starring ANNA NEAGLE

"KING'S RHAPSODY"—co-starring ANNA NEAGLE

"WILLIAM TELL"—Color—CinemaScope

HENRY FONDA

Producer-Star

Six pictures in four years

1. **"THE CLOWN"**
2. **"TWELVE ANGRY MEN"**

BERT E. FRIEDLOB

Producer

"NEWS IS MADE AT NIGHT"—starring DANA ANDREWS, RHONDA FLEMING, IDA LUPINO, HOWARD DUFF, GEORGE SANDERS, THOMAS MITCHELL, LEE J. COBB

PRODUCING NEW SCREEN

CREATIVE MANPOWER

SAMUEL GOLDWYN, JR.

Producer

"[illegible]"—starring ROBERT MITCHUM, [illegible]

"[illegible]"—Color

"[illegible]"

PAUL GREGORY-CHARLES LAUGHTON

Producers-Director

"[illegible]"—starring ROBERT MITCHUM, [illegible], LILLIAN GISH

JED HARRIS-MICHAEL MYERBERG

Producers

"[illegible]"—starring VAN HEFLIN

DICK HAYMES-RITA HAYWORTH

Producer-Star (CRYSTAL BAY PROD.)

Two pictures in two years

HAROLD HECHT-BURT LANCASTER

Producer-Director-Star (HECHT-LANCASTER PROD.)

"THE KENTUCKIAN"—Technicolor—CinemaScope starring BURT LANCASTER with DIANNE FOSTER, DIANA LYNN

"MARTY"—starring ERNEST BORGNINE, BETSY BLAIR

"[illegible]"—starring BURT LANCASTER, GINA LOLLOBRIGIDA, TONY CURTIS

"THE WAY WEST"

"TOO MUCH SUN"

"ELEPHANT BILL"

"THE TALL DARK MAN"

"TELL IT ON THE DRUMS"

"UNTIL THEY SAIL"

"[illegible]"

LEW KERNER

Producer

"[illegible]"

STANLEY KRAMER

Producer-Director

"NOT AS A STRANGER"—starring OLIVIA de HAVILLAND, ROBERT MITCHUM, FRANK SINATRA, GLORIA GRAHAME, BRODERICK CRAWFORD, CHARLES BICKFORD

"THE PRIDE AND THE PASSION"—Technicolor VistaVision

NORMAN KRASNA

Producer-Director-Writer

"THE AMBASSADOR'S DAUGHTER"

"KIND SIR"

ANATOLE LITVAK

Producer-Director

Three pictures in four years

ILYA LOPERT

Producer

"SUMMERTIME"—Technicolor—starring KATHARINE HEPBURN, ROSSANO BRAZZI

In association with London Films

"RICHARD III" (IN ASSOCIATION WITH LAURENCE OLIVIER) Technicolor—VistaVision—starring LAURENCE OLIVIER, CLAIRE BLOOM, RALPH RICHARDSON, MICHAEL REDGRAVE, JOHN GIELGUD, JOHN MILLS

"THE LUCKY KID"—Eastman Color—starring CELIA JOHNSON

"THE MAN WHO LOVED REDHEADS"—Technicolor starring MOIRA SHEARER, JOHN JUSTIN

JOS. L. MANKIEWICZ

Producer-Director-Writer (FIGARO, INC.)

Four pictures in three years

VICTOR MATURE

Producer-Star

Six pictures in five years

DAVID MILLER

Producer-Director

"THE SHORT WEEK-END"

ROBERT MITCHUM

Producer-Star (DRM PRODUCTIONS)

Five productions in four years

1. **"FOREIGN INTRIGUE"** (IN ASSOCIATION WITH SHELDON REYNOLDS)
2. **"BANDITO"** (IN ASSOCIATION WITH ROBERT L. JACKS)

EXCITEMENT...

THRU UA

EDWARD and WILLIAM NASSOUR

Producers

"THE BEAST OF HOLLOW MOUNTAIN"
Eastman Color—CinemaScope—RegiScope
starring GUY MADISON, PATRICIA MEDINA

"RING AROUND SATURN"—Color—RegiScope

ROBERT PARRISH and TOM LEA

Producer-Director

"THE WONDERFUL COUNTRY"

PINE-THOMAS-SHANE

Producers

"LINCOLN McKEEVER"—starring JAMES CAGNEY

"MOUNTAINS HAVE NO SHADOWS"

"THE BIG CAPER"

OTTO PREMINGER

Producer-Director

Three pictures in three years

1. "THE MAN WITH THE GOLDEN ARM"
starring FRANK SINATRA

ROBERT ROSSEN

Producer-Director-Writer

Two pictures in two years

1. "ALEXANDER THE GREAT"—Technicolor—CinemaScope
starring RICHARD BURTON, FREDRIC MARCH,
DANIELLE DARRIEUX, CLAIRE BLOOM

SABRE PRODUCTIONS

Producer-Director (FRANK SELTZER, VICTOR ORSATTI, JOSEPH NEWMAN)

"FLIGHT FROM HONG KONG"—starring ANTHONY QUINN

"THE BOSS"

"MR. TEX"

VICTOR SAVILLE

Producer-Director (PARKLANE PICTURES)

"KISS ME DEADLY"—starring RALPH MEEKER

"MY GUN IS QUICK"

"A MOST CONTAGIOUS GAME"

"ONE LONELY NIGHT"

"BIG KILL"

AUBREY SCHENCK and HOWARD W. KOCH

Producer-Director (BEL-AIR PROD.)

Six pictures in two years

1. "BIG HOUSE, U.S.A."—starring BRODERICK CRAWFORD, RALPH MEEKER

2. "DESERT SANDS"—Technicolor—SuperScope
starring RALPH MEEKER, MARLA ENGLISH, J. CARROL NAISH

3. "FORT YUMA"—Technicolor—starring PETER GRAVES, JOHN HUDSON

4. "REBEL IN TOWN"

5. "THREE BAD SISTERS"

FRANK SINATRA

Producer-Star (OXFORD PRODUCTIONS)

Five pictures in four years

1. "ONE WAY OUT"

EDWARD SMALL

Producer

"THE NAKED STREET"—starring ANTHONY QUINN, FARLEY GRANGER, ANNE BANCROFT

"TOP GUN"—starring STERLING HAYDEN

"GOD IS IN MY CORNER"

"THE LAST NOTCH"

ROBERT WATERFIELD-JANE RUSSELL

Producer-Star (RUSS-FIELD CORP.)

"GENTLEMEN MARRY BRUNETTES"—Technicolor
CinemaScope—starring JANE RUSSELL, JEANNE CRAIN

"THE LAST MAN IN WAGON MOUND"—Color
Widescreen—starring CLARK GABLE

"RUN FOR THE SUN"—starring RICHARD WIDMARK

"THE GREAT MANHUNT"

"WAY OF AN EAGLE"

"OIL FIELD STORY" (Untitled)

ORSON WELLES

Producer-Director-Star

"OTHELLO"

CORNEL WILDE

Producer-Star (THEODORA PROD.)

"STORM FEAR"—co-starring JEAN WALLACE

SHELLEY WINTERS

Producer-Star

"WEDDING BREAKFAST"

CREATIVE MANPOWER!
SCREEN EXCITEMENT!
AND IT'S ALL BACKED UP BY
SELLING POWER!

THRU UA

Glorified "Hard Top" Drive-In Theatre Of Future, Says Rhoden



Personalities at the head table for the opening day luncheon of the convention of the eastern division of National Theatres were (l to r): Albert P. Frank, Milwaukee district manager; Ray Davis, metropolitan Denver district manager; Gordon C. Hewitt, division manager, Fox Wisconsin Amusement Corp.; Frank H. Ricketson, NT eastern division manager; Joseph Ross, president of Daniels and Fisher Stores Co., Denver, guest speaker; Elmer C. Rhoden, NT president; Robert W. Selig, Inter-Mountain division manager; Tom Brennan, I-M northern district manager; Bert Pirosh (partially hidden by bouquet), film buying consultant of NT, Los Angeles.

DENVER.—A revolutionary concept in theatre construction and seating arrangement was proposed by Elmer Rhoden, National Theatres president, at the convention of the eastern division of the circuit here. Rhoden spoke about a glorified type of drive-in, having a hard top and extending in land from four to six acres.

The theatre of the future, said Rhoden, would be situated within cities, thus differing from the drive-in. It would contain all facilities patrons have come to expect from the best of houses and boast a seating arrangement whereby patrons could sit together, in couples or by themselves, as they wish.

Such a feature, Rhoden explained, would stress the individuality of the patron, who could sit alongside thousands, yet appear to be apart from the crowd.

The film theatre can "re-assert itself as a dynamic force in the community" by adjusting to changing patterns of human behavior, the convention was told by Joseph Ross, president of Daniels and Fishers Stores.

Urges "Revolutionary" Seating

An outsider to the industry, Ross compared the problems of large, downtown theatres with those of similarly sized department stores. He said that stores have the competition of the suburbs in the midst of the "decentralization" trend while theatres must meet TV's competition plus the growing desire of people to avoid crowds and enjoy leisure in comparatively small groups.

Ross said that a revolutionary concept in seating arrangement is needed for the conventional theatre if the "lost audience" is to be regained. He predicted houses of radical new design, and a novel approach to advertising to sell the theatre of the future.

"There has been no important change in theatre advertising since the days of Pearl White and Theda Bara," Ross declared. "Motion picture advertising in newspapers will have to be gayer, less crowded, less black—different, and unexpected" if people are to "go habitually to the movies," the department store executive maintained.

Disclosed by the NT president was that his circuit is about to launch a period of expansion. Negotiations are currently going on, he said, for the acquisition of several theatre properties since the period of divestiture is now a thing of the past.

Rhoden told the approximately 100 delegates in attendance that most of the bugs have been ironed out of the CineMiracle projection process and that his company was planning to ask government sanction for the production of at least five films a year in the system. He said that NT hopes to have 50 houses ready for CineMiracle by the time the films are completed.

Kneisley Introduces Selenium Converter

A new KNI-TRON conversion unit for converting tube type rectifiers to selenium, at half the cost of new equipment, is announced by The Kneisley Electric Co., Toledo. The unit, a complete package for quick easy installation, consists of selenium stack, fan, fan motor and stack housing. Complete change-over from tubes to selenium takes only 20 minutes and is easily done in the projection booth, according to the manufacturer.

The fan is said to exhaust 1500 cubic feet of air per minute over the selenium stack, providing forced cooling for both the transformers and the stack, resulting in exceptionally cool operating temperatures and greatly increased capacity.

Saucer-Shaped MACO Theatre Has "New Look"

JAMESTOWN, N. D.—One of the first theatres in the U. S. to be built expressly for modern wide-screen projection has been erected in Minot, North Dakota, at a cost of $500,000. The new Empire Theatre, which looks like any other theatre from the outside, contains many innovations that are not apparent to the untrained eye.

Most obvious improvement is the giant screen, 66 x 24 feet, which will be the approximate size of the Empire's CinemaScope presentations. It is claimed that, for its auditorium size, the Empire will have the "largest" panoramic screen in the country. For example, Radio City Music Hall in New York seats a surplus of 5,000 people and has a C-S picture only seven feet wider than the 1,300-seat Empire's. The 4,300-seat Radio City, Minneapolis has a screen only three feet wider than the Empire.

Standard picture at the Empire will be 40 x 24. Picture size is changed at the push of a button.

Good View For All

Construction of the new house was undertaken with the latest in structural combinations of steel, brick and granite. Space taken up by the building measures 75 by 100 feet in area.

Every person, it is said, has a good view at the Empire. The auditorium floor, instead of sloping downward, is saucer-shaped, with a slight elevation toward the front or screen end of auditorium. Spacing between the rows of seats is generous. The staggered arrangement elminates the possibility of viewing, instead of the film, the back of someone's head.

Unusual, also, is the location of the seamless screen, which is situated above the lobby area facing the rear wall of the building. This design permits complete usage of the large area above the entrance and lobby for the C-S screen and 3-dimensional stereophonic sound.

Designer of the Empire was J. J. Liebenberg, of the architectural firm of Liebenberg and Kaplan, Minneapolis. Mackley and Ralston, Minot, were the builders, and Marion Walker manages the Empire, which is owned by Minnesota Amusement Co.



A front, with side view of one of the first theatres in the nation to be constructed for the presentation of wide-screen motion pictures. The Empire Theatre, built in downtown Minot, North Dakota, has a seating capacity of 1,300. It is made of steel, brick and granite, and measures in area 75 by 150 feet.

Independent Trade Reviews

"How To Be Very, Very Popular"

(20th-Fox) CinemaScope-De Luxe Color 89 Min.

Cast: Betty Grable, Sheree North, Bob Cummings, Charles Coburn, Tommy Noonan, Orson Bean, Fred Clark, Charlotte Austin, Alice Pearce, Rhys Williams, Andrew Tombes, Novel Toy, Emory Parnell.

Credits: Produced, directed and screen play by Nunnally Johnson; Based on a play by Howard Lindsay; From a novel by Edward Hope, and a play by Lyford Moore and Harlan Thompson.

The story of two dumb dolls from a burlesque troupe who stumble into the dormitory of a men's college, this farcial comedy-with-music mixes familiar slapstick with four pretty legs and some funny lines to produce a crowd-pleaser for most situations. The audience at the Skouras Academy of Music, N.Y.C., where the film was "sneak" previewed, laughed constantly throughout the proceedings. "Popular" offers tried-and-true box office names in Betty Grable and Bob Cummings, and interesting new personalities in Orson Bean and Tommy Noonan. But most attention will be concentrated on the highly-exploited Sheree North, who comes across nicely in the film, doing one energetic and funny dance to the Hit Parade rock-and-roll rhythms of "Shake, Rattle and Roll." As usual, Charles Coburn, playing a conniving, young-in-heart dean of the college where the shennanagans take place, steals every scene he is in. A big selling point, besides color by De Luxe and the anamorphic process, will be the film's title song; as recorded by Teresa Brewer, it is getting considerable disc-jockey attention throughout the country. Exhibitors interested in promising new personalities might check the reactions of their patrons to bit-player Charlotte Austin.

The action begins when the two "interpretative dancers" (sic) blunder into the dorm shortly before graduation, trying to escape from a maniac who wants to murder them. Sheree promptly becomes hypnotized by a young experimental scientist, Noonan. She remains in this state for most of the film, as the boys take turns at kissing her. Complications arise as the students try to keep the girls concealed and outwit the murderer, while the dean tries to get a $1 million endowment from a father who doesn't know his son has been expelled. The son, played by Bean, a fourth-year freshman, gets himself thrown out for leading a panty raid under the influence of beer he had obediently drunk while listening to TV commercials. Finally, the murderer is caught, the boys graduate, the stars pair off and all ends well and happily.



A CinemaScope-De Luxe Color musical comedy from 20th-Fox, "How to Be Very, Very Popular" stars Sheree North and Betty Grable.

"The Kentuckian"

(United Artists) CinemaScope-Technicolor 104 Min.

Cast: Burt Lancaster, Dianne Foster, Diana Lynn, John McIntire, Una Merkel, John Carradine, Donald MacDonald, John Litel, Rhys Williams, Edward Norris, Walter Matthau.

Credits: Produced by Harold Hecht; Directed by Burt Lancaster; Screen play by A. B. Guthrie Jr.; Based on the novel, "The Gabriel Horn," by Felix Holt; Songs by Irving Gordon.

The atmosphere of the Alleghany Mountain frontier, when men yearned to break through that thin line of civilization for the Promised Land of Texas, is recreated with visual appeal in "The Kentuckian." Starring Burt Lancaster as the title character, a huntsman dead set on fleeing the crowded town life of the early 19th Century, this picture should win a satisfactory account for itself in the general market. CinemaScope lensing, Technicolor printing and the Lancaster name will serve as chief selling assets. Lancaster, who also directed, cast two winning lasses, Dianne Foster and Diana Lynn, in key roles to assure the story of continuing romantic interest. Strong character stints are delivered by John McIntire, Una Merkel, John Litel and John Carradine as assorted frontier types. Walter Matthau, relatively new to the screen, swaggers about as the chief heavy.



United Artists releases the Hecht-Lancaster film, "The Kentuckian," starring Burt Lancaster, in CinemaScope and Technicolor.

A production of the Hecht-Lancaster independent unit, "The Kentuckian" runs slightly spotty on action. Slant of the narrative is toward characterization and mood, and here the picture is most successful. Lancaster, with an orphaned son, has gathered a moderate grub stake for a trip to Texas. His good nature, however, frustrates the trip: Miss Foster, a bonded servant, runs into trouble and Lancaster buys her freedom. The trio journey to a frontier town in which McIntire, Lancaster's brother, is a successful merchant. Lancaster hires on to replenish his stake, meanwhile developing an attraction for Miss Lynn, school mistress. Young Donald MacDonald, Lancaster's son, prefers Miss Foster. A clash develops. Lancaster see-saws between the two women. His problems grow complicated as he finds himself on the road to mercantile success. Events move to a head with the rebellion of young Donald, who fears his father has abandoned the Texas dream. Circumstances, however, force Lancaster to reconsider the frontier again, and take Miss Foster for his wife.

For action elements, "The Kentuckian" relies on a savage bull-whip sequence, some rifle feuding, and a couple of brawls. Events are interlaced with several frontier-type songs, which all the principals render. A sequence abroad a Mississippi river boat contains a colorful chase, a good deal of humor and an interlude with singing minstrels.

"To Hell and Back"

(Univ.-Int'l.) CinemaScope-Technicolor 106 Min.

Cast: Audie Murphy, Marshall Thompson, Charles Drake, Gregg Palmer, Jack Kelly, Paul Picerni, Susan Kohner, Richard Castle, Art Aragon, Brett Halsey, Bruce Cowling, Paul Langton, Felix Noriego, Mary Field.

Credits: Produced by Aaron Rosenberg; Directed by Jesse Hibbs; Written for the screen by Gil Doud; Based on Murphy's autobiography of the same name.

A superior war picture that looks like a box office winner, this CinemaScope-Technicolor presentation gets its punch from powerfully realistic battle scenes, leavened always with scenes of good-humored and affectionate dialogue between the soldiers. The film is thoroughly believable at all times, probably because it was adapted from the autobiography of star Audie Murphy, most decorated combat soldier in U.S. history, whose astonishing exploits as depicted on the screen are a matter of official record. Murphy plays engagingly, and vivid acting by Marshall Thompson, Jack Kelly and Charles Drake, in particular, creates a nice contrast to Murphy's underplayed, boyish reticence. The anamorphic and color processes show off to excellent advantage during the combat actions in Tunisia, Sicily, Italy and France. Although there is death aplenty in "Hell," (as in real life, Murphy is virtually a lone survivor), the film's tone is upbeat, because of the emphasis on humor and the infantryman's dogged courage. Ribbon-bedecked veterans in the preview audience laughed often at humorous portions of the film, and women will be captivated by Murphy's genuine modesty and his breath-taking abilities as a soldier.

One scene which shows Audie's platoon attacking a farmhouse, and another depicting Murphy directing artillery fire onto enemy infantry, are compelling movie-making. A key scene where a wildly engaged Murphy avenges the death of a close buddy is outstanding, and will create much comment. Film begins with a glimpse into Audie's Texas childhood, when at 12 he assumes the support of his mother and eight other children. His father, losing heart, has simply run away. (Throughout the war, Audie meets other men who have similarly lost their courage). In war, although still in his teens and inexperienced, his mature sense of responsibility and sympathy propels him into leadership. In Naples, he meets an Italian girl and has a brief interlude with romance. Often promoted, he at first refuses a battle field commission, finally accepts when it accompanies an offer to attend West Point. Finally, his dreams of the military academy gone because of wounds, Murphy finally receives the Congressional Medal at the age of 19.



Audie Murphy stars in U-I's 'To Hell and Back," in CinemaScope and Technicolor.

"The Phenix City Story"

(Allied Artists) 100 Min.

Cast: John McIntire, Richard Kiley, Kathryn Grant, Edward Andrews, Lenka Peterson, Biff McGuire, Truman Smith, Jean Carson, Meg Myles, Katharine Marlowe, John Larch.



From Allied Artists comes "The Phenix City Story," a documentary style production, with Richard Kiley and Allen Nourse featured.

Credits: A Samuel Bischoff-David Diamond Production; Produced by Bischoff and Diamond; Directed by Phil Karlson; Screen play by Crane Wilbur and Dan Mainwaring.

Allied Artists has in this shocking, human, absorbingly brutal film, a picture that may surprisingly be one of their biggest grossers of the year, and possibly all time. Based on resarch on Phenix City and shot at the actual locale under armed guard, this picture brings the real story of Phenix City, America's "Sin City," to the screen with a force that will be hard to equal in motion pictures. Flavored with tension-making realism and spiced with shocking facts, this true story of a town of 23,000, which is controlled and dependent on vice, is one of the top motion picture shockers in screen history.

Much credit must go to Director Phil Karlson, who has directed his cast, the majority of whom are new faces from TV, with unerring skill and with an expert hand toward achieving characterization. He has achieved this in all parts in the film. Samuel Bischoff and David Diamond have mounted the documentary film with excellent production values, including "The Phenix City Blues," sung in the film by busty Meg Myles, which should be a hit song in the near future. In the cast, John McIntire, Richard Kiley, Kathryn Grant and Edward Andrews are standouts all the way.

The story of Phenix City has been told in a score of national magazines and the whole nation has heard of this vice-ridden town, where murder was as close as your nearest phone. An exploitation natural, "The Phenix City Story" will have an amazingly profitable box office in the future. The selling factors on this film are endless and the smart showman can have a field day with this one. It should cause a lot of word of mouth, which will help the film build in any portion of the general market.

When veteran Kiley returns to Phenix City from Germany, he finds that his attorney father, McIntire, is a "middle-of-the-roader" between the law and vice in Phenix City. The town is run by Andrews, who, with his henchman, John Larch, and his syndicate, Allen Nourse, and others, doesn't stop at murder if the price or the end in sight is worth it. The Russell County Betterment Association tries to get McIntire to head their group, which is out to clean up Phenix City, and McIntire joins them after they have stooped to murder to make a point. With Kiley and his followers, Otto Hulett and George Mitchell, McIntire runs for attorney general feeling that from his office he can clean up Phenix City. He is nominated and before he is in office, Andrews' crew murders him. Kiley, bent on avenging the murder of his father, fights hard and reaches the capitol with the voice of the people ringing behind him. The militia is sent in and the clean-up of Phenix City begins. Kiley is elected attorney general and swears that he will see that Phenix City never becomes corrupt again.

"The Night Of The Hunter"

(United Artists) **93 Min.**

Cast: Robert Mitchum, Shelley Winters, Lillian Gish, James Gleason, Evelyn Varden, Peter Graves, Don Beddoe, Gloria Castillo, Billy Chapin, Sally Jane Bruce.

Credits: Produced by Paul Gregory; Directed by Charles Laughton; Screen play by James Agee; Based on the novel by Davis Grubb.

A hauntingly powerful drama, staged with the utmost of theatrical finesse, is presented in "The Night of the Hunter." Utilizing a popular novel of two seasons back as its source, the picture portrays in highly atmospheric terms the flight of a young boy from a demented itinerant soul-saver, bent on gaining possession of a stolen bank roll. With such names as Robert Mitchum, Shelley Winters and Lillian Gish on account, "Hunter" stands well equipped to pay its way at the nation's box offices. Add to this a splendidly winning performance from Billy Chapin, playing the juvenile, and audience acceptance should be in the making.



Robert Mitchum and Shelley Winters are two of the stars in United Artists' release of the Paul Gregory production, "Night of the Hunter."

Strongly off-beat in both presentation and subject matter, "Hunter" will certainly prove to be one of the most talked-about motion pictures of the year. As entertainment, it boasts an excruciating wallop of sheer suspense in the chase feature of the story. Performances are a delight, thanks to the producing-directing efforts of Paul Gregory and Charles Laughton, known in legitimate theatre circles for their stagings of "Caine Mutiny Court Martial" and "Don Juan in Hell." A masterpiece of a screen play, rendered by the late poet James Agee, provides a solid foundation for their enterprise.

"Hunter" is set in a rural stretch of the Ohio Valley during a year of the Great Depression. It begins and ends on notes of violent action. Throughout the proceedings, events are spiralled into tremendously dramatic high points to score crisis upon crisis of psychological peaks. Much of the story is couched in symbolic terms for added emotional punch. It is questionable, however, whether everything that the makers of this film are trying to say on this level will register in the general market. A highly select audience bracket will find much to talk about in the symbolism, and in its uses. Picture's opening sequence, composed largely of unrelated events strung together in an odd but effective manner, may be confusing to many. Young Chapin, upon his father's execution for robbing a bank, is bequeathed with the knowledge of where the loot is hidden. Mitchum, a soul-saver, learns of the bequest and, making the acquaintance of the boy's widowed mother, Shelley Winters, soon marries her. His impatience at finding out the boy's secret leads him to commit several murders, among them Miss Winters, and follow the lad down the Ohio River. At the home of Miss Gish, a widow with a warm spot for orphans, Mitchum meets his come-uppance, but not before the boy learns about life and people.



Ann Blyth, Edumnd Purdom, David Niven, George Sanders star in Metro's "The King's Thief," CinemaScope-Eastman Color costume romance.

"The King's Thief"

(M-G-M) **CinemaScope-Eastman Color** **78 Min.**

Cast: Ann Blyth, Edmund Purdom, David Niven, George Sanders, Roger Moore, John Dehner, Sean McClory, Tudor Owen, Melville Cooper, Alan Mowbray, Rhys Williams, John Elan, Charles Davis.

Credits: Produced by Edwin H. Knopf; Directed by Robert Z. Leonard; Screen play by Christopher Knopf; From a story by Robert Hardy Andrews.

Suitable escapist entertainment is provided by this costume melodrama, set in the reign of England's Restoration period, and handsomely photographed in CinemaScope and Eastman Color. Tale recounts how a highwayman and an exile's daughter right the wrongs done to them by David Niven, official thief of the irresponsible King Charles, George Sanders. Narrative is slow getting underway, but once it moves, exciting footage is devoted to jailbreaks, pursuits and swordplay. All of this is done well and with suspense, with Niven shining as the ace heavy. Ann Blyth plays the leading lady with Edmund Purdom cast as the dashing highwayman. Sanders figures prominently, but briefly, as the monarch.

Niven, unknown to his patron, Sanders, is killing off all supporters of the king in order to stage a revolution in England. Purdom gets wind of Niven's scheme and, with the aid of Miss Blyth, whose father had been slain by Niven, plans to inform Sanders. Niven, however, prevents action by arresting Purdom for activities as a highwayman. Then he sends Miss Blyth, in love with Purdom, to find out more information from his prisoner. Miss Blyth, instead, helps Purdom escape. Latter sets about getting an audience with Sanders by stealing the crown jewels. His plan is frustrated by Niven, and the two duel. Purdom wins, reveals Niven as a scoundrel, and is restored to grace. He and Miss Blyth clinch.

"Female On The Beach"

(Univ.-Int'l.) **97 Min.**

(*Continued on page* 22)



Joan Crawford and Jeff Chandler are the stars of "Female on the Beach," suspense drama from U-I.

B'klyn Visited For "Patterns"

Wisely capitalizing on the fact that an already highly touted motion picture was being produced in its entirety in nearby Brooklyn, United Artists invited the trade press to visit the Vitagraph Studio deep in the heart of that city-across-the-river for a look-see on the set.

"Patterns," adapted by Rod Serling from his popular and provocative hour-long television play (it was shown twice by audience demand) already had approximately 40 minutes of film "in the can" by the time the press contingent arrived, escorted by a three-piece band. According to Michael Myerberg, co-producer with Jed Harris of the picture, production should be completed by late August.

Before the cameras at the moment was a scene in which Van Heflin, starring in the role of an up-and-coming business executive, was being ushered into the plush confines of the Wall St. office of Everett Sloane, playing a financial tycoon. Fielder Cook, who megged the TV version, was directing. Supervising the lensing was Boris Kaufman, "Oscar" winning cinematographer of "On the Waterfront."

Subway Chartered

Following the fourth take of the scene, Cook appeared satisfied and yelled "cut!" Stars, production staff and visitors thereupon adjourned to a luncheon at a nearby restaurant.

The day concluded with a return trip via chartered non-stop BMT subway train to City Hall. According to Norton and Condon, public relations firm that handled the junket for UA, it was the first time that a subway had been chartered for interboro transportation.

On the trip out, specially engaged comic attendants dispensed beer and soft drinks to the press assemblage. Each member was also supplied with a suitably labelled duffle bag, in which was to be found a marked map of Brooklyn, various exploitation gimmmicks which tied up with "Patterns," and a fresh cutting of "A Tree That Grows In Brooklyn."

The press group assembled in front of City Hall where Abe Stark, Brooklyn civic leader and councilman, made an address. Greeting the press was Ed Begley, co-star of "Patterns," and a representative of an association called the Society to Prevent Disparaging Remarks About Brooklyn.



Trade and newspaper reporters journeying to Brooklyn's Vitagraph Studios to watch United Artists' "Patterns" being shot were greeted by Star Van Heflin (center), flanked by (l. to r.): Rod Serling, author; Everett Sloane and Beatrice Straight, co-stars; Boris Kaufman, cinematographer, and Michael Myerberg, co-producer with Jed Harris of the picture.

Junket, Tour Push "Hell & Back"



The U.S. Army was host at Governor's Island for the invitational preview of Universal-International's "To Hell and Back," CinemaScope-Technicolor film based on Audie Murphy's experiences as the nation's most decorated war hero. Shown are (l. to r.): Sol A. Schwartz, RKO Theatres president; Col. John S. Roosma, Fort Jay deputy post comdr.; Murphy; Brig. Gen. Ralph C. Cooper, First Army chief of staff; Charles J. Feldman, Universal vice-president and general sales manager, and Eugene Picker, Loew's Theatres vice-president.



Murphy (r.) visited Washington in connection with advance promotion for U-I's "To Hell and Back." He is seen with (l. to r.): John Horton, Univ. Wash. rep.; F. J. A. McCarthy, Univ. southern and Canadian sales mgr.; James O. Cherry, Interstate Theatres' Dallas Theatre mgr., representing Bob O'Donnell, whose Texas theatre will premiere the film, and Vice President Nixon.



The Texas world premiere of U-I's "To Hell and Back" was the subject of a meeting in New York of the firm's home office and field ad-pub-exploi reps. Seated (l. to r.): Morris Alin; Julian Bowes, Texas; Cliff Cane; Alfred Mendelsohn; Jeff Livingston, Eastern ad mgr.; Charles Simonelli, eastern ad-pub. mgr., who presided; Philip Gerard, eastern pub. mgr.; Herman Kass, eastern exploi. mgr.; Guy Biondi; Al Cohan; Jerry Evans. Standing (l. to r.): Charles A. Simonelli Jr.; Evelyn Turner; Paul Kamey; Paul Ross; Duke Hickey, Cleveland; Sam Heart; Harold Gutman; Hank Linet, sales prmtn. mgr.; John McGrail, Boston; Morey Segal.

Audie Murphy, America's most decorated war hero and U-I star whose autobiography provided the basis of "To Hell and Back," U-I's forthcoming CinemaScope-Technicolor film production, plugged his film mightily in New York and Washington during special invitational screenings. "To Hell and Back" is receiving one of the most comprehensive ad-promotion campaigns in the history of Universal, with release date set for October.

In the nation's capitol, Murphy embarked on a two-day round of receptions and was introduced to top government officials, leading officers of the Army and Defense Department, foreign ambassadors and press corps. The former Texan, winner of the Medal of Honor, was guest of honor of the Congressional delegation from that state headed by Speaker Sam Rayburn.

Murphy also visited the Pentagon to be welcomed by Gen. Maxwell Taylor, Chief of Staff, and other top Army officials; he also made radio and TV appearances.

Earlier, the U.S. Army played host at an unusual exhibitor and press preview of the film, at Fort Jay, Governors' Island, New York Harbor. The day's activities included a review and induction of enlistees.

New Appointments . . .

MARTY WOLF, formerly asst. sales mgr. of Altec Service Corp., has been appointed to the post of sales mgr. of the organization. He succeeds L. D. Netter Jr., who resigned to become vice-president of Todd-AO.



MARTY WOLF



E. R. SLOCUM

E. R. "RED" SLOCUM, partner with Video Independent Theatres in the ownership of El Reno Theatres in Oklahoma, has been named executive director of the newly-formed United Theatre Owners of Oklahoma. Slocum, who served as a director of Theatre Owners of Oklahoma for eight years, will headquarter in Oklahoma City.

NORMAN NIELSEN has been promoted from salesman to branch manager of the RKO exchange in Omaha, succeeding MAX ROSENBLATT, who was upped to Des Moines branch manager.

ALBERT FLORSHEIMER JR., ad-publicity director of the Walter Reade Theatre since 1947, has been appointed general manager of the Catering Dept., replacing James Loeb, resigned. SHELDON GUNSBERG, who joined the organization last Fall as director of specialized theatre activities, will replace Florsheimer, in addition to continuing his prior duties.

E. S. SEELEY, chief engineer of Altec Service Corp. at the company's New York headquarters, has been appointed director of engineering for Altec Lansing Corp., Beverly Hills, Calif. His duties will begin Aug. 15.

RUSS BROWN, formerly Oregon district manager of Evergreen Theatres, has been named ad-publicity director of some 150 Fox West Coast theatres. He will headquarter in Los Angeles. OSCAR NYBERG, formerly mgr. of the New Fox Theatre, Portland, replaces Brown.

OTTO LUTHER, formerly an art director at Warner Bros., joins The Monroe Greenthal Co. as art director.

WALTER BOXER has been assigned to UA's Sydney headquarters, for a period of field training.

GROVER LIVINGSTON has been promoted from Warners branch mgr. in Charlotte to branch manager of the company's Atlanta exchange. He replaces C. T. Jordan Jr., resigned. JOHN W. KIRBY jumps from Warners local sales mgr. in Charlotte to branch mgr. of that exchange.

PEDRO DIAZ, former manager in Peru for RKO, has been upped to manager of the Colombia exchange. ARTHUR HERSKOVITZ, from the home office foreign dept., now assigned to the Peru post.

LEO D. HOCHSTETTER has been appointed far east manager of the Motion Picture Export Association, headquartering in Tokyo. He joined MPA in 1952 as an assistant to Eric Johnston in Washington.

Importance Attached To Damages Award

HOUSTON. — A Federal Court jury has awarded $20,000, to be trebled to $60,000, to Delman Theatre owner I. B. Adelman in his suit against Interstate Circuit and the major film companies. The suit, filed seven years ago in Delaware, claimed treble damages of $2,436,000 on alleged losses from 1946-1948 due to the film companies' refusal to sell Adelman first-run pictures for his 1,239-seat neighborhood house. Federal Judge Lamar Cecil also ordered a hearing Aug. 22 in Beaumont on Adelman's plea for injunctive relief, compelling distributors to permit him to bid competitively for first-run product.

Commenting on this last development, TOA general counsel Herman M. Levy said, "It has the potentiality of being a decision of extreme importance in industry history. It is one of the few instances where an exhibitor threatened to go to litigation or went to litigation to compel the use of competitive bidding. It is of prime importance that exhibitors follow the court action to learn whether the Court will grant the relief, or reject the request, and the reasons for either action," he said.

Exhib's Four Actions Aimed At Ten Million

BOSTON.—Circuit operator Arthur Viano has filed four separate anti-trust actions against the major distributor and some exhibitors in suits totalling $10,500,000. He is seeking damages on three counts of $1 million each on the Teele Square, Broadway, and Somerville Theatres, all in Somerville, and on three counts of $500,000 for the Regent Theatre, Arlington.

On the first count he is seeking judgment against all defendants for national conspiracy; on the second, he is seeking judgment on the local application of the national conspiracy, and on the third count is seeking judgment against the defendant exhibitors with the exception of the University Theatre, Cambridge. Exhibitor defendants are American Theatres Corp.; New England Theatres; University Theatre; Loew's Boston Theatres; RKO Keith Orpheum Theatres and Keith Massachusetts Corp.

Theatremen Gain Victory In Case Against Circuits

NEW ORLEANS.—Judge Rene Viosca of Division D Civil Court here has ruled in favor of Philip Foto, Lena Foto Salles, Warren Salles Jr. and Philip Foto Salles, in their case against United Theatres, Manny Jacobs, and E. V. Richards Jr. He decreed the voting trust agreement of May 17, 1943 to be terminated and dissolved, and the voting trust agreement of April 15, 1947 to be invalid. In addition, Judge Viosca ruled that the defendants deliver to the plaintiffs a total of $160,000 of 7 percent income debentures of United Theatres held by said trustees under the voting trust agreement of May 17.

The decision is subject to appeal. Manny Jacobs had no comment on the decision and how it will affect operations of United. Lawyers for the plaintiffs indicated they will settle out of court for $165,000.

. . . News In Brief

Zanuck Denies Deal

Darryl F. Zanuck, 20th-Fox vice-president in charge of production, has issued a statement denying a new deal, or any new arrangements, with the corporation. Commenting on a recent trade paper article, Zanuck said that his present contract provides that, at his discretion, he may produce a certain number of personal productions exclusively for Fox. Zanuck also stated that the status of Buddy Adler as a member of his executive staff would remain unchanged.

Quebec Group, TOA Merge

COLUMBUS, GA.—Theatre Owners of America, whose officers have long advocated world organization, has taken the first step toward their aim of international unity with the affiliation of Theatre Owners Association of Quebec and TOA. E. D. Martin, TOA president, has announced that formal acceptance and induction by the TOA board of the newest affiliate will be one of the highlights of the 1955 annual convention.

Delegates from Canada and other foreign countries will be represented at the Los Angeles convention, Oct. 6-9, at the Biltmore Hotel. Under consideration at the convention will be the possibility of TOA membership in the Union Internationale de l'Exploitation Cinematographique, and an invitation to UIEC officers to attend the convention has been forwarded.

Local Amusement Taxes Urged

WASHINGTON.—A special task force of the Kestenbaum Commission on Intergovernmental Relations asked the Commission to recommend that both Federal and State Governments step out of the amusement tax picture, leaving this levy to local governments, it was learned when the Commission released the findings of its various task forces at the weekend.

The Commission has already made its formal recommendations to Congress and these did not include the admission tax findings of the task force, indicating that the full Commission failed to agree.

Teamsters Lose Case

WASHINGTON.—The Justice Department's complaint alleging conspiracy to monopolize hauling of theatrical scenery in New York City has been concluded with agreement to a consent judgment by Local 817 of the Teamster's Union, according to Justice. The civil case charged the union with conspiring in conjunction with several companies to fix prices, allocate customers and exclude independent truckmen, with the "coercive power" of the union used to carry out and police the illegal agreements. The consent judgment enjoins such practices.

COMPO Praises Newspapers

Headed "Your Readers Are the Voters In This Election," the 48th COMPO ad to appear in "Editor & Publisher" expresses pleasure at the enthusiastic response of newspapers, fan magazines and theatres to the Audience Awards election to be held Nov. 17-27 The ad reveals that newspapers desiring to participate will receive a campaign book giving ad suggestions and other helps which "will enable newspapers and theatres to join in making this promotion beneficial to both."

He starts the fanfare July 27th!



THAT'S

You'll be seeing a lot of "JACK" soon!
—Warner Bros.

WHEN JACK WEBB BEGINS

THE MOST INTENSIVE IN-PERSON BUILD-UP

THE INDUSTRY HAS EVER SEEN!

THE GIANT DAY-BY-DAY, CITY-BY-CITY

MONTH-LONG PERSONAL APPEARANCE

SEND-OFF FOR **JACK WEBB**

AS PETE KELLY IN

PETE KELLY'S BLUES

WRITTEN BY RICHARD L. BREEN

STARRING **JANET LEIGH**

EDMOND O'BRIEN

PEGGY LEE

ANDY DEVINE · LEE MARVIN · ELLA FITZGERALD

A MARK VII LTD. PRODUCTION · DIRECTED BY JACK WEBB

PRINT BY TECHNICOLOR · PRESENTED BY WARNER BROS.

WARNERCOLOR CINEMASCOPE STEREOPHONIC SOUND

And on July 24th watch and listen to the way the entire Colgate Variety Hour (NBC-TV)-with Jack Webb starring- will shout out the news about Pete Kelly's Blues!

REMINDER FROM COMPO: DID YOU MAIL YOUR NOMINATIONS FOR AUDIENCE AWARDS?

Total Admission Payments Higher For Theatres In '54: Commerce

Financial Notes

Stanley Warner Corp. and subsidiaries had a net profit for the 39 weeks ended May 28 of $2,222,000, according to S. H. Fabian, president. This amount was equal to $1.01 per common share. In the same period of the previous year, net profit was $1,495,000, equal to 64 cents per share.

Operating profit for the 39 weeks was $5,270,700, before losses arising from the sales of fixed assets and provision for contingencies and Federal and Canadian income taxes. For the comparable period, operating profit was $2,614,100. The income statement includes operation of International Latex Corp., subsequent to the date of its acquisition—April 30, 1954.

Theatre admissions and merchandise sales, rents from tenants, etc., aggregated $68,630,600 in the 39 week period ended May 28 against $44,236,400 for the comparable period of 1954. Included in the expenses were charges for depreciation and amortization totaling $3,373,800, compared with similar charges of $2,328,100 in the previous 39 weeks. Stanley Warner operates about 275 theatres in the U.S., produces and exhibits the Cinerama motion pictures, and owns International Latex Corp.

Republic Profits Up

For 26 weeks ended Apr. 30, Republic Pictures and subsidiaries report a net profit of $1,911,613 before taxes, compared to net for the same period, 1954, of $1,045,393.

Dividends Listed

Columbia Pictures has declared a quarterly dividend of $1.06¼ per share on the $4.25 cumulative preferred stock, payable Aug. 15 to stockholders of record on Aug. 1.

A quarterly dividend of 12½ cents per share on outstanding common stock has been declared by National Theatres Inc., payable Aug. 4 to stockholders of record on July 21.

RKO Pictures Profit

Operations of RKO Pictures for three months ended June 30 resulted in a net profit of $52,537, it was announced. For the six months ended June 30, net was $100,274. Profit figures represent interest income on cash which is on time deposit with banks, less corporate expenses.

AB-PT Profit Doubled

American Broadcasting-Paramount Theatres reported that estimated net for second quarter was double the earnings for the same quarter last year—$1,438,000 or 32¢ per share on 4,119,542 common shares as against $715,000 or 14 cents on 3,967,496 shares at the end of second quarter, 1954.

Nominated For Venice

Paramount's "To Catch a Thief" and "The Kentuckian," to be released by United Artists, have been nominated as American entries of the Motion Picture Export Association in the International Film Festival in Venice, Italy, which begins Aug. 25. While the official U.S. entries are limited to two, the organizers of the festival are free to invite several other Hollywood films to participate.

WASHINGTON. — American citizens paid $1,275 million to get into U.S. film theatres in 1954, compared with $1,227 million in 1953 and $1,284 million in 1952, according to the Department of Comerce this week.

In the National Income Number of the Survey of Current Business, the Department said that Americans spent $12,220 million for recreation in 1954, compared to $11,832 million during the previous year and $11,374 million in 1952.

During 1954, $2,204 million was spent on radio and tv receivers, records and musical instruments, compared to $2,161 million in 1953 and $2,100 million in 1952. Americans spent another $600 million for radio and television set repairs in 1954, compared to $533 million in 1953 and $476 million in 1952.

The film industry in 1954 acounted for $964 million of national income, compared to 839 million in 1953 and $853 million in 1952. The industry paid $709 million in salaries in 1954, compared to $678 million and

Reaches $744 Million

Total compensation of employees, adding other types of payment such as "fringe benefits" to salaries, reached $744 million in 1954, compared to $707 million in 1953 and $717 million in 1952.

The film industry in 1954 had 206,000 "full-time equivalent" employees, compared to 209,000 and 216,000 in the preceding two years. Average number of full and part time employees during 1954 was 228,000, compared to 232,000 in 1953 and 239,000 in 1952. Average annual earnings of industry employees in 1954 was $3,442, compared to $3,244 in 1953 and $3,185 in 1952. In 1954, $688 million in the preceding two years. 217,000 people were engaged in production in the film industry, compared with 220,000 in 1953 and 227,000 in 1952.

Obituaries

VINCENT R. McFAUL

Vincent R. McFaul, president and general manager of the New Buffalo Amusement Corp., operating theatres in Buffalo and Niagara Falls for Loew's, died July 16 after a short illness. He was 66. Active in theatrical and civic affairs in the Buffalo area for many years, McFaul's association with Loew's dates back to 1949, the year in which the Loew organization assumed control of the Shea, Buffalo group. Previous to that he had added the Shea interests and had held a partnership with Loew's and Paramount.

SIDNEY B. LUST

Sidney B. Lust, in show business for over half a century, died of a heart attack in Washington on July 9. He was 71. Past Barker of the Variety Club, a director of the Motion Picture Theatre Owners of America, Lust at his death owned 11 theatres in the Washington metropolitan area, incding three drive-ins. He started in show business as a stage hand and was a stage carpenter for road shows in his native New York City. At one time, he managed a number of big-time vaudeville acts, incuding comedian Hugh Herbert, for the Orpheum Circuit.

Sales Push Hails James Grainger

The J. R. Grainger Sales Drive, a 16-week cash competition for RKO exchanges throughout the U.S. and Canada, will launch the busiest period in recent years for the company on Aug. 12, announced Herbert H. Greenblatt, domestic sales manager. The drive, utilizing product from the largest roster of indie producers in RKO history, marks the first time Grainger has given his name to a sales competition since becoming president of the organization.

Calling Grainger "one of the best loved men in our industry," C. J. Tevlin, vice-president in charge of operations, predicted "record billings" during the sales drive period, which ends Dec. 1. The roster of 16 features to be released during the Grainger Drive are: "Underwater!," "Tarzan's Hidden Jungle," "Hansel and Gretel," "Quest for the Lost City," "Wakamba," "Rage at Dawn," "Escape to Burma," "Son of Sinbad," "Pearl of the South Pacific," "Bengazi," "The Conqueror," "The Young and the Brave," "Tennessee's Partner," "Glory," "Texas Lady," and "Treasure of Pancho Villa."



JAMES R. GRAINGER

Fox Assumes Control Of African Theatres

JOHANNESBURG. — Twentieth Century-Fox has concluded an expected deal with the Schlesinger Organization to take over a controlling interest in African Theatres, Ltd. Spyros P. Skouras, 20th-Fox president, visiting here as a guest of John H. Schlesinger, chairman of African Theatres, revealed the news at a banquet honoring U. S. Ambassador Edward Wailes.

As a result of the transaction, 20th-Fox, which had owned some 20 theatres in South Africa, will increase that number to about 140. Observers believe that the company will increase its annual return in this area by about $2 million yearly until the investment is liquidated, and by some $3 million annually afterwards.

Distributors have been assured that African Theatres will continue its policy of showing all available products and would not restrict its bookings to Fox pictures. The Schlesinger Organization, which has a share of the British J. Arthur Rank Organization, is planning TV film production for U. S. and British markets, and is reportedly surveying Canada as a field for future expansion.

Kingsley In Title Tiff

Edward Kingsley, distributor of Remus Productions' "Court Martial" in the U.S., said this week that he will seek a restraining order unless Warner Bros. "voluntarily" relinquishes the title "Court Martial of Billy Mitchell." According to Kingsley, Remus registered their title with the MPAA early last year. He said the producers' claim to the title was further protected under the PCA seal granted to the film on May 9.

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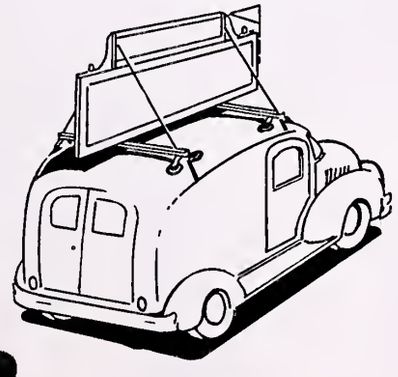
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Independent Trade Reviews

(*Continued from page* 15)

Cast: Joan Crawford, Jeff Chandler, Jan Sterling, Cecil Kellaway, Judith Evelyn, Natalie Schafer, Charles Drake, Stuart Randall.

Credits: Produced by Albert Zugsmith; Directed by Joseph Pevney; Screen play by Robert Hill and Richard Alan Simmons Based on Hill's play, "The Besieged Heart."

This above-average suspense melodrama from Universal should do very well, and will also show audiences that Joan Crawford can still run rings around most Hollywood stars. Her highly personal and beautifully modulated performance is the main attraction of this sex-slanted and atmospheric presentation, but she is nicely abetted by excellent production values and a good cast. Tightly-constructed for the most part, "Female" uses the familiar story device of a woman who falls in love against her better judgment, and then fears that her lover will murder her. It is to Miss Crawford's credit that the story seems believeable until the fadeout, offsetting a script which loosens up at the end. Photography, in rich black-and-white, is excellent, moving in and around a sumptuous beach house on the California coast. Dialogue is sophisticated and concentrates on the relations between the sexes. The supporting actors, especially co-star Jeff Chandler, Jan Sterling, Charles Drake and Judith Evelyn, are all effective.

The plot gets under way when Miss Crawford, a rich and lonely widow, moves into a beach house where the former tenant—another rich widow—had died under mysterious circumstances. The police suspect Chandler, a disreputable beachcomber who had lived off the money of the dead woman. Although Miss Crawford instinctively dislikes the man, she finds herself drawn to him and finally falls hopelessly in love. After a stormy sequence of events, they are married and he seems to love her, but a series of clues indicate that she will meet the same fate as the other woman. Finally, after hysterics and an attempt to flee on Miss Crawford's part, a young woman jilted by Chandler confesses to the murder of the former tenant, and husband and wife are reconciled.

"The Man Who Loved Redheads"

(United Artists) Eastman Color 89 Min.

Cast: Moira Shearer, John Justin, Roland Culver, Gladys Cooper, Denholm Elliott, Harry Andrews, Patricia Cutts.

Credits: A Lopert Films Distributing Corp. release; A London Films presentation; Produced by Josef Somlo; Directed by Harold French Screen play by Terence Rattigan; From a play by Rattigan.

Some rollicking good humor is dished up in this British farce, about a man, who, as the title suggests, just can't have enough of reheads. The girl in the picture is, of course, a redhead: Moira Shearer, the ballet dancer. Her name, in conjunction with the very favorable word-of-mouth the comedy will generate, should assure this Technicolor picture of long and profitable runs. The narrative is spiced by strictly adult situations, and is unfolded in a novel manner. Bone of the story is adultery: John Justin, a happily married diplomat, has a fixation for redheads with a certain type face. To fulfill this desire, he adopts a false name, rents a house, and takes up with his dream girls, one after another. Picture covers 50 years of his dual life, and Miss Shearer plays each of the assorted batch of redheads.

At one point of the narrative, the Tchaikovsky "Sleeping Beauty" ballet is introduced to display the dance talents of Miss Shearer. She is also given an opportunity to stomp the Charleston. For comic support, Roland Culver contributes a snappy performance as Justin's confidant. Others in the cast help greatly to carry the farcial nature of the story. Particularly apt and amusing is an incidental commentary, delivered every now and then by Kenneth More, popular British actor. The narration gives "Redheads" a fairy tale quality that runs directly counter to the frankly immoral aspects of the story. The single situation of "Redheads," however, tends to wear thin half way through the proceedings. Thanks to a clever script, beguiling performances and neat direction, "Redheads" manages to sustain interest through its tongue-in-cheek climax, in which the philanderer Justin, is exposed by his ever-faithful wife.

"The Night Holds Terror"

(Columbia) 85 Min.

Cast: Jack Kelly, Hildy Parks, Vince Edwards, John Cassavetes, David Cross, Edward Marr.

Credits: Produced, directed and written by Andrew Stone.

This taut, suspenseful melodrama has all the earmarks of a "sleeper." Given top selling, this one will pull in the tickets. A cast, composed mostly of newcomers, enacts a thriller that should keep audiences riveted throughout. It is a believable story, with lots of conviction and originality in its execution. Film has a tight realism that keys up the viewer's nerves, and supplies that entertainment sock which comes only with fresh situations. There isn't a cliche in the whole film, which Andrew Stone produced, directed and wrote with a balance that keeps the dramatic content smoothly distributed.

Jack Kelly picks up a hitchhiker, Vince Edwards, whose sidekicks are following behind. They want to kill him, but Kelly tells the hoodlums he will sell his car and give them the money. The hoods move in his house, holding him, his wife, Hildy Parks, and their children captive in a night of terror. The next morning, despite the fact that Kelly gives them the car money, they kidnap him and Hildy, throwing caution to the winds, calls the FBI, which works with the police and the telephone company to trap the hoods and save Kelly.

"Break To Freedom"

(United Artists) 88 Min.

Cast: Anthony Steel, Jack Warner, Robert Beatty, William Sylvester.

Credits: An Eros Films presentation; Produced by Daniel M. Angel; Directed by Lewis Gilbert; Screen play by Vernon Harris and Guy Morgan; Based on the play by Morgan and Edward Sammis.

Prisoners of war and their conflicts with German camp guards form the base of this all-male British melodrama. With relatively little name appeal, the picture will have to be accorded strong ballyhoo for any sort of booking above that of program slotting. Although the story is well made and competently directed, the theme is far from novel for American audiences. "Break to Freedom" is angled to a supposedly true gimmick, in which the war prisoners used a dummy to deceive their captors when making escapes from the stalag. "Freedom" comes through with some suspense and slight humor. When a prison break takes place, and there are several in this film, events grow tense. Otherwise, the narrative unfolds in leisurely style.

"The Gun That Won The West"

(Columbia) Technicolor 69½ Min.

Cast: Dennis Morgan, Paula Raymond, Richard Denning, Chris O'Brien, Robert Bice.

Credits: Produced by Sam Katzman; Directed by William Castle; Screen play and story by James B. Gordon.

This historical Technicolor film, liberally spliced with stock shots, will get by best as a supporting feature. Its three cast toppers, Dennis Morgan, Paula Raymond and Richard Denning do the best they can with their material, but the script fails them most of the way. Based on a corking good idea, how the Springfield rifle helped win the West, neither the film nor the screen play develops this premise the way it should have. The average action fan will relish this one, but the more discriminating will find it dull in spots. The story lines become snarled and entangled quite frequently, but the photography and the lush Technicolor compensates for it at times.

Morgan, a war buddy of Denning, subs for him continually in Denning's Wild West show. Denning is drunk, which is almost continually, despite the pleading of his wife, Paula Raymond. When Morgan and Denning, who are former frontier scouts, are offered a chance to go back and help the Army against the Indians, Paula urges Morgan to accept for both of them while Denning is inebriated. They arrive on the scene, but Denning hits the bottle there, getting himself in hot water. The guardhouse and Morgan leave on a party, in which Paula is a member, to talk peace with Indians. The Indians and Denning both straighten themselves out in the accepted formula fashion.

"Mau Mau!"

(Joe Brenner) Color 60 Min.

Credits: A Rock-Price Production; Produced by Joe Rock; Directed by Elwood G. Price; Written by Dave Sheppard; Narrated by Chet Huntley.

Photographed in Kenya Colony, British East Africa, this full-length color documentary successfully captures the tragic atmosphere of the war between the British forces and the Kikuyu terrorists called the Mau Mau. The film is both an interesting picturization of the problem and a formidable exploitation picture. An excellent script and narration gives the historical background of the struggle, explaining the problems of race, land and social standards which have plagued the colony for years and finally plunged it into terror and bloodshed. Some scenes have the quality of dispassionate newsreels; others are frenzied and raw, with many examples of murder, arson, and primitive witchcraft. The English governors of the colony are shown in attempts to bring peace and justice to the colony with various counter-measures. One shocking scene, obviously staged, shows a massacre of Kikuyu women and children whose men refused to join the Mau Mau cult. The scene is bloodthirsty and it should be noted that the women are nude from the waist up.

"The Big Bluff"

(United Artists) 70 Min.

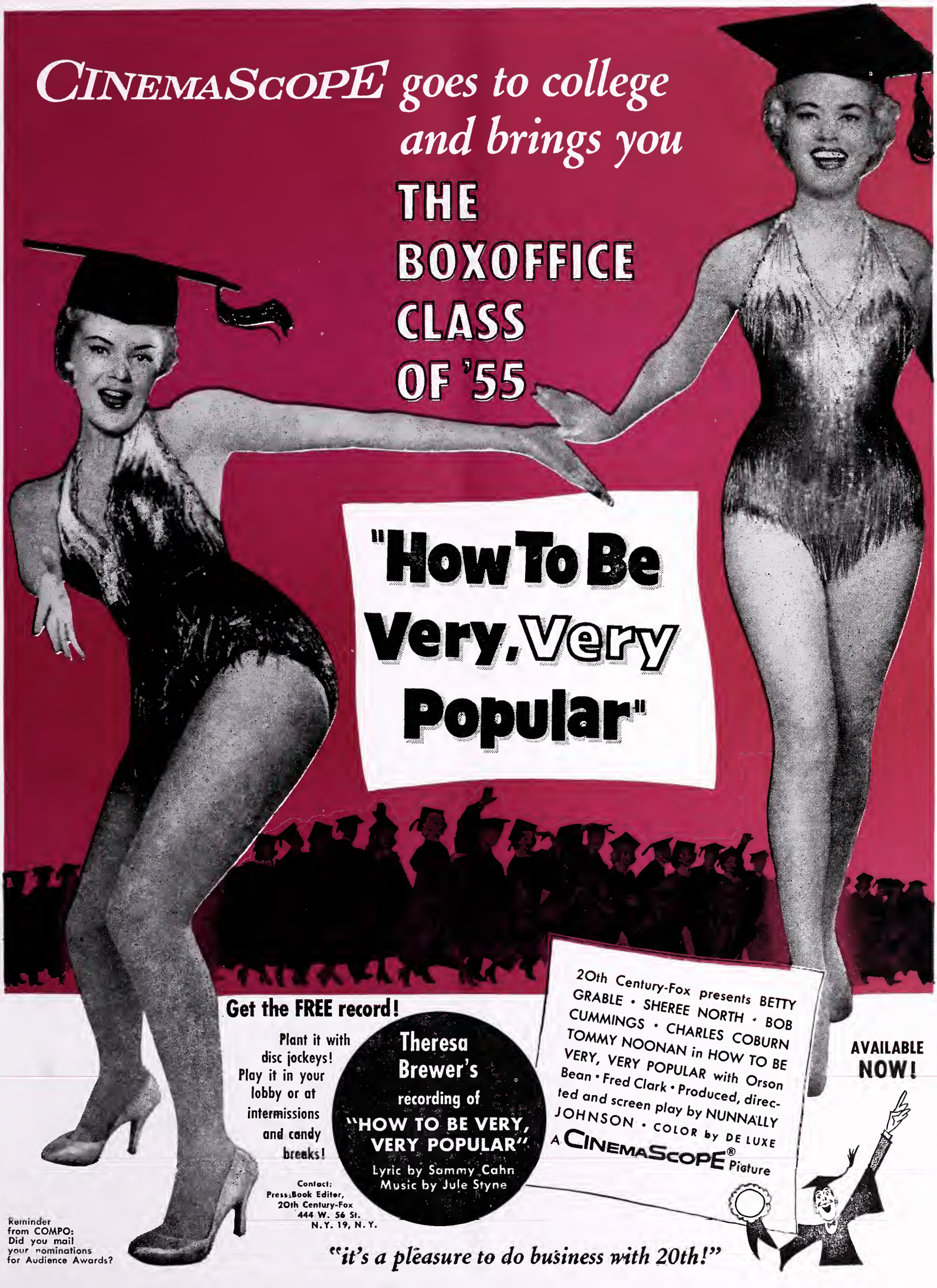
Cast: John Bromfield, Martha Vickers, Robert Hutton, Rosemarie Bowe, Eve Miller, Max Palmer, Eddie Bee, Robert Bice.

Credits: Produced and directed by W. Lee Wilder; Screen play by Fred Freiberger; From a story by Mindred Lord.

A routine program diversion, about a ruthless Don Juan who tries to do in his sick but wealthy wife, is unfolded in "The Big Bluff." Performances are adequate to the story line, which has its climactic moments. Production is just about par, and the box office will depend on how well this one is expected. Martha Vickers, the leading lady, plays a wealthy divorcee with just six months to live due to a serious heart condition. John Bromfield is cast as the Romeo who woos and wins her, then attempts murder and a clever alibi in order to claim the inheritance.

Presence of Rosemarie Bowe as the other woman in the story may help out in the ballyhoo department. Another good-looker in "Bluff" is Eve Miller, the travelling companion of Miss Vickers. Robert Hutton plays the second male lead as Miss Vickers' physician, who senses foul play in Bromfield's motives. The husband, of course, receives his come-uppance when his unpleasant plot backfires. A measure of suspense is generated during the latter portion of the story as his plan slowly goes to pieces and too many people are killed.

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Producer Leland Hayward, Director Billy Wilder and Star James Stewart inspect replica of "Spirit of St. Louis" cockpit for use in the Warner Bros. picture of the same name.

Production Details Revealed By Stones

One of the most unusual production teams in Hollywood are producer-director-writer Andrew Stone and his wife, Virginia, who is film editor on his films among her other duties. The Stones, both experts on the subject of criminology, have one of the most complete libraries on the use of poison in crime.

They have just completed their latest film, "The Night Holds Terror," a true story, which has been brought to the screen with frightening impact. Part of the reason for that impact is that the Stones never shoot on a set. They use actual locales, or if the locale isn't available, a duplicate locale that can pass for the original.

When writer Stone finishes a screen play, it goes directly to wife Virginia, who in reality is his "severest critic." She, one of Hollywood's top film editors, reads it with an eye toward its story value as entertainment as well as the editing standpoint. When both Stones agree that they have an okay script, they set out location hunting. Virginia aids greatly there. She helped find sites for "Confidence Girl," "The Steel Trap," and other Stone films.

Write Key Song

In their current "The Night Holds Terror," which Columbia is releasing, she also penned the only song in the film, which plays a key part in the proceedings. The Stones believe in new faces, and in their case it isn't double talk. When the cameras rolled on "The Night Holds Terror," Stone found himself with four out of six principals who were facing a movie camera for the first time.

Hildy Parks, his femme lead, was from TV, John Caccavetes was from the N.Y. stage, David Cross and Joyce McCluskey were from TV. Despite a tight schedule, Stone worked with his players carefully. "You get realism," he explained, "by getting your cast to realize that this is the film version of a real life drama that really happened to real people."

Between the two of them, the Stones have a complete production unit. They have their cutting room in their home; their living room and other rooms have been used as movie sets. They can cast in their home. They can do the important research that they do in their home.

(*Continued on page* 26)

HOLLYWOOD

. . . on the wire

RICHARD BERNSTEIN, *Editor*
Hollywood Offices:
8245 Beeman Avenue
North Hollywood. Tel.:
Normandie 2-6494

M-G-M purchased rights to Tennessee Williams' highly successful play, "Cat on a Hot Tin Roof," and Dore Schary, production vice-president, submitted his own screen treatment of the property for Production Code perusal. Grace Kelly will star.

Robert Stack has signed for the top male lead in "Great Day In The Morning," which Producer Edmund Grainger will produce for RKO Radio release in Technicolor and SuperScope. The film will roll Aug. 11 in Silverton, Colo. Background of the film, based on the Robert Hardy Andrews best seller, is the period just before the Civil War.

* * *

Over at Columbia, Raphael Hayes has been signed by Copa Productions to write the screen play of the David Goodis best seller, "Nightfall," which Producer Ted Richmond plans to put before the cameras at Columbia early in September. . . . Also at the studio, Luther Adler was signed to play Cornel Wilde's brother in the Howard Welsch production, "Tambourine," in which Wilde co-stars with Jane Russell. Nicholas Ray directs the film, which is being lensed in Technicolor and CinemaScope. Harry Tatleman is co-producing with Welsch.

* * *

Hugh Marlowe and Nancy Gates were signed to star in Allied Artists' "World Without End," which Producer Richard Heermance will put before the color cameras this week. Edward Bernds will direct the science-fiction which he wrote.

* * *

"The Kitty Hawk," the story of the Wright Brothers and the epic of the birth of aviation, will be made by Melville Shavelson and Jack Rose, Paramount Pictures announced. The time span in the film ranges from 1900 to 1909. The picture will show the first historic flight of the Wright Brothers' crate-like contraption at Kitty Hawk, North Carolina, on Dec. 17, 1903.

* * *

Republic Studios purchased Rod Serling's "Taps on a Bugle," which was an hour teleplay. Two of Serling's other teleplays are being made into feature films. They are "The Rack," which M-G-M will make, and "Patterns," now being filmed by Harris-Myerberg in Brooklyn.

Mort Millman will produce "Shack Up On 101," as a co-production for Allied Artists release with Wiliam Broidy. Edward Dein will direct the story, an original by Dein and his wife. . . . The King Brothers completed negotiations with J. R. Grainger, president of RKO Radio Pictures, Inc., for the distribution by RKO by their next three productions. The three films will be "The Two-Headed Spy," to be filmed in Berlin and London, "The Seven Lanterns of Japan," to be photographed in Japan, and the film, "The Syndicate" to be lensed in Hollywood.

* * *

Producer-director-writer Sheldon Reynolds, who has his first feature, "Foreign Intrigue," before the cameras on the French Riviera, announced that he has signed French actress Genevieve Page for an additional three pictures. Miss Page, who is prominent in the Paris theatre, appears opposite Robert Mitchum in the United Artists release.

* * *

Edward Muhl, U-I vice-president in charge of production, announced that U-I's biographical feature on the world famous cowboy artist, "The Charles Russell Story," to star Audie Murphy and to be produced by Aaron Rosenberg, will be filmed in Vista-Vision as well as Technicolor.

* * *

Kim Novak has been given a new seven-year contract at Columbia by Harry Cohn, president of Columbia Pictures, and also has been given the feminine lead in "The Eddy Duchin Story," which George Sidney will direct, with Tyrone Power playing the title role. Miss Novak just completed the lead role of Madge in "Picnic," Columbia's CinemaScope-Technicolor picturization of William Inge's Pulitzer Prize drama.

* * *

Otto Preminger announced that he has signed Barbara Bel Geddes to play the top femme role opposite Frank Sinatra in his forthcoming independent production under his Carlyle Production banner, "The Man With The Golden Arm." The film will be released by United Artists. It will be based on the best-selling novel of the same name by Nelson Algren. The actress will take a four week absence from her role in the cur-



Max E. Youngstein (second from right), vice-president of United Artsits, preceded his trip to Tokyo by a visit to Hollywood, where he was guest of honor at a party given by Aubrey Schenck (far right) and Howard W. Koch (far left), indie producers. Also present were John Bromfield, Marla English, Kathleen Hughes and Sara Shane, co-starred in the Shenck-Koch Bel-Air production, "Three Bad Sisters," for UA release.



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Intensity Of Selling Termed Vital To Success, Says Sam Wiesenthal

By Richard Bernstein

"The current setup of independent producing on major lots for for major release is a healthy thing for motion pictures," said Producer Sam Wiesenthal. "They have just as much as free rein as they ever had and they have more and better facilities to work with." Wiesenthal, who is partnered in Panamint Pictures with Eugene Tevlin, has just completed "Bengazi." They are enthused about this film, which stars Richard Conte, Victor McLaglen and Richard Carlson, as well as Mala Powers.

"We feel that we have something new in Bengazi, which is located in North Africa and has never been used as the subject of a picture before," the producer said. "It is a very unusual place. 'Bengazi' is a picture with a problem—greed. It deals with some men who set out to find a tribal treasure and are being watched by unseen Arabs. In an unusual climax, the showdown in the film takes place in a tribal temple." Panamint Pictures releases through RKO.

Wiesenthal believes that this is the era where producers, especially independents, should stay away from formula. Today, he believes, independent motion picture producers should make films dealing with daring subjects, handled skillfully and in good taste. "Dramatic values are important," he stressed, "and a cliche isn't dramatic to an audience anymore."

The public responds to pictures with unusual themes. TV has provoked an element of ingenuity and resourcefulness in the independent producer," the producer stated. "An artistic, but uncommercial picture is a hollow victory for the producer today."

"The Brothers" Next

Panamint's next feature, "The Brothers," based on an original story by Arthur Caesar, with screen play by Endre Boehm and Louis Vittes, will roll in six to eight weeks.

Also on Panamint's schedule is "Bitter Sage," by Frank Gruber, and "High Destiny."

Wiesenthal's career in the industry has taught him all phases of motion picture production. He started off as a messenger boy at Universal Studios, then went to the accessory department, then into the Universal theatre chain. From here, he went to the scenario department.

He eventually rose to assistant director, then as assistant to Carl Laemmle, head of Universal Studios. After that he worked for Benedict Bogeaus and became a full fledged producer on his own with the production of "Cry Danger," which starred Dick Powell. The picture received great acclaim.

He also produced "Second Chance" for RKO with Jack Palance, Robert Mitchum and Linda Darnell. He was executive producer on "The Americano," a Robert Stillman production for RKO release, which starred Glenn Ford.

Eugene Tevlin and Sam Wiesenthal plan on doing three features a year. Producer Wiesenthal stated that the biggest problem today in independent produciton is the selection of material. He believes that he and Tevlin have some outstanding screen projects.



SAM WIESENTHAL

"Bitter Sage," is the story of a victim of a lie and a legend built around that lie. The lie is that in self-defense he killed a man, perpetuated by the legend and the lie to have been his best friend, but who really was not. The film deals with the main character's efforts to extricate himself from that lie.

In "High Destiny," Panamint has the story of a mining engineer who inherits the custody of the young son of his sister who has just died. A rugged individualist, he believes that a boy should know how to live with the elements. How he teaches the boy to live with nature despite interference from others is the theme of this film which will be shot in widescreen and color. It is based on the story by John Tucker Battle, which Battle also screenplayed.

"The motion picture business has become healthier than it has ever been," the producer said. "The number of people going to movies today is exceeding that of any other time."

"The public is film-minded," Wiesenthal continued. "The standard of entertainment has been elevated and improved. The public is interested in seeing movies and is out shopping for good films. Intensity of selling is important. A picture must be merchandised today to achieve a big gross."

"If a film has merit, the public should be told about it," he said. "If you try and sell a bad picture by decieving the public, the reprecussions can often be disastrous."

Stones Reveal Film Data

(*Continued from page* 24)

The Stones are now at work on another independent feature that will be done in their unique true story style. It will be shot on the streets of the city where it took place, in locales where the action in the story took place.

Stone will produce and direct from his own script, Virginia serving as editor and production aide. The Stones feel that two a year is a good schedule in regard to making films, but if it's possible to do three, they'd like to do it.

HOLLYWOOD...

rent Broadway hit, "Cat On A Tin Roof," in which she is starring.

* * *

Associate producer-director Joe Kane will roll "The Maverick Queen," Aug. 15 at Republic. . . . Dennis Morgan will play the title role in "Blackjack Ketchum," for Producer Sam Katzman. Film rolls Sept. 13. . . . Barry Sullivan will star in "The Come On," for Producer Lindsley Parsons and Allied Artists release. Film will roll Aug. 2.

* * *

Henry Fonda will star in "Twelve Angry Men," the Award-winning television play by Reginald Rose, as a joint production venture between his newly formed Orion Productions and Mr. Rose's own production company, it was announced by Henry Fonda, Rose and Arthur B. Krim, president of United Artists, which will release the film. Rose won an "Emmy" from the Television Academy for "Angry Men," which was voted the Best Dramatic Show of 1954. Rose will write his own screen play and Fonda will start the film upon completion of "War and Peace," in which he is starring for Ponti-de Laurentiis. This will be the first of the films from Fonda's company under terms of a deal calling for the star to produce six films in five years.

* * *

Irving Allen and A. R. Broccoli have signed John Paxton to a long-term contract as a writer-producer for Warwick Productions, their independent company releasing through Columbia Pictures. Paxton is in London now, where he wrote the screen play for "Prize of Gold," now in release. The producers also announced that they have acquired the screen rights to "Inter-Pol," an original story by A. J. Forrest, which they will film next year for Columbia release.

* * *

Bel Air Productions will put "Frontier Scout," its Tony Martin starrer, before the cameras Aug. 11. Aubrey Schenck and Howard Koch will produce and Lesley Selander will direct. . . . Lewis R. Foster will direct the Chester-Filmakers feature, "The Smouldering Sea," based on the best selling novel by U.S., Anderson. Film rolls Aug. 1. Chester then goes to England where he will co-produce "The Weapon" with Alliance Productions Aug. 30.

* * *

Marie Windsor and Peggie Castle will co-star in L&B Productions, "Six Gun Lady," which Earle Lyon and Richard Bartlett will produce with Richard Bartlett directing. Film rolls Aug. 1. . . . William Goetz Productions will put the Joan Crawford starrer, "The Way We Are," before the Cameras Aug. 15 with Robert Aldrich directing.

* * *

S. J. Perelman has been signed to write the screen play for Jules Verne's "Around The World In 80 Days," Todd-AO production, which will star David Niven and Mexican star Catinflas with John Farrow directing. This will be Perelman's first full-length screen play in some time. His last works were in 1932, when he wrote "Horsefeathers," and "Monkey Business" for the Marx Brothers. . . . Robert Kent has been signed by Sam Katzman to do the screen play for "Deep Edge," which will go before the cameras this fall at Columbia.

REGIONEWS

ALBANY

Preliminaries were completed for construction by Fabian of a 1500-car ozoner on the Albany-Saratoga Rd., across from the circuit's Saratoga Drive-In. . . . In connection with the Audience Awards Poll to be conducted Nov. 17-27, co-chairman for this district, Harry Lamont, suggested that some kind of absentee ballot be provided for drive-in customers since the outdoor houses will be closed by voting date. . . . The Star in Star Lake has been dismantled. Bernard Lydmore operated the small Adirondack Mt. situation in recent years.

Exhibitor Jules Perlmutter moved his office from Filmrow to 545 Broadway. . . . Elmart Theatres stepped out of the Rialto in Massena and the Crandell in Chatham, notifying exchanges that Joseph Agresta has taken over. Agresta also conducts the Orvis in Massena. Anthony Querino is owner of the Crandell. . . . James Tobin was designated as acting dist. mgr. for Stanley Warner in Mass. and esatern N.Y., taking the place of Joseph Liss, hospitalized in Worcester Mass. with serious injuries received in an auto accident.

ATLANTA

Ochs Mgmt. Co. of Cleveland, O., has taken over the following ozoners in Fla.; Auto and 40th St., Tampa; Dania, Dania Siesta, Sarasota. . . . George E. Smith acquired the Largo Drive-In, Largo, Fla., from H. S. Knight. . . . Carlene Kessler, formerly with Pekin Drive-In, Pekin, Ill., added to the booking dept. of Allied Artists here. . . . Capitol Theatre, Homerville, Ga., under new managership of F. T. Summerlin and Mrs. Lucy Shapiro. . . . Savannah, Ga. Chamber of Commerce making bid for world premiere of "View From Pompey's Head" following shooting of some scenes there. Earle M. Holden, resident mgr. of the Lucas and Avon theatres, named director of the Merchants Council.

Grover Livingston, mgr. of the Warner branch in Charlotte, now mgr. of the Atlanta branch following resignation of Charlie Jordan. . . . Kenneth Massingale returned to Benton Bros. Film Express after a stay with Uncle Sam. . . . Billy E. Jarrett of Ponce de Leon Theatre in Atlanta was killed or plunged to his death over a 75-foot waterfall near Gainesville, Ga. . . . James W. Raulerson, mgr. of the Drive-In Theatre, Lakeland, Fla., was married to Annette Van Winkle. Also merged recently were James M. Miller, mgr. of the Ace Theatre, Belle Glades, Fla., to Laverne Carter; Pat Tufalo, UA booker, Jacksonville, Fla., to Leonard C. Thomas; Bob Langer, National Screen sales rep., to Tiny Bladhorn of Birmingham, Ala.

Al Dun Amuse. Co.'s Valley Drive-In, West Point, Ga., recently ran seven Allied Artists features from 7 p.m. Saturday to 5 a.m. Sunday, with over 500 cars at start and 32 left at finish. Reports are that concession sales were 92% of admission and the company will try a similar program soon. . . . Charles Lynch, mgr. of the 41 Drive-In, Chattanooga, Tenn., greatly respected for his efficient management of the theatre for the past five years despite being crippled by polio. . . . Roy Nicaud resigned as branch mgr. for Howco Films and will return to his home in New Orleans.

Walter Walker, longtime with Columbia, resigned to go with Buena Vista. . . . Bill Murray, 20th-Fox booker, resigned and will return to his home in Memphis, Tenn. . . . C. Y. James renovated the sound system at his Avon Theatre, Geneva, Ala. . . . A federal court order to allow a banned picture to be shown in Atlanta does not necessarily mean that the right of the Atlanta Library Board to censor pictures and plays has ended, according to Atty. Bartow Bloodworth.

BOSTON

Construction of New England's first twin drive-in, to be located in the Boston metropolitan area, will be under auspices of Smith Mgmt. Co., who just opened new ozoners in Jersey City, N. J., Hartford, Conn. and in the Baltimore area. Plans call for a 3600-car project, to get under way in Sept. . . . Herman Rifkin closed the Majestic Holyoke, for the summer. . . . By proclamation of Gov. Johnston of Vt., daylight saving was ordered continued through Oct. in that state. . . . B&W Theatres, headed by Ben Williams and Lloyd Bridgham, sold the building housing the Harbor Theatre, York Harbor, Me., to Charles Paris, who is operating it. Buying and booking will continue to be handled by Williams.

Closed for a month, the Saxon, Fitchburg, reopened to good business with "Strategic Air Command," according to mgr. Frank Boyle. . . . "The Night Holds Terror" opened at the Pilgrim Theatre to one of the best opening days of the year. Actual victims of this suspense story came to town for press interviews. . . . Mike Bruno, owner-operator of the Tilton (N.H.) Theatre, attended the national Elks convention in Atlantic City as Exalted Ruler of the Franklin, N.H. Lodge. . . . The advertising promoter, Irving H. Bloom, recently celebrated his 30th wedding anniversary. . . . Harry Buck, former mgr. of Shea's State Theatre in Conneaut, O., has been transferred to the circuit's Park, Westfield, Mass.



Coffee-break on the set of Panamint Pictures' "Bengazi" finds co-producer Gene Tevlin (left) and star Richard Conte watching a scene between co-stars Victor McLaglen, Richard Carlson and Mala Powers. The RKO Superscope release is the first production of Panamint, which is headed by Tevlin and Sam Wiesenthal.

BUFFALO

Schine Realty Corp. is fighting a $2620 claim by the Village of Perry for improvements to a Schine-owned vacant lot acquired several years ago for a theatre site. There is no objection to a $400 sidewalk assessment but they refuse to pay $2220 for a retaining wall. . . . Capt. Edward J. Smith, one of the crew of 10 killed in plane crash after takeoff from Castle Air Force Base in Calif., was formerly a mgr. of Basil theatres in Buffalo. . . . Danny Gill represented IATSE Local 10 and Bert Rhyde represented M.P. Operators Local 233 at recent IATSE Dist. 10 meeting which had as its main topic the fight against paid TV. . . . Variety clubrooms will be open on Mondays and Saturdays only during summer, according to chief barker W. E. J. Martin.

Donald R. Stevens announced plans for Rochester's first twin drive-in, an extension of the present Starlite outdoorer on W. Henrietta Rd. There will be a store part in the development, which opens in Sept., but the new 500-car drive-in will not be ready until the 1956 season. . . . Joe Friedman of the Warner h.o. exploitation staff was in Buffalo to confer with Arthur Krolick and Charles B. Taylor on plans for the personal appearance on the Paramount stage of Jack Webb, who is making a 30-city tour on behalf of "Pete Kelly's Blues." . . . Sidney S. Kulick, Bell Film Exch., N.Y.C., was in town conferring with exhibitors on dates for several of his new production.

Schine circuit's booking office in the Crosby Bldg. was closed after 20 years of operations in Buffalo. Office mgr. Chris Pope will buy and book for the Buffalo and Albany areas out of the home office in Gloversville. Harry Goldsmith is now dist. mgr. for Schine in Buffalo, Lockport, Rochester and Salamanca, with offices in the Palace Theatre bldg., Lockport. . . . Joseph H. Schinstock, former gen. mgr. of three local Sears Roebuck stores, announced formation of Schinstock Enterprises, with a capital of $300,000, which will build two ozoners in Florida—one in Ft. Lauderdale and one in W. Hollywood. . . . Clarence Miller opened his new 400-car Orleans Drive-In at Albion.

Basil Theatres inaugurated a discount plan which will enable youngsters from 12 to 18 to save up to 50% on admission. . . . Asst. mgr. David Miller of the Paramount in Rochester was married to Arlene Sutherland, cashier at the Arnett there. . . . The Legion of Decency of the Catholic Diocese

BUFFALO (cont'd.)

lifted its six-month ban on the new Twin Drive-In when "Son of Sinbad" was withdrawn. The Rochester Deanery Holy Name Society protested showing of the film when it opened at North Park Drive-In there.

CHARLOTTE

Jesse Wellons, part owner of Sky-Vue Drive-In, Fayetteville, N.C.; John D. Garner, mgr., and Raymond A. Toler, projectionist, were fined $1500 each in Cumberland County Recorder's Court after being convicted of exhibiting Lili St. Cyr's "Cinderella's Love Lessons' and Georgia Sothern's "Striporama," which were described as "obscene and immoral." E. H. Dreylinger, gen. mgr. of the Sky-Vue chain, testified that the film passed the Pennsylvania Board of Censors after certain scenes had been deleted, and that the films were booked "in good faith." They plan an appeal.

The Imperial, Kings Mountain, N.C.'s oldest theatre, was closed temporarily by mgr. Claude Webb for remodeling. . . . Queen City Booking Agcy. has taken over bookings for the following theatres: Wonet, Bladenboro, N.C.; Scott, Fair Bluff, N.C.; Waylyn, Charleston, S.C., owned by J. W. Cox; Mooney, Fairfield, owned by Clifton Mooney. . . . E. G. Stellings, pres. of Stewart-Everett Theas., is national co-chairman for the TOA convention to be held in Los Angeles Oct. 6-9. . . . Recently opened: Midway Drive-In, New Bern, N.C., owned by P. G. Parrott; the new Madison D-I, Marshall, N.C., and Plaza D-I, Tabor City, N.C., owned by Pink Norris.

CHICAGO

Nate Slott reported to be reopening his Arena Theatre on W. Roosevelt Rd. . . . Fox exchange reports subsequent runs of "Daddy Long Legs" and "Marty" breaking house records despite hot weather. . . . Gov. Stratton vetoed a bill giving Cook County board power to censor movies in territory outside Chicago. . . . Site of the first drive-in theatre, opened 18 years ago by Nate Barger in Morton Grove, taken over by Avon Products Co. for a $3,000,000 factory. . . . Independent loop Monroe Theatre booked "Wizard of Oz" to open July 29. . . . B&K will show Graziano closed TV bout at the Uptown, Marbo and Tivoli.

Paramount publicity employees, Chicago division, will join IATSE publicists Union H-63, now being organized. . . . New appointments in Chicago theatres: John Holden, mgr., Crawford; Victor Vicks, mgr., Roseland; David Schoenstadt, Harper staff; Norbert Sterling, Picadilly staff; Marvin Ginsberg, mgr. Austin Theatre. . . . Mrs. Helen DeVry, well known to the film trade, is chairman of the Olympic Fund drive for this area. . . . I. Zatkin, gen. mgr., Schoenstadt circuit, returned from N.Y. conferences with film companies. . . . General Scientific Co. gave up plans to manufacture variable anamorphic lenses at their Chicago factory.

Confection Cabinet Co. installing a modern candy and popcorn stand in the loop Woods, whose lobby is being modernized. CCC has given up its Starlite Drive-In theatre lease. . . . Francis J. McConnell, son of Thomas McConnell, has joined his father's law office staff. . . . Universal's "Fox Fire" will have loop opening July 29. . . . June Chicago theatre tax collections $92,410 as compared with $103,320 for same month last year. . . . "Cinerama Holiday" at Eitel's Palace grossing well above opening weeks of original Cinerama film. Wednesday morning showings were added to relieve box office pressure.

B&K having Filmack trailers made for Chicago theatres, thanking patrons for their summer patronage. . . . Passed away: Howard Shayne, veteran movie operator, and Pete Ketchus, Chicago theatre owner; Lloyd Smith, Mars Theatre, Marseilles, Ill. . . . Whiteway Sign started on a $50,000 marquee and front for B&K's Granada Theatre. . . . Valos circuit reopened the Batavia Theatre in Batavia. . . . Raymond Geraci and Harold Goldsmith have formed the C&G Enterprises to operate theatres, starting with the Calo at Clark & Berwyn Ave.

Watch These Dates!

Aug. 15-20: Audience Collection Week to benfit Will Rogers Memorial Hospital and Research Laboratories.

Aug. 23-24. Charleston—Allied Theatre Theatre Owners of W. Va. annual convention—Daniel Boone Hotel.

Sept. 30-Oct 1: New Orleans—Women of the Motion Picture Industry national convention.

Oct. 6-9: Los Angeles—Theatre Owners of America national convention — Biltmore Hotel.

Oct. 24-25: Winchendon, Mass.—Independent Exhibitors of New England convention—Town Tavern.

Nov. 5-9: Chicago—Allied States Association convention—Hotel Morrison.

Nov. 6-9: Chicago—International Popcorn Association convention, Hotel Morrison.

Nov. 13-15 Jacksonville — Motion Picture Exhibitors of Florida convention.

Nov. 13-15: Charlotte—Theatre Owners of N. & S. Carolina annual convention—Hotel Charlotte.

Nov. 21-22: St. Louis — Missouri-Illinois Theatre Owners annual convention — Hotel Chase.

CINCINNATI

Jamestown Amuse. Co. announced the following transfers of key managerial personnel on the Shea circuit: Dale F. Tysinger, mgr. of operations in Ashtabula, now in charge of Zanesville, O.; Dale C. McCoy from Cambridge, O. to Marietta, O.; Don Parker from the Fulton Theatre, Pittsburgh, Pa., to Newark, O., under Bill Gilliam; William E. Kibrige from mgr. of the Park, Westfield, Mass., to city mgr. Cambridge, O.

CLEVELAND

The Paramount in Akron, operated by Ottmar Gangl, has been completely renovated in anticipation of introducing German films two days a week as a start, including a Sunday.Gangl recently signed a long-term contract in N.Y. with Casino Film Exchange, headed by Munio Podhorzer, who will supply the Paramount with the bulk of its German fare. . . . Jack Webb is slated for a round of press interviews on Aug. 9 in connection with his "Pete Kelly's Blues," prior to opening at the Allen Theatre.

Mary Buckeye, Paramount's chief inspectress, still recuperating from operation she underwent a month ago. Also recuperating from surgery is Warner salesman Ed Katlin. . . . Paramount booker Art Young will retire July 29 and plans to move to Florida shortly thereafter. . . . First matchbooks to help Variety Club's Cerebral Palsy benefit drive went on sale July 17. Committees set up by chief barker Jack Silverthorne are going all out to put the drive over. . . . Durward Duty, mgr. of Shea operations in Marietta, O., was transferred to the circuit's Ashtabula, O. territory. Lee McFerren, formerly asst. mgr. at the Fulton, Pittsburgh, Pa., now management Shea's State, Conneaut, O.

DENVER

National Theatres will hold its annual convention of div. execs, dist. mgrs. and dept. heads at the Broadmoor Hotel in Colorado Springs, Sept. 12-15, according to announcement of Elmer C. Rhoden, pres. It will be the first time in nine years that the gathering will take place away from Los Angeles. . . . The following city mgr. changes were made in Fox InterMountain Theatres: Lloyd Boreing moved from Ft. Collins, Colo. to Helena, Mont.; Sid Page from Helena to Alliance, Neb.; Lloyd Gladson from Alliance to Durango, Colo.; John Tella from Durango to Butte, Mont.; Dick Conley from Butte to Billings, Mont., and Robt. Pennock back to Ft. Collins after moveto Billings just a few weeks ago.

The new local of Women of the Motion Picture Industry (WOMPI) will hold its inaugural and "Take Your Boss" luncheon at the Cosmopolitan Hotel on Aug. 12. Officers will be installed and charter presented to this 10th chapter in the international organization. . . . The Orpheum, 2,525-seat RKO first-run, is undergoing its first redecorating and renovation since built in 1932. Work will not interfere with operation of the theatre. . . . Ray E. David, city mgr. at Chadron, Neb. for Black Hills Amuse., welcomed a new baby daughter.

Ralph Staub, Hollywood cameraman, was in Denver taking pictures of some of the institutions that receive aid from Variety, to be incorporated in "Heart of Show Business," Techicolor film that will show Variety charities throughout the U.S. . . . Lou Kolocheski resigned as booker at Paramount. His sucessor is Frank Carbone, who moved over from Republic, where he was office mgr. and booker. New booker at Republic is Don Spaulding, upped from shipper. . . . Edward J. Mapel, owner of the Gem and member of the City Council for 13 years, was elected pres. for a second time. He was formerly pres. in 1946.

850 early birds turned out for a breakfast matinee of "Seven Year Itch" at the Centre. Anticipating about 750, mgr. Robt. Sweeten had to send out rush orders for more doughnuts and breakfast rolls. Line started forming at 5:15. . . . George and Edna Kelloff opened their new 300-car ozoner at Monte Vista, Colo. . . . Mr. and Mrs. Harold Brown opened their new 300-car Cactus Drive-In at Shoshone, Wyo.

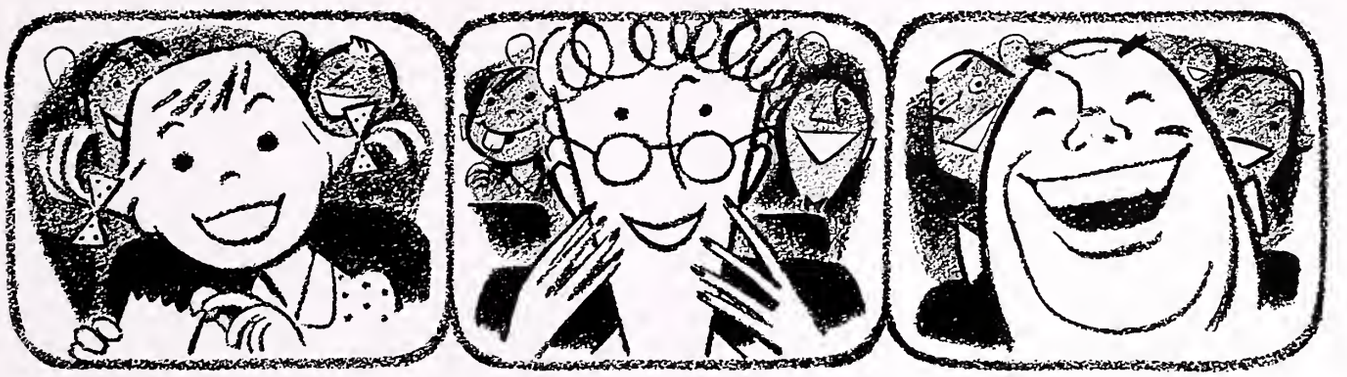
DES MOINES

C. A. (Skippy) Clark sold his half interest in the Hillcrest Drive-In, Cedar Falls, to his partner, Glen Heckroth, with whom

(*Continued on page* 30)



SHOW THEM THE DIFFERENCE



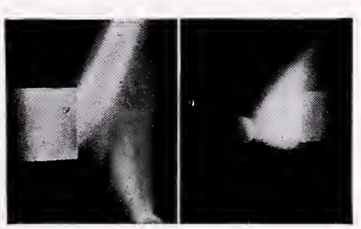
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DES MOINES (cont'd.)

he was associated in operation of the theatre since they built it in 1950. . . . George Lindsley closed the Tripoli Theatre in Tripoli because of lack of business. . . . V. E. (Blondie) Hazelhoff leased the Lyric Theatre in Coon Rapids from F. V. Rafferty and reopened it for business. . . . Wide screens were installed in the Fort Madison Drive-In and the Uptown Theatre in Gladbrook.

Arrangements have been completed in Des Moines to honor its native son, Paul Gregory, whose first film "Night of the Hunter" will have its world premiere at the Paramount Theatre. . . . Bob Miller of Alton leased the Palace from Carl Harriman and assumed active management. He formerly operated Miller's Market there. . . . Employees' Week was observed at the Strand in Creston recently, with special activities scheduled by employees of the theatre. Included were a "one-cent" night, when patrons buying one ticket could purchase a second for a penny; a cartoon and comedy festival; choosing of a little Miss or Mr. Creston of 1955 and several special films.

Color motion pictures were taken at Raymond Blank Memorial Hospital by Ralph Staub of Los Angeles, to be incorporated in Variety film, "The Heart of Show Business." . . . A. H. Blank, pres. of Tri-State, journeyed to Calif. with Mrs. Blank to be the guests of Walt Disney at opening of Disneyland in Anaheim.

DETROIT

Richard Sloan of the Mercury Theatre won the grand prize of a new Buick at Variety Club's annual golf outing. He turned the proceeds over to charity. . . . Buddy Fields, veteran booker formerly with the Music Corp. of Am., is joining the Delbridge and O'Halloran office. . . . Richard Hayes, who was with Paramount in the Albany territory for 24 years, is taking over the northern Mich. territory for U.A., succeeding Irwin Pollard, who purchased an interest in a Cleveland independent exchange. . . . Lyon Theatre at South Lyons, operated by Rex Kinne, is closed indefinitely. . . . Palms Theatre drew 11,000 phone calls daily with a two-inch teaser ad in the local papers urging readers to "talk to Jimmy Stewart."

Charles Zack, mgr. of the West Side Drive-In, is building community goodwill by sponsoring a softball team in the local league. . . . Charles A. Komer, head of Community Theas., contends that producers should pay special attention to the requirements of drive-in theatres in technical details, stressing shortness, plenty of light, and centering of titles and heads. . . . Millie A. Tork, veteran mgr. of the Booth Theatre, is retiring after 30 years in the business. Circuit chief Milton London is taking over until a replacement is appointed.

Anthony Cici, supervisor of the Schulte Circuit, has become noted as a raiser of rhododendrons and azaleas in his spare time. . . . Virginia Park Apartment Co. is planning to build a new drive-in in Warren Township. . . . Joseph Ellul, owner of the Empress Theatre, returned to Detroit from his home at Hollywood, Fla., for the summer. . . . Dr. Bert London returned to Detroit to join the staff of Sinai Hospital and Ed London is joining a Santa Fe firm as designer-architect. Both are sons of the late circuit owner, Julius D. London.



Among viewers at sneak preview of Columbia's CinemaScope musical, "My Sister Eileen," at Loew's 72nd St. Theatre in New York were (l. to r.): Salah Hassanein, Skouras Theatres; John Murphy, Loew's v.p.; Ben Joel, Loew's; George Josephs, Columbia Pictures; George Trilling, Fabian Theatres; Milt Goodman, Columbia, and Bernie Brooks, Fabian.

HOUSTON

Mark Sheridan, new southwest dist. mgr. for 20th-Fox, released the following list of dept. heads for the new Houston exchange: Henry Harrell, from the Dallas exchange, branch mgr.; W. T. Keith, office mgr.; booker, Grady Goodwin; cashier, Louise Rapp; biller, Helen Harris; inspectress, Helen Hedrick; salesman, Grover McDonnell. . . . Texas COMPO met with Gordon White, head of film trucking Co., and ironed out hassle brought on by advent of the two new exchanges—Columbia and Fox; with Dallas distributors agreeing to temporarily furnish several extra prints on each film shipped to Houston and points south. . . . Universal appropriated money for a Houston exchange but has no site as yet, according to Dallas branch mgr. Bob Wilkinson.

Chief Barker Mack Howard, Houston Variety Club, presented the 5,000th membership card to the newest member of Boys' Club of Houston. . . . "Not As A Stranger" doing a landoffice business at Loew's, says mgr. Homer McCallom. . . . Johnny Smith, mgr. River Oaks, reported "Glass Slipper" running a third week. . . . In a switch, Alvin Guggenheim will be new South Main Drive-In mgr. and Bob Bru winds up as mgr. of the Yale Theatre.

Col. H. A. Cole, Phil Isley Theas., to be Texas' national attendance committeeman for the '55 Allied States convention at the Morrison Hotel in Chicago, Nov. 5-9. . . . Interstate's discount card, used experimentally in 100 theatres, is so popular the circuit plans to inaugurate it as a continuing policy. . . . Hiram Parks' wife Viv (he owns Lubbock's Teatro El Capitan) coming up in the golf world. As Texas representative to the Trans Mississippi Assn., she goes to Okla. City Sept. 20 to try her luck. . . . Daughter born to wife of San Antonio's Mission Drive-In mgr., Jack Carter.

INDIANAPOLIS

Robert Brublood named mgr. of Alliance's South Anderson Drive-In; J. F. Stanton new mgr. at the North Anderson D-I. . . . Tom Dillon, who recently resigned as salesman for Republic, joined Buena Vista in the same capacity for the local territory. . . . Curtis Butler, who retired and moved to Florida several years ago, returned to Indianapolis to live. He was salesman for Columbia for many years. . . . Harry Coleman has taken over the American Theatre in Evansville, formerly owned and operated by Fine Bros. Coleman also operates the Smartest Drive-In in Evansville. . . . The Monroe Theatre at Monroeville, owned by George Fellers, and Alliance's State at Terre Haute closed.

KANSAS CITY

Tenative dedication date for Sam Abend memorial is Aug. 9. . . . A group of area theatre owners chartered a bus to Hutchinson, Kans. to celebrate opening of Jay Wooten's new Southside Drive-In. . . . Fox Midwest closed 950-seat Linwood Theatre at 3036 Prospect because of shifting population. . . . Leon Davis, mgr., is serving as relief mgr. for Fox Midwest. . . . Commonwealth transfered Jim Head from 52 Drive-In at Clinton, Mo. to Pines ozoner at Excelsior Springs, and John Lindsey moved from the Plaza at Lindsborg, which was sold, to Clinton. Herb Darlene went from Baxter Springs, Kans. to Lawrence, Kans. Drive-In.

In cooperation with 20th-Fox and the Chamber of Commerce, Mr. and Mrs. V. U. Eckland, operators of the Belle Plains, Kans. Theatre, gave a benefit show for Udall, Kans., which was struck by a tornado in June. . . . The 43-year-old Electric Theatre at Larned, Kans. was purchased by H. L. Reed and Don Burnett, operators of the State at Larned. Ted Irwin, former owner, is acting director of recreation at Larned State Hospital. . . . Herb Miller, owner of 50 Highway ozoner at Jefferson City, Mo., installed minature golf and plans an archery range.

Ozark Theatre, Noel, Mo., raised children's admission to 20¢. . . . Virgil Harbison, Tarkio, Mo. operator, cooperates with merchants in issuing scrip two nights a week. On Fri. and Sat. nights, Harbison admits a whole family for $1, and recently entertained a couple and their 12 daughters. . . . W. H. Hendren, Jr. and E. S. Washburn, pres. and v.p. of United Film Service, were elected directors of Adfilms, Ltd., Toronto. . . . Durwood's Skylark, Leavenworth, Kans., opened with CinemaScope.

Tower Theatre at Wichita, Kans. announced an art only policy as an experiment. . . . Welding Picture Productions, Detroit, was incorporated to operate as a foreign corp. in Mo. to sell motion pictures, slide films and other visual supplies. Principal Mo. agent for corporate purposes is the C. T. Corp. System, St. Louis. Officers are C. H. Bradfield, Jr., pres.; C. B. Hatcher, secy., and F. F. Palac, treas.

LOS ANGELES

Harry C. Arthur, Jr., chairman of the Audience Awards Committee for So. Calif., has scheduled an industry mass meeting for Aug. 2, 11 A.M., at the Boulevard Theatre. . . . Sherwen Corp., headed by Harold Wenzler, has taken over the Roxy in Glendale,

LOS ANGELES (cont'd.)

which was recently shuttered by veteran exhibitor Grover Smith. The El Rancho Theatre in Moor Park has been darkened by John Hatcher. . . . Aladdin Drive-In Theas. took the wraps off their latest ozoner, known as the Edgewood Drive-In, located in West Covina.

Bernie Cobb, who recently resigned his sales position with RKO, joined Columbia in a like capacity. . . . Beaumont Theatre in Beaumont has been closed by owner Oscar Amons. . . . Shirley Golub, Warner booker's stenog, announced her engagement to Bernie Becker of No. American Aviation. . . . Offices and principal factory of Bodde Screen Co. and Bodde Projector Co. are now located at 11541 Bradley Ave., San Fernando.

MILWAUKEE

Delft Theatres opened their new Airport Drive-in at Nagaunee, Mich. . . . Rex theatre at Iron River and the Range at Hurley operated by Martin Thomas, have closed. . . . Tent #14, Wisconsin Variety Club, will have its annual Golf Outing August 26 at the Tuckaway County Club. . . . All booking records were broken at the United Artists exchange here during recent weekly drive.

Jerry Gruenberg is now buyer for L. F. Gran Ents., who have just taken over the Oriental and Tower theatres here.

Engaged girls along film row are: Beverly Siegel, secy. to Mr. Petterson at Universal, and Vi Lucia, RKO inspectress. . . . Columbia and United Artists exchanges have new air-conditioners. . . . Nat Nathenson and family were here to attend the All Star game. . . . Doug Taussig, Columbia exploiteer, was in town to set up promotion for "It Came From Beneath the Sea" and "Creature with the Atom Brain," which will play over 70 key runs in a 2 week period.

MINNEAPOLIS

New marble and glass front, lobby, concessions stand, tile rest room and soft cushion seats have been installed in the loop Gohper. The auditorium has also been redecorated. . . . Renovations are almost completed on the loop World, which is slated for reopening this month. . . . Mickey Goldhammer, AA divisional sales mgr., was in for "Wichita." . . . Donna Koniar, U-I contract clerk, resigned after several years with the company. . . . New tile flooring is being installed in the M-G-M exchange. . . . Boyd A. Haufle, DeSmet, S.D. exhibitor, was a reeent filmrow visitor. . . . Leonard Vassbotn is the new projeetionist at 20th-Fox. . . . "Blackboard Jungle" in a 10-week run at the loop Gohper, broke all house records.

NEW HAVEN

N. Y. theatre executive Harry Brandt holds title of pres. in two newly-chartered Conn. corporations—Barvic Theatres, Inc., Stamford, and Poquonock Drive-In, Inc., Groton. . . . James Tobin, mgr. of the Warner Theatre, Bridgeport, was named acting dist-mgr. of Stanley-Warner houses in Mass. and eastern N.Y., filling in for Joe Liss, who was severely injured in an auto accident. Replacing Tobin in Bridgeport is Jack Simons of the Palaee and Rialto, S. Norwalk. Bill Landers, asst. mgr., Garde, New London, succeeds Simons in S. Norwalk.

The 4200-seat State, Hartford, film-vaudeville house which is normally closed during the summer, will reopen Aug. 2 for a boxing show featuring TV's Chico Vejar and Vic Cardell. Local sports promoters rented the house from Harris Bros., and reports are that if successful, similar promotions will be staged in the fall. . . . New mgr. of the Meadows Drive-In, Hartford, is Harold Cummings. . . . Ted Harris, partner in the State Theatre, Hartford, became a grandfather for the first time with the arrival of Nancy Gayle Koppel. . . . The Barney Tarantuls (Burnside Theatre Corp.) welcomed a second grandchild, named Kenneth Solomon.

New policy at Hartford Circuit's Lyric is free admission for children nightly after 6 when accompanied by parents. . . . Michael Radin was appointed permanent receiver, and Hartford businessmen Louis Antos and David C. Mahoney designated to appraise the assets and state of Turnpike Theatre Corp., operators of the suburban Pike Drive-In, which major stockholder Lou Rogow declares is solvent but that its assets are in danger of waste. . . . Fred Quatrano and John Sirica opened their new Watertown Drive-In, Watertown, Conn., for 1000 cars.

NEW YORK

Hemlock Theatre Corp., a wholly owned subsidiary of Loew's, Inc. has leased the 2000-seat Loew's Victory Theatre at 3024 Third Ave., Bronx, to W & G Operating Corp., headed by Morris Goldman and Martin Wurtzberger. The theatre is presently closed for rehabilitation. . . . Plans for immediate construction in Long Island City of a distribution center to serve the New York and metropolitan area were announced by ABC Vending Corp. When completed, the building will also house the company's national executive offices.

The George A. Fuller Construction Co. was chosen by Columbia to carry out its $3,000,000 improvement program on the 15-story and penthouse building at 711 Fifth Ave., which Columbia will use to consolidate all its now widely-scattered N.Y. operations. . . . William Analanta, mgr. of Loew's Jersey City Theatre, has been transferred to Loew's 83rd St. in Manhattan. Mary Kirkwood, acting mgr. of Loew's 83rd, has been temporarily assigned to relief mgr.

Manager Like Fisherman Must Persevere: Gregory

INDIANAPOLIS.—Persevervance in attempts to draw patrons to the theatre as well as "land the big fellows" along with the "small fry" was the advice given by S. J. Gregory, president of Alliance Theatres, to his managers and staff for the mid-summer drive of the circuit.

Gregory illustrated his message by comparing a successful theatre manager to a successful fisherman. "It is only natural," he added, "that a fish is most interested in his own welfare, his own little pond—the livest thing in his life is himself. So it is with a patron."

The Allianee prexy said that in addition to being able to stick at his task, the successful manager "studies the individual slant of the kind of fish he is going after. He learns his wants, studies his habits and the kind of bait that will appeal to him. If he does not land him with the first east . . . he tries again and again. If you keep following thru," he advised, "you can't miss it."

OKLAHOMA CITY

The movie "Oklahoma" may prove to be the biggest thing that ever happened to Okla. Already set up are a Hollywood press conference for Gov. Gary on Aug. 16, an industry luncheon and "Oklahoma" songfest in Central Park, at which Gov. Gary will announce date of the premiere (sometime in Sept.) and a national tour of the "Oklahoma" surrey. All invitations will come from the State Capitol building, through the Governor. . . . Midwest Theatre, Okla. City, recently showed newsreel coverage of Oklahoma's delegation to the opening of "Cinerama Holiday" in Chicago. . . . Ray Sikes, Lubbock, Tex., is the new mgr. of Hobart's three Video theatres, succeeding James H. Rush, transferred to management of Viedo's theatres in El Reno, Okla.

Garland Wilson sold his Arnett Theatre, Arnett, Okla., to Frank Dyke. Wilson is retaining his Shattuck Theatre, Shattuck, Okla. . . . United Theatre Owners of Okla. now has permanent headquarters at 20 North Lee, Okla. City, with E. R. "Red" Slocum as executive director. . . . Nice to see Lee Guthrie of Wheeler, Tex. up and around again after being confined with a broken arm and back injury. . . . Allen Larkey, who formerly owned the Follett Theatre, Follett, Tex., leased the Panhandle Theatre, Panhandle, which he is equipping with CinemaScope. E. J. Tarbox leased the Follett from Larkey.

Chester Fleming is closing his Park-Vu Drive-In in Nowata, Okla. . . . O. A. Johnson is reopening the Rex Theatre, Keota, Okla., with two changes per week. . . . Downtown Okla. City merchants, in an effort to attract shoppers, have plans for validation of parking tickets, free movies for the kiddies, intensified newspaper and radio advertising, opening of a tea room or restaurant in one or two of the major stores, joint sales promotions and a "shop-early-for-Christmas" campaign.

PHILADELPHIA

A $2,400,000 anti-trust siut against eight major distributors and American Broadcasting-Paramount Theatres was filed by Buckley Amuse. Ents., operating theatres in Mt. Carmel, Shamokin and Mahanoy City, in controversy over playing time. . . . Although "Not As a Stranger" received mixed reviews here, it has broken all house records at the Viking Theatre, according to mgr. Herman Comer. . . . Joe Conway, mgr. of the Wayne Ave. Playhouse, is preparing an article on early movie days in Philadelphia for "Films in Review." . . . Comerford has taken over the Nuway Drive-In at Hummel's Wharf, Pa.

Penn-Paramount darkened its Capitol in Pottsville, Strand in Sunbury and American in Pittston when "Love Me or Leave Me" was scheduled for showing. It is believed that a new circuit policy, not to pay over 40% for a booking, may have been the reason. . . . In Selingsgrove, on Route 611, Comerford opened a new ozoner—between Seranton and Harrisburg. . . . Mgr. Neil Conway is conducting a "Kiddie Summer Bonus," consisting of two serials with double features, at the Riviera in Seranton, Fri.-Mon. . . . Rumored that the Sablosky family

PHILADELPHIA (cont'd.)

has purchased over 11 acres on Route 202 near King of Prussia, Pa., at $8,000 an acre, for possible future use as site for a drive-in. . . . Recently shuttered: Ritz in York, Pa., Senate, Philadelphia; Grand, Archbald; Lark, Larksville; Strand, Kutztown, and the Orient in Scranton (Dunmore).

Mrs. Paul McGowan returned to work as booker for Warners after accident in which she broke her arm. . . . Henry Waxman is coming out of retirement and opening an office at 1243 Vine St. He wants to purchase theatres. . . . Tri-State Theatre Service has been retained to buy and book for the 600-car Motor-Vu Drive-In, Berwick, Pa.; Dicks D-I, Bordentown, N. J. (to open Aug. 4); Deer Lake D-I, Pottsville, Pa. (scheduled to open later in the year); new 1000-car Wilkes Barre, D-I, Wilkes Barre. . . . Mae Greenus, 20th-Fox booker, back from her honeymoon. . . . A new 1400-car ozoner, in which Comerford is said to have a controlling interest, is being built at Kingston, Pa.

D. F. Moore Service of Pittsburgh, now books and buys for Manos Ents., Super Skyview in Kunsville and the Westend D-I near Allentown. . . . S-W will reopen the Highway Theatre in Jenkintown Aug. 1. . . . The 1050-car Comet Drive-In near Lancaster, recently reopened, is being operated by Bypass Theas., in which M. Chertcoff has a large interest. . . . Robt. A. Moore of Duncannon is now booking and buying for the Newport, Newport, Pa.

PITTSBURGH

Joseph W. Scanlon, former mgr. of Shea operations in Zanesville, O., took over management of the Fulton Theatre, Pittsburgh, with Bob Ellison, transferred from Newark, O., as his asst. . . . Saul Perilman resigned from Allied Artists to join Screen Guild as booker and salesman. . . . George Eby of Pittsburgh, 2nd asst. International chief barker, was appointed chairman of the 1955 Annual Humanitarian Award Committee of Variety International. . . . George Tice and George Saittis, operators of the Twin Drive-In here, announced plans for early opening of their new Woodland Drive-In. . . . Manos Circuit booker V. L. Wadkins, who suffered a stroke while on vacation, is being treated at the Medical Center in Richmond, Va.

ST. LOUIS

Lions Club will operate the 500-Seat Lions of shortage of quality films. . . . The closed 300-seat Prairie Theatre, Prairie du Rocher, Ill. is being offered for sale. . . . Wm. Kuykendall closed his Carol Theatre at Kevil, Ky. because of lack of business. . . . The 225-seat Wayne Theatre at Wayne City, Ill., closed because of owner Arlie Choate's poor health and slack business.

July 25 has been set for grand opening of Columbia Amuse.'s 1000-car South Twin Drive-In at Paducah, Ky. . . . Mrs. Sarah Degen installed a Walker silver screen and CinemaScope in her Mars Theatre, Marissa, Ill., 325-seater. . . . Strikes have tied up construction work on the 700-car Shop City Drive-In and the nearby Cahokia at Alorton, Ill. . . . A 100x70′ screen was put into service at the Starlight D-I, Alton, Ill., owned by Bloomer Amuse. who spent some $30,000 on remodeling. The circuit also plans to start soon on a new ozoner on the Scott Air Base road, to hold about 1,000 cars. . . . Joe Benedict, Warner booker, resigned to join the sales staff of Republic.

Theatre owners here are being urged to sign pledges for audience participation in the Will Rogers Hospital fund raising campaign, week of Aug. 15. . . . Consolidated Theas. leased the Hall and Varsity theatres in Columbia, Mo. to Commonwealth of Kansas City, effective July 1. . . . Mrs. Morton J. Eversoll was installed as pres. of the Better Films Council to succeed Mrs. Gustav F. Goetsch. . . . Seventh anniversary of the Alt-Wood Drive-In, Wood River, Ill., was celebrated with inauguration of up-to-date projection equipment and new screen. . . . Airway and Manchester ozoners here offering free diaper service for babies.

Vac Fredman resigned as mng. dir. of the Ambassador, where "Cinerama Holiday" is being shown. . . . At recent meeting of exhibitors at the Fox Theatre, in connection with COMPO's Audience Participation Poll, some feeling was expressed against use of top screen stars on TV, radio, etc., instead of their appearing in person at theatres which make their big salaries possible. . . . Movies were made recently of the just-completed South Side Day Nursery for inclusion in the national film featuring Heart Fund activities of all the Variety Clubs. . . . The 425-seat Liberty Theatre at Murphysboro, Ill., badly damaged by fire last Oct., should be ready for reopening about Aug. 15, according to John Marlow, gen. mgr. of the circuit.

Plans have been dropped for the 709-car Kilgore Drive-In in St. L. County. The 13-acre tract was sold by Wm. Kilgore for a warehouse project. . . . The local chapter of the Legion of Decency issued an official statement, asking all Catholics to consult its bulletins for rating of current shows and to attend only A-1 or A-2 movies. . . .



Watching an advance screening of Walter Wanger's new horror drama for Allied Artists, "The Body Snatchers" (l. to r.): Norton V. Ritchel, AA International prexy; producer Wanger; Harry Odell, who will distribute the film in Hong Kong; William E. Osborn, AA asst. export mgr.; William Satori, asst. to Ritchey, and Bernard J. Gates (front), Latin American supervisor.

Lester Kropp, pres. of MITO, appointed co-chairman for the annual TOA meeting in Los Angeles, Oct. 6-9. . . . Westlake Park, amusement project in N. St. L. County owned by Mrs. Ella James and Phillip Kramer was practically destroyed by fire. eJRu7BnYA1Q

SALT LAKE CITY

A. J. Floor will manage the new Valley-Vu Drive-In nearing completion at 48th West & 33rd South Sts. in suburban Salt Lake. The Floor interests also operate the downtown Star. . . . Walt Disney's "Lady and The Tramp" and his short, "Switzerland" are being shown simultaneously at three local houses. . . . C. R. Wade of Universal enthusiastic about previews of "The Private War of Major Benson" which he attended at the Civic Center in Great Falls, Mont., and the Fox, Billings.

Exhibitor Jack Swanson, who had his own Swanson Film Service here, has joined forces with Sid Cohen, gen. mgr. of Film Service Corp., which serves Utah, Idaho, Mont. and Nev. . . . The local Airport Drive-In, operated by Joseph Lubbers, is holding to a 3-unit program this summer, publicized as "adult entertainment." . . . John Wayne and John Ford are completing "The Searchers" in southern Utah near Tremonton. . . . While mgr. Wm. C. Burt is vacationing in Sun Valley, Idaho, Herb Seboenhart, formerly of Intermountain Theas. here and now on the Police Force, is acting as relief mgr. Charles Whitney, gen. relief mgr. of the circuit's local theatres, is busy in other spots.

WASHINGTON

More than 70 U. S. Senators attended a special preview showing of Hecht-Lancaster's new CinemaScope film, "The Kentuckian," at the Ontario Theatre here, as a tribute to Sen. Alben W. Barkley of Ky. by the Kentucky Society of Wasbington. Sen. Barkley was presented with a Thomas Hart Benton painting of the star, also the rifle, stocking cap, buckskin jacket and hunting horn used by Lancaster. The film had its world premiere at the Chicago Theatre in Chicago on July 22. . . . Dist. Commissioner Robt. L. McLaughlin was made an honorary member of the Variety Club of Wash., Tent #11.

Deliver Theatre Video

Completion of delivery of 57 large-screen projection units this week was announced this week by Nathan L. Halpern, president of Theatre Network Television. All will be available for leasing to exhibitors for the Marciano-Moore heavyweight championship fight at Madison Square Garden on Sept. 20th. Designed and built by General Precision Laboratories, the units will help form the largest closed-circuit network ever assembled for a championship fight, the 13th in T.N.T.'s history. The bulk of the units are already distributed in 41 cities.

SPG Names Rosenberg

HOLLYWOOD.—Frank P. Rosenberg is the chairman of the Screen Producers Guild public relations committee, succeeding Bill Thomas, who was serving protem. Frank McCarthy is associate chairman of the unit, which includes Maxwell Shane, Harriet Parsons, Bill Thomas, Carey Wilson, William H. Wright, John Houseman, and Artbur Hornblow Jr.

FEATURES—Calendar of 1954-55 Releases

(As far ahead as it is possible to obtain them)

ALLIED ARTISTS

Release Date	Release No.	Production	Time (min.)	Cast
Dec. 5th	5505	Port of Hell	80	Dane Clark, Wayne Morris, Carole Mathews
Dec. 19th	5506	Tonight's The Night	88	Barry Fitzgerald, Y. De Carlo, David Niven
Jan. 2nd	5421	Bowery to Bagdad	64	Leo Gorcey, Huntz Hall
Jan. 23rd	5507	Treasure of Ruby Hills	71	Zachary Scott, Carole Mathews, Dick Foran
Feb. 13th	5508	Big Combo, The	89	Cornel Wilde, Jean Wallace, Richard Conte, Brian Donlevy
Feb. 27th	5510	Danger Is My Beat	77	Barbara Payton, Paul Langton
Mar. 13th	5509	Dial Red O	3	Bill Elliott, Helene Stanley, Keith Larsen
Mar. 20th	5511	The Big Tip Off	80	Richard Conte, Constance Smith, Bruce Bennett
Mar. 27th	5512	Seven Angry Men	90	Raymond Massey, Debra Paget, Jeffrey Hunter
Apr. 10th	5513	An Annapolis Story, (Tech.)	81	John Derek Diana Lynn, Kevin McCarthy
Apr. 17th	5514	High Society	61	Leo Gorcey, Huntz Hall
Apr. 24th	5515	Shot Gun (Tech.)	80	Sterling Hayden, Yvonne De Carlo, Zachary Scott
May 15th	5516	Las Vegas Shakedown	79	Dennis O'Keefe, Coleen Grey
May 29th	5517	Skabenga (Eastman color)	61	Documentary
June 12th	5518	Lord of the Jungle	69	J. Sheffield, Wayne Morris
June 19th	5519	Fingerman	82	Frank Lovejoy, Forrest Tucker, Peggie Castle
June 26th	5521	Case of the Red Monkey	73	Richard Conte, Rona Anderson
July 3rd	5520	Wichita (Tech.-CinemaScope)	81	Joel McCrea, Vera Miles
July 17th	5524	Betrayed Women	64	Carole Mathews, Beverly Michaels
July 24th	5522	Spy Chasers	61	Leo Gorcey, Huntz Hall
Aug. 7th	5523	The Warriors (Tech.-CinemaScope)	85	Errol Flynn, Joanne Dru
Aug. 21st	5525	The Phenix City Story	87	Richard Kiley, Kathryn Grant
Sep. 4th	5526	Night Freight	80	Forrest Tucker, Barbara Britton
Sep. 18th	5527	The Body Snatchers	83	Kevin McCarthy, Dana Wynter
Sep. 25th	5528	Son of Slade	80	John Ericon, Mari Blanchard
Oct. 2nd	5529	Jail Busters	61	Leo Gorcey, Huntz Hall
Oct. 9th	5530	Time Slip	71	Gene Nelson, Faith Domergue
Oct. 23rd	5531	Gun Point (Tech.)	80	Fred MacMurray, Dorothy Malone

BUENA VISTA DISTRIBUTING CO.

November '54	The Vanishing Prairie (Technicolor)	71	
January '55	20,000 Leagues Under the Sea (Technicolor)	127	Kirk Douglas, James Mason, Peter Lorre and Paul Lucas
June '55	The Littlest Outlaw (Technicolor)	75	Pedro Armendariz and Joseph Calleia
July '55	Lady and the Tramp (Technicolor)	75	Cartoon feature
September '55	Davy Crockett, King of the Wild Frontier (Tech., Widescreen)	95	Fess Parker, Buddy Ebsen
January '56	The African Lion (Technicolor)	—	

COLUMBIA

Dec.	715	Phffft	88	Judy Holliday, Jack Carson, J. Lemmon
Dec.	717	They Rode West (Color)	84	Robert Francis, Donna Reed
Jan.	731	The Bamboo Prison	80	Robert Francis, Diane Foster
Jan.	—	Masterson of Kansas (Technicolor)	73	George Montgomery, Nancy Gates
Jan.	735	The Violent Men (CinemaScope-Tech.)	96	Glenn Ford, Barbara Stanwyck, Edward G. Robinson
Feb.	706	Pirates of Tripoli (Tech.)	72	Patricia Medina, Paul Heinrid
Feb.	725	Ten Men Wanted (Tech.)	80	Randolph Scott, Jocelyn Brando
Feb.	726	Women's Prison	80	Ida Lupino, Howard Duff
Mar.	730	New Orleans Uncensored	86	Arthur Franz, Beverly Garland, Helene Stanton
Mar.	727	Wyoming Renegades (Color)	73	Phil Carey, Gene Evans, Martha Hyer, William Bishop
Mar.	734	The Detective	91	Alec Guiness, Joan Greenwood
April	737	Three For the Show (Color-CinemaScope)	93	Betty Grable, Marge & Gower Champion
April	744	Jungle Moon Men	70	Johnny Weissmuller
April	—	The Return of October (Technicolor) (Re-issue)	89	Glenn Ford, Terry Moore
May	724	The End of the Affair	106	Deborah Kerr, Van Johnson
May	728	Tight Spot	97	Ginger Rogers, Edward G. Robinson
May	739	Cell 2455 Death Row	77	William Campbell, Marian Carr
May	743	Seminole Uprising (Technicolor)	74	George Montgomery, Karin Booth
June	742	Five Against the House	84	Guy Madison, Kim Novak
June	738	Prize of Gold (Technicolor)	98	Richard Widmark, Mai Zetterling
July	747	Chicago Syndicate	86	Dennis O'Keefe, Xavier Cugat, Abbe Lane
July	746	Creature With the Atom Brain	70	Richard Denning, Angela Stevens
July	732	It Came From Beneath the Sea	80	Faith Domergue, Kenneth Fahey, Ian Keith
Aug.	801	The Man From Laramie (Tech.-CinemaScope)	104	James Stewart, Cathy O'Donnell, Donald Crisp

FILMAKERS

Feb. 15	6069	Crashout	90	William Bendix, Arthur Kennedy, Beverly Michaels
Apr. 15	6068	Mad At The World	72	Frank Lovejoy, Keefe Brasselle, Cathy O'Donnell
Aug. 5th		Bold and the Brave	—	Wendell Corey, Mickey Rooney, Nicole Maurey

I. F. E.

American Dialogue

December '54	Theodora, Slave Empress (Pathecolor	88½	Gianna Maria Canale, Georges Marchal,
February '55	"Mademoiselle Gobette"	78	Silvana Pampanini
April '55	Wayward Wife	95	Gina Lollobrigida
May '55	"Love in the City" Pre-release—May; Regular release—June	90	English commentary & subtitles.
May '55	Outlaw Girl	76	Silvana Mangano, Amedeo Nazzari
May '55	Green Magic (Color)	85	(Documentary with English commentary)

LIPPERT PICTURES

Dec. 10th	5403	Race for Life	69	Richard Conte, Mari Aldon, George Coulouris
Dec. 24th	5407	The Black Pirates (Color)	74	Anthony Dexter, Lon Chaney, Martha Roth
Jan. 7th	5406	They Were So Young	80	Scott Brady, Raymond Burr, Johanna Mats
Mar. 25th	5411	The Silver Star	73	Edgar Buchenan, Marie Windsor, Lon Chaney
Apr. 8th	5415	Thunder Over Sangoland	73	Jon Hall, Ray Montgomery, Marjorie Lord
Apr. 15th	5409	The Glass Tomb	59	John Ireland
May 6th	5413	Air Strike	67	Richard Denning, Gloria Jean, Don Haggerty
May 13th	5414	Phantom of the Jungle	75	Jon Hall, Ray Montgomery, Anne Gwynne
June 17th	5418	Knig Dinosaur	59	Bill Bryant, Wanda Curtis
July 1st	5416	The Lonesome Trail	73	Wayne Morris, John Agar, Margia Dean
Aug. 5th		Simba (Color)	—	Dirk Bogarde

METRO-GOLDWYN-MAYER

Dec.	511	Crest of the Wave	90	Gene Kelly, Jeff Richards
	513	Battleground (Re-Issue)	118	Van Johnson, John Hodiak, Ricardo Montalban, George Murphy
	514	The Asphalt Jungle (Re-Issue)	112	Sterling Hayden, Louis Calhern, Jean Hagen
	512	Deep In My Heart (EastmanColor)	132	Jose Ferrer, Merle Oberon, Helen Traubel, Walter Pidgeon, Paul Henreid
Jan.	515	Bad Day at Black Rock (Color CinemaScope)	81	Spencer Tracy, Robert Ryan, Anne Francis, Walter Brennan
	516	Green Fire (Color CinemaScope)	100	Stewart Granger, Grace Kelly
Feb.	517	Many Rivers to Cross (Color CinemaScope)	83	Robert Taylor, Eleanor Parker
	518	Jupiter's Darling (Color CinemaScope)	96	Esther Williams, Howard Keel
March	519	Hit The Deck (Color CinemaScope)	112	Jane Powell, Tony Martin
	521	Blackboard Jungle	101	Glenn Ford, Anne Francis, Louis Calhern
April	522	Glass Slipper	94	Michael Wilding, Leslie Caron
	523	Bedevilled (Color CinemaScope)	89	Anne Baxter, Steve Forrest
May	525	The Prodigal (Cinema-Scope-Eastman Color)	115	Lana Turner, Edmund Purdom
May	526	The Marauders	81	Dan Duryea, Jeff Richards
June	527	Love Me Or Leave Me -Eastman Color).	108	James Cagney, Doris Day, Cameron Mitchell
June	528	Moonfleet (CinemaScope-Eastman)	89	Stewart Granger, Viveca Lindfors

FEATURES—Calendar of 1954-55 Releases

(As far ahead as it is possible to obtain them)

Release Date	Release No.	Production	Time (min.)	Cast
July	529	Interrupted Melody (CinemaScope-Eastman)	106	Eleanor Parker, Glenn Ford, Roger Moore
	531	The Cobweb (CinemaScope-Eastman)	124	L. Bacall, R. Widmark, C. Boyer
August	——	The Kings Thief (CinemaScope-Eastman)	78	Edmund Purdom, Ann Blyth, David Niven
		The Scarlet Coat (CinemaScope)	104	C. Wilde, Michael Wilding, G. Sanders, A. Francis

PARAMOUNT

November	5430	White Christmas (Vista-Vision-Technicolor)	120	Bing Crosby, Danny Kaye, Rosemary Clooney, Vera-Ellen.
Jan.	5404	3-Ring Circus (Vista-Vision-Technicolor)	104	Dean Martin, Jerry Lewis
Feb.	5405	The Bridges At Toko-Ri (Technicolor)	103	William Holden, Grace Kelly, Frederic March, Mickey Rooney
Mar.	5407	Conquest of Space (Technicolor)	80	Produced by George Pal
Mar.	5409	The Country Girl	104	Bing Crosby, William Holden, Grace Kelly
April	5410	Run For Cover (VistaVision-Technicolor)	92	James Cagney, Viveca Lindfors, John Derek.
Apr.	5406	Mambo	94	Silvana Mangano, Vittorio Gassman, Michael Rennie, Shelley Winters, Katherine Dunham and Dancers
May	5425	Strategic Air Command (VistaVision-Technicolor)	114	James Stewart, June Allyson
June	5411	Hell's Island (VistaVision-Technicolor)	84	John Payne, Mary Murphy, Francis L. Sullivan.
June	5412	The Far Horizons (VistaVision-Technicolor)	108	Fred MacMurray, Charleton Heston, Donna Reed, Barbara Hale.
July	5413	The Seven Little Foys (VistaVision-Technicolor)	93	Bob Hope, Milly Vitale.
August	5414	We're No Angels (VistaVision-Technicolor)	103	Humphrey Bogart, Aldo Ray, Peter Ustinov, Joan Bennett
August	5415	You're Never Too Young (VistaVision-Technicolor)	—	Dean Martin, Jerry Lewis, Diana Lynn, Nina Foch
Sept.	5501	The Girl Rush (VistaVision-Technicolor)	—	Rosalind Russell, Fernando Lamas, Gloria DeHaven, Eddie Albert
Sept.	5502	To Catch A Thief (VistaVision-Technicolor)	—	Cary Grant, Grace Kelly
Sept.	5503	Ulysses (Technicolor)	104	Kirk Douglas, Silvana Mangano, Anthony Quinn, Rossana Podesta

RKO-RADIO

Dec.	508	Hansel & Gretel (Tech.)	75	The "Kinemins"
Jan.	509	The Americano (Technicolor)	85	Glenn Ford, Ursula Thiesa, Frank Lovejoy, Cesar Romero
Feb.	506	"Underwater!" (Technicolor-Superscope)	99	Jane Russell, Gilbert Roland, Richard Egan, Lori Nelson, Robert Keith, Joseph Calleia
Feb.	507	Tarzan's Hidden Jungle	73	Gordon Scott, Vera Miles
March	511	Rage at Dawn (Technicolor)	87	Randolph Scott, Mala Powers, Forrest Tucker
April	512	Escape to Burma (Tech.-Superscope)	87	Barbara Stanwyck, David Farrar, Robert Ryan
		Jet Pilot (Technicolor-Superscope)	119	John Wayne, Janet Leigh Price, Mari Blanchard
		The Conqueror (Cinemascope-color)	—	John Wayne, Susan Hayward, Pedro Armendariz
April Re-Issues				
	573	The Informer	91	Victor McLagen, Heather Angel, Preston Foster.
	574	Berlin Express	86	Merle Oberon, Robert Ryan.
May	510	Quest for the Lost City (color)	60	Dana & Ginger Lamb
	575	Bringing Up Baby	102	Katherine Hepburn, Gary Grant.
	576	I Remember Mama	119	Irene Dunne, Barbara Bel Geddes, Oscar Homolka.
June Re-issues	513	"Son Of Sinbad" (Technicolor-Superscope)	88	Dale Robertson, Sally Forrest, Lili St. Cyr, Vincent Price
June	577	"The Big Street"	88	Henry Fonda, Lucille Ball, Ozzie Nelson
June 29th	514	"Wakamba"	65	African Adventure.
June 28th	515	Pearl of the South Pacific (Technicolor-Superscope)	86	Virginia Mayo, Dennis Morgan, David Farrar

Release Date	Release No.	Production	Time (min.)	Cast

REPUBLIC

Dec. 1st	5313	Trouble In Glen	91	Margaret Lockwood, Orson Welles, Forrest Tucker
Dec. 8th	5314	The Atomic Kid	86	Mickey Rooney, Robert Strauss, Elaine Davis
Dec. 15th	5315	Hell's Outpost	90	Rod Cameron, Joan Leslie, Chill Wills
Jan. 5th	5430	African Manhunt	65	Myron Healey, Karen Booth, John Kellogg
Jan. 12th	5431	Trouble In Store	86	Norman Wisdom, Margaret Rutherford, Moira Lister
Jan. 28th	5326	Carolina Cannonball	72	Judy Canova, Ross Elliott, Andy Clyde
Jan. 28th	5342	The Square Ring	73	Jack Warner, Robert Beatty, Maxwell Reed
Feb. 2nd	5401	Doctor in the House (Rank)	92	Dirk Bogarde, Muriel Pavlow, Kenneth More
Feb. 28th	5402	Timberjack	94	Sterling Hayden, Vera Ralston, David Brian
Mar. 22nd	5403	Yellowneck	83	Lin McCarthy, Stephen Courtleigh, Berry Kroeger
Mar. 29th	5433	A Day To Remember	72	Stanley Holloway, Joan Rice, Odile Versois
May 5th	5405	The Eternal Sea	103	Sterling Hayden, Alexis Smith, Dean Jagger
May 12th	5404	Santa Fe Passage	90	John Payne, Faith Domergue, Rod Cameron
May 19th	5434	I Cover The Underworld	70	Sean McClary, Joanne Jordan, Ray Middleton
May 26th	5435	Don Juan's Night of Love	71	Raf Vallone, Silvana Pampanini, Michele Philippe
June 2nd	5436	City Of Shadows	70	Victor McLaglen, John Baer
June 16th	5406	The Road to Denver	90	John Payne, Mona Truman, Lee J. Cobb
June 23rd	5437	Double Jeopardy	70	Rod Cameron, Gale Robbins, Allison Hayes
July 7th	——	Lay That Rifle Down	—	Judy Canova, Robert Lowery, Jil Jarmyn
July 9th	——	The Green Buddha	—	Wayne Morris, Mary Germaine
July 14th	——	Mystery of the Black Jungle	—	Lex Barker, Joan Maxwell
July 21st	——	Magic Fire	—	Yvonne De Carlo, Carlos Thompson, Rita Gam
July 22nd	——	Cross Channel	——	Wayne Morris, Yvonne Furnaux
July 29th	——	Headline Hunters	——	Rod Cameron, Julie Bishop, Ben Cooper
Aug. 3rd	——	The Last Command	—	Sterling Hayden, Anna Maria Alberghetti, Richard Carlson.
Aug. 10th	——	Twinkle In God's Eye	——	Mickey Rooney, Coleen Grey, Hugh O'Brien
Aug. 11th	——	The Divided Heart	—	Cornell Borchers, Yvonne Mitchell, Armin Dahlen
Aug. 19th	——	Flame of the Islands	——	Yvonne De Carlo, Zachary Scott, Howard Duff
Aug. 26th	——	Secret Venture	——	Kent Taylor, Jane Hylton
Sept. 1st	——	A Man Alone	——	Ray Milland, Mary Murphy
Sept. 2nd	——	Man to Man	——	Rod Cameron, Ben Cooper, Julie London
Sept. 8th	——	The Vanishing American (Trucolor)	——	Scott Brady, Audrey Totter, Forrest Tucker
Sept. 16th	——	Jaguar	—	Sabu, Chiquita, Touch Conners, Barton MacLane
Sept. 24th	——	Track the Man Down	——	Kent Taylor, Petula Clark

TWENTIETH CENTURY-FOX

December	426	There's No Business Like Show Business	117	Marilyn Monroe, Ethel Merman, Dan Dailey, Donald O'Connor, Mitzi Gaynor, Johnnie Ray
December	430	The Other Woman	81	Hugo Haas, Cleo Moore
December	429	Devil's Harbor	71	Richard Arlen, Greta Gynt
		1955		
January	422	Carmen Jones (CinemaScope-Color by De Luxe)	105	Pearl Bailey, Dorothy Dandridge, Harry Belafonte, Joe Adams
January	502	Prince of Players (CinemaScope-Color by De Luxe)	102	Richard Burton, Maggie McNamara, John Derek, Raymond Massey, Charles Bickford, Elizabeth Sellars
January	540	Twelve O'Clock High (Re-Release)	132	Gregory Peck, Hugh Marlowe, Gary Merrill, Millard Mitchell, Dean Jagger
February	503	White Feather (CinemaScope-Tech.)	102	Robert Wagner, John Lund, Debra Paget, Jeffrey Hunter, Eduard Franz
February	505	The Racers (CinemaScope-Color by De Luxe)	95	Kirk Douglas, Bella Darvi, Gilbert Roland, Cesar Romero

FEATURES—Calendar of 1954-55 Releases

(As far ahead as it is possible to obtain them)

Release Date	Release No.	Production	Time (min.)	Cast
March	507	Untamed (CinemaScope-Color by De Luxe)	111	Tyrone Power, Susan Hayward, Richard Egan, John Justin, Agnes Moorehead, Rita Moreno, Hope Emerson
April	511	Angela	81	Dennis O'Keefe, Mara Lane
April	509	A Man Called Peter CinemaScope-Color by De Luxe)	119	Jean Peters, Richard Todd, Gill Esmond, Robert Burton
April	510	Violent Saturday (CinemaScope-Color)	90	Victor Mature, Sylvia Sidney, Stephen McNally, J. Carroll Naish
May	515-7	Daddy Long Legs (CinemaScope-Color by De Luxe)	126	Fred Astaire, Leslie Caron, Thelma Ritter
May	508-2	The Adventures of Sadie (Color)	88	Joan Collins, Kenneth More, George Cole
May	508	The Adventures of Sadie	88	Joan Collins, Kenneth More, George Cole
June	513	The Magnificent Matador (CinemaScope-Tech.)	94	Maureen O'Hara, Anthony Quinn
June	514	Soldier of Fortune (CinemaScope-Color by De Luxe)	96	Clark Gable, Susan Hayward
July	506	Life in the Balance	74	Ricardo Montalban, Anne Bancroft, Lee Marvin, Jose Perez
July	512	The Living Swamp	33	Documentary
July	—	How to Be Very Popular (CinemaScope-Color by De Luxe)	89	Betty Grable, Sheree North, Robert Cummings

UNITED ARTISTS

Dec.	5448	Vera Cruz (Technicolor, Superscope)	94	Gary Cooper, Burt Lancaster
Dec.	5443	The Steel Cage	80	Paul Kelly, Maureen O'Sullivan
Dec.	5449	Romeo and Juliet (Technicolor)	140	Laurence Harvey, Susan Shentall
Jan.	5450	Black Tuesday	80	Edward G. Robinson, Jean Parker
Jan.	5501	The Beachcomber (Technicolor)	82	Robert Newton, Glynis Johns
Jan.	5502	Battle Taxi	82	Sterling Hayden, Arthur Franz
Feb.	5504	Sabaka (Technicolor)	74	Boris Karloff, Reginald Denny
Feb.	5505	The Good Die Young	100	Laurence Harvey, Gloria Grahame
Feb.	5506	Canyon Crossroads	83	Richard Basehart, Phyllis Kirk
Mar.	5507	Big House, U.S.A.	82	Broderick Crawford, Ralph Meeker.
Mar.	5508	Stranger On Horseback (Ansco-Pathe)	66	Joel McCrea, Miroslava.
Mar.	5509	Marty	91	Ernest Borgnine, Betsy Blair.
April	5503	The Purple Plain (Tech.)	100	Gregory Peck, Win-Min-Than.
April	5510	A Bullet For Joey	85	Edward G. Robinson, George Raft, Audrey Totter.
April	5511	Lilacs In The Spring (Eastman color)	94	Errol Flynn, Anna Neagle.
May	5513	Kiss Me Deadly	105	Ralph Meeker, Albert Dekker
May	5514	The Tiger and the Flame (Technicolor)	97	Mehtab, Sohrab Modi
May	5515	Robbers' Roost	82	George Montgomery, Richard Boone
May	5516	Top of the World	90	Dale Robertson, Evelyn Keyes
June	5521	Summertime	99	Katherine Hepburn, Rossano Brazzi
June	5519	The Big Bluff	70	John Bromfield, Martha Vickers
June	5520	The Sea Shall Not Have Them	91	Michael Redgrave, Dirk Bogarde
June	.....	Othello	92	Orson Welles, Suzanne Cloutier
June	5512	Break to Freedom	88	Anthony Steel, Jack Warner
July	5511	Not as a Stranger	135	Robert Mitchum, Olivia de Haviland, Frank Sinatra
July	5522	The Man Who Loved Redheads (Tech.)	89	Moira Shearer, John Justin
July	5523	Shadow of the Eagle	92	Richard Greene, Valentina Cortesa

UNIVERSAL

Dec.	510	Yellow Mountain (Technicolor)	78	Lex Barker, Mala Powers, Howard Duff
Dec.	505	Sign of the Pagan (CinemaScope-Tech.)	92	Jeff Chandler, Jack Palance, Rita Gam
Dec.	506	Sign of the Pagan (Regular-Technicolor)	92	Jeff Chandler, Jack Palance, Rita Gam

Release Date	Release No.	Production	Time (min.)	Cast
Jan.	507	So This Is Paris (Technicolor)	96	Tony Curtis, Gloria DeHaven, Gene Nelson, Corinne Calvert
Jan.	508	Destry (Technicolor)	91	Audie Murphy, Mari Blanchard
Jan.	503	West of Zanzibar	83	Anthony Steel Sheila Sim
Feb.	511	The Far Country (Technicolor)	97	Jim Stewart, Ruth Roman
Feb.	512	Six Bridges to Cross	99	Tony Curtis, Julie Adams
Feb.	513	Abbott & Costello Meet The Keystone Kops	79	Bud Abbott, Lou Costello
Mar.	509	Land Of Fury	82	Jack Hawkins, Glynis Johns.
Mar.	514	Captain Lightfoot (Tech.-CinemaScope)	92	Rock Hudson, Barbara Rush.
Mar.	516	Smoke Signal (Tech.)	88	Dana Andrews, Piper Laurie.
Apr.	517	Chief Crazy Horse (Tech.-CinemaScope)	86	Victor Mature, Susan Ball, John Lund
Apr.	518	Chief Crazy Horse (Standard Version)	86	
Apr.	519	Ma & Pa Kettle at Waikiki	79	Marjorie Main, Percy Kilbride, Lori Nelson
Apr.	520	Man Without a Star (Technicolor)	89	Kirk Douglas, Jeanne Crain, Claire Trevor
May	521	Revenge of the Creature (3-D)	82	John Agar, Lori Nelson.
May	522	Revenge of the Creature (Standard)	82	
May	523	Cult Of The Cobra	82	Richard Long, Faith Domergue, Marshall Thompson.
May	524	The Looters	87	Rory Calhoun, Julie Adams
June	526	Abbott & Costello Meet The Mummy	79	Bud Abbott, Lou Costello, Marie Windsor.
June	525	Man From Bitter Ridge (Color)	80	Lex Barker, Mara Corday, Stephen McNally
June	527	This Island Earth (Technicolor)	87	Jeff Morrow, Faith Domergue
July	529	Ain't Misbehavin! (Technicolor)	82	Piper Laurie, Rory Calhoun, Jack Carson
July	530	The Purple Mask (Tech.-CinemaScope)	80	Tony Curtis, Colleen Miller, Angela Lansbury
July	528	Foxfire (Technicolor)	92	Jeff Chandler, Jane Russell, Dan Duryea
Aug.	532	One Desire (Tech.)	94	Anne Baxter, Rock Hudson, Julie Adams
Aug.	533	The Private War of Major Benson (Tech.)	105	Charlton Heston, Julie Adams
Aug.	534	Frances In the Navy	80	Donald O'Connor, Martha Hyer
Sept.	535	The Shrike	88	Jose Ferrer, June Allyson

WARNER BROS.-FIRST NATIONAL

Dec. 11th	406	Saratoga Trunk (Re-release)	135	Gary Cooper, Ingrid Bergman, Flora Robson
Dec. 11th	407	The Big Sleep (Re-release)	114	Humphrey Bogart, Lauren Bacall, Martha Vickers.
Jan 1st	409	Young at Heart (Color by WarnerColor) (Print by Technicolor)	117	Doris Day, Frank Sinatra, Gig Young, Ethel Barrymore, Dorothy Malone, Robert Keith
Jan. 22nd	403	A Star is Born (In CinemaScope) (Color by Technicolor)	154	Judy Garland, James Mason, Jack Carson, Charles Bickford, Tom Noonan
Feb. 5th	408	The Silver Chalice (In CinemaScope) (Color by WarnerColor)	137	Virginia Mayo, Pier Angeli, Jack Palance, Paul Newman, Walter Hampden
Feb. 26th	412	Unchained	75	Elroy Hirsch, Barbara Hale, Chester Morris
Mar. 12th	411	Battle Cry (CinemaScope and WarnerColor)	148	Van Heflin, Aldo Ray, Mona Freeman.
Mar. 19th	413	N. Y. Confidential	87	Broderick Crawford, Anne Bancroft.
Apr. 9th	414	East Of Eden (Cinema-Scope-WarnerColor)	115	Julie Harris, James Dean, Raymond Massey.
April 30th	415	Strange Lady in Town (WarnerColor)	112	Greer Garson, Dana Andrews
May 14th	410	Jump Into Hell	93	Jack Sernas, Kurt Kaznar, Arnold Moss.
June 4th	416	The Sea Chase (CinemaScope-WarnerColor)	118	John Wayne, Lana Turner, Tab Hunter
June 18th	417	Tall Man Riding WarnerColor)	83	Randolph Scott, Dorothy Malone, Peggy Castle
July 2nd	419	Land of the Pharoahs (CinemaScope-WarnerColor)	105	Jack Hawkins, Joan Collins, Dewey Martin
July 16th	420	The Dam Busters	102	Richard Todd, Michael Redgrave
July 30th	418	Mister Roberts (CinemaScope-WarnerColor)	123	Henry Fonda, James Cagney, William Powell

KING-SIZE talent for KING-SIZE grosses in 20th's

The Virgin Queen

BETTE DAVIS



Two-time Academy
Award Winner in her triumphant return to the screen!

RICHARD TODD



Who electrified the
nation in A "Man Called Peter"... as Sir Walter Raleigh!

JOAN COLLINS



Luscious English beauty
whose portrayal of The Lady-in-Waiting will rocket her to stardom!



20th Century-Fox presents
BETTE DAVIS • RICHARD TODD
JOAN COLLINS in THE VIRGIN QUEEN co-starring JAY ROBINSON
HERBERT MARSHALL • DAN O'HERLIHY with Robert Douglas
Romney Brent • Marjorie Hellen • Lisa Daniels • Produced by CHARLES BRACKETT • Directed by HENRY KOSTER • Written by HARRY BROWN and MINDRET LORD
Print by Technicolor

Producer
CHARLES BRACKETT Three-time Academy Award winner!

Director
HENRY KOSTER Who gave you "The Robe" and "A Man Called Peter"!

CINEMASCOPE®

spectacularly spreads before you the velvet cloak, the violent dagger, the never-told story of "The Virgin Queen"... the Lady-in-Waiting... and the boldest adventurer of a lusty age!

"It's a pleasure to do business with 20th"

Reminder from COMPO: Did you mail your nominations for Audience Awards?

THE Independent FILM JOURNAL

DEVOTED to the BEST INTERESTS of the MOTION PICTURE INDUSTRY

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ALLIED THORN IN COMPO'S NEW DUES DRIVE

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OPEN LETTER

Nicholas M. Schenck, President
Loew's, Inc.
1540 Broadway
New York 36, N. Y.

Dear Mr. Schenck:

I am addressing this open letter to you in the hope that you will give serious consideration to a proposal which I believe will help alleviate the most pressing industry problem of our day—the shortage of product.

Your profound observation several years back that "there is nothing wrong with our business that good pictures won't cure" is just as timely and meaningful today as when you first made the statement.

The unalterable fact remains that good pictures

(See Page 5)

THE MOST FROM THE COAST!



The talk out West is about the M-G-M Studio! ZOOMING! Never such activity! This is No. 1 of a series of ads about BIG M-G-M attractions to come. Watch this space for more and more of the GREATEST!



FORECAST!

"IT'S ALWAYS FAIR WEATHER"

(In CINEMASCOPE and COLOR)

The grapevine from Hollywood is buzzing about this gigantic, gorgeous musical sunburst. Star-bright talents glorify it: Gene Kelly, Dan Dailey, Cyd Charisse and Dolores Gray, famed star in film debut. A 10-year reunion of three war buddies brings hilarious complications, enlivened by glamour and spectacular song-and-dance numbers. This is ENTERTAINMENT!

★

M-G-M presents in CinemaScope • "IT'S ALWAYS FAIR WEATHER" starring Gene Kelly • Dan Dailey • Cyd Charisse Dolores Gray • Michael Kidd • Story and Screen Play by Betty Comden and Adolph Green • Music by André Previn • Lyrics by Betty Comden and Adolph Green • Photographed in Eastman Color • Directed by Gene Kelly and Stanley Donen Produced by Arthur Freed

"IVANHOE" DOUGH!

"QUENTIN DURWARD"

(In CINEMASCOPE and COLOR)

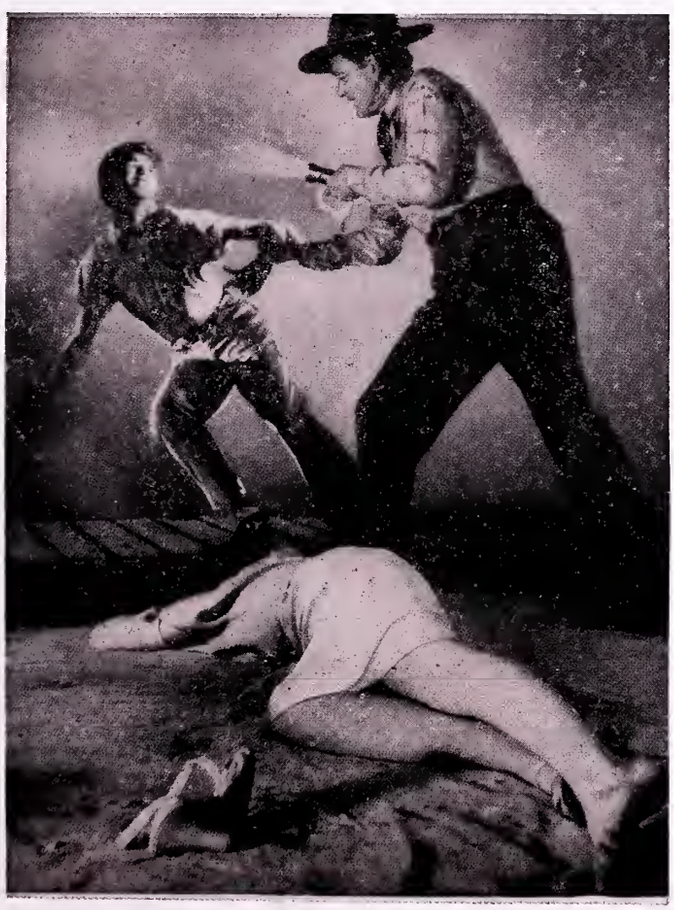


The producers of "Ivanhoe" have brought to life an equally great romantic novel by the master story-teller, Sir Walter Scott. Handsome Durward, played by Robert Taylor, is sent to France to observe the girl selected in a politically-designed marriage and falls in love with her under circumstances suspenseful with danger and surprise. Filmed in the real locations abroad.

★

M-G-M presents in CinemaScope • Sir Walter Scott's "QUENTIN DURWARD" starring Robert Taylor • Kay Kendall Robert Morley • Photographed in Eastman Color • Screen Play by Robert Ardrey • Adaptation by George Froeschel • Directed by Richard Thorpe • Produced by Pandro S. Berman

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VERDICT— SMASH!

"TRIAL"

Petting parties are startled by a scream on a beach at night and a teen-age loiterer is accused of murder. A young law professor defends him in a story that packs suspense and romance and surprise in a picture of unusual power. Based on the prize-winning novel and best-seller.

★

M-G-M presents "TRIAL" starring Glenn Ford • Dorothy McGuire • Arthur Kennedy • John Hodiak • Katy Jurado with Rafael Campos • Juano Hernandez • Written by Don M. Mankiewicz from his Harper's Prize Novel • Directed by Mark Robson • Produced by Charles Schnee



This is the way it is every day at Radio City Music Hall with 'Mister Roberts'. And this is the way it is wherever 'Mister Roberts' is. It beats 'Battle Cry'!

N. Y. DAILY NEWS: "The country doesn't need a good five-cent cigar, but it does need more pictures like 'Mister Roberts'!"

"Mister Roberts"

starring HENRY FONDA · JAMES CAGNEY · WILLIAM POWELL · JACK LEMMON

CINEMASCOPE · WARNERCOLOR · also starring BETSY PALMER · WARD BOND · PHIL CAREY

Screen Play by FRANK NUGENT and JOSHUA LOGAN · Based on the play by THOMAS HEGGEN and JOSHUA LOGAN

PRODUCED BY LELAND HAYWARD Directed by JOHN FORD and MERVYN LeROY

MUSIC COMPOSED AND CONDUCTED BY FRANZ WAXMAN

Warner Bros.

August 6, 1955
Vol. 36 No. 2

THE Independent FILM JOURNAL

Editor: MORTON SUNSHINE

DEVOTED TO THE BEST INTERESTS OF THE MOTION PICTURE INDUSTRY

(*Continued from cover*)

are doing good business. Unfortunately, there just aren't enough of them and exhibitors have been compelled to sacrifice important playing time to minor offerings. One need only glance at the list of features which received bookings from the major circuits during the past few weeks to see what is happening. The necessary flow of quality product on a continuing basis has not been forthcoming. While many companies are announcing increased production to fill the void, it has not yet come to pass.

The effect on the business is destructive and costly. Goodly numbers of potential customers have been driven away from theatre box offices by poor pictures. In many cases, those that have attended are being discouraged in their movie-going habits. All this at a time when the industry was expected to surge forward and take the play away from television and prove to audiences that they were missing great attractions by not frequenting the movies with greater regularity.

You have the means of helping to correct this situation by re-releasing your company's great feature successes of previous years. A good picture never grows old, nor does time dull its potency in attracting new generations of patrons. That is why "Gone With The Wind" was such a tremendous hit during its recent re-release and will be again years hence.

M-G-M's backlog of films is virtually a treasure chest lying dormant at a time when it can perform great industry service. Might I suggest an M-G-M Jubilee Celebration with the exhibition of a selected group of M-G-M's great attractions of the past, backed by appropriate showmanship for which your company is famous. National magazine, newspaper and trade paper advertising and publicity should be utilized to the fullest extent to promote the Jubilee and create public awareness of the event. These films made industry history, and history repeats itself.

By taking the lead in such a project, you will earn the gratitude of exhibitors since theatres will be the principal beneficiaries of such an undertaking. Our seats cannot be filled by time-fillers. It can be done by filling the gaps in playing time with quality product.

You have the means by which to set a pattern to ease the shortage and stimulate increased movie-going. There is nothing wrong with business that good pictures can't cure. I earnestly suggest that you make them available to theatres.

Sincerely,

HARRY BRANDT

EDITOR'S NOTE: *It is our suggestion that all exhibitors who agree with this letter write to Mr. Schenck personally, urging him to go forward with such an M-G-M Jubilee Celebration.*

Sacrificial Lamb

For too long a time, elements of National Allied have tried to make COMPO the sacrificial lamb for any flare-up in exhibitor-distributor relations. COMPO, this month, is engaged in a dues collection drive which has been repudiated by a few Allied units even though their representatives within COMPO voted for it. One objection to the dues drive is because of COMPO's failure to take up the cudgels in the fight against Toll TV. We too had hoped that this would be possible but it was stopped by lack of unanimity in much the same manner as Allied's veto of the group insurance project.

This type of retaliation is short-sighted and will hurt theatre owners. COMPO must be a going concern and must not be constantly threatened by lack of funds with which to carry on its activities. The funds presently on hand are inadequate to conduct the Audience Awards Poll in the mauner in which it must be conducted to achieve its intended success.

COMPO has presented a united front to the outside world for the motion picture industry in those areas where agreement could be achieved. It has never worked against the interests of exhibitors and has accomplished so much for so little. That the remainder of the admissions tax should be removed (if it can be accomplished) is so obvious that it requires no further discussion and we are truly shocked by the attitude of those who say that no effort should be made.

An exhibitor with a 500-seat house has paid $17.50 to COMPO since its inception. He is now being asked for an additional $7.50. The 750-seater has paid $26.25 to date and is being asked for an additional $11.25. These amounts are matched by the film companies. Let each exhibitor ask himself, "Are these nominal expenditures too much to pay for a broad industry public relations program which has a record of accomplishment and a potential for even greater achievement?"

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RKO Management Stresses Theatrical Film Production

A re-vitalized RKO Radio Pictures, with the accent on production and distribution of theatrical films, is the main aim of Thomas F. O'Neil, president of General Teleradio, Inc., new owner of the picture company.

RKO Radio "has no finalized plan" as yet for releasing the 600-feature film backlog of the studio to television, O'Neil maintained. He said, however, that "it is quite likely that these films will ultimately appear on TV."

O'Neil, who has become board chairman of the picture company, added that the backlog of pictures would be apportioned to TV in a "judicious" manner.

Meanwhile, the new RKO executive staff was taking form.

A top industry veteran, Daniel T. O'Shea, will be named new president of RKO Radio Pictures Inc., succeeding James R. Grainger, according to an announcement from Thomas F. O'Neil, board chairman of the company.

Board Changes Made

At O'Neal's request, Grainger will remain with RKO to supervise the sale and distribution of motion pictures, it was announced, with Walter Branson, world-wide sales manger, and Herbert Greenblatt, domestic sales manager, continuing in their sales duties. In another appointment C. Robert Manby was named a vice-president of General Teleradio, to be liaison between RKO and the parent company.

Charles L. Glett replaces C. J. Tevlin as head of studio operations. Tevlin resigned to remain with Howard Hughes, former RKO Radio owner.

Changes on the RKO Radio board, besides that of O'Neil becoming chairman, find Jack Poor, executive vice-president of Mutual Broadcasting Co., elected. The following resignations took place: Hughes, Noah Dietrich and A. D. Simpson.

O'Shea has been a senior vice-president of Columbia Broadcasting System, parent company for all CBS divisions and enterprises, from which post he is resigning. Between 1936 and 1950, when he joined CBS, O'Shea was president of Vanguard Films, the Selznick producing company, and executive director of Selznick Enterprises. Some of the artists who came to fame under the Selznick banner during O'Shea's regime are Jennifer Jones, Ingrid Bergman, Dorothy McGuire, Vivien Leigh, Joan Fontaine, Joseph Cotton, and Gregory Peck.

Manby Named

On the GT executive staff for the past two years, Manby was responsible for the development of the Phillips H. Lord radio, TV and film properties acquired by General, including "Gangbusters." He has also been an executive of the Yankee Network in Boston. Both Shea and Manby will headquarter in New York.

Grainger was named president of RKO Radio by Howard Hughes in 1953 under terms of a three-year contract which will expire next February. His contract was with RKO Pictures, the inactive parent company, and was assumed by the O'Neil interests when they took over the operating organization.

O'Neil stated that O'Shea will establish



DANIEL T. O'SHEA CHARLES L. GLETT

and execute the policies for reactivating the motion picture production and distribution company. Said O'Neil:

"Mr. O'Shea's background in every phase of the entertainment business, his knowledge and experience with motion picture and television production, distribution and financing, makes him ideally qualified to head the RKO organization."

The new owner of RKO Radio told his first press conference last week that he intends to gear the studio for immediate production. Besides making films for theatrical release, the studio will produce for video, O'Neil said. Video distribution, aside from actual physical handling, will be facilitated by General Teleradio, which owns and operates five TV stations.

Film theatre production, added O'Neil, will be aimed at producing for profit, rather than for volume. He said a study of the industry shows that the theatre film business "can stand on its own merit." RKO, like all other producing companies, he pointed out, can also make a profit.

Greater efforts will be exerted by the company to attract top-flight independent producers now releasing through rival distributing concerns, it was indicated by O'Neil. Production money, he said, is in plentiful supply, and RKO will continue to partly finance and distribute pictures of indie producers.

Exhibs Reassured

Although RKO Radio plans video film production and contemplates ultimate release of its feature film backlog to TV, exhibitors have little to fear, O'Neil argued.

He said that release of backlog films should not increase the number of theatrical films already circulated on TV. The film library, he said, consists of approximately 800 pictures but the rights to many of these are in question.

How many and at what time release to TV would be made were considered moot points by O'Neil. He envisions selling films in packages, with the older ones receiving a market priority.

He rejected ideas that his or any other film company would open the "floodgates" of theatrical films to TV. In a statement to the press, the new RKO owner emphasized that "no major film company is likely to make its entire library available at one time."

The statement noted that "we should envision a judicious apportion that would recognize that there are older films which should probably precede the release of the newer product and that would take account of the

(*Continued on page* 27)

Allied, TOA Split Over Regulation

A rift between National Allied and Theatre Owners of America has developed over Allied's action to move forward with its plans to petition Congress for legislation which would regulate film rentals. The Allied move followed weeks of meetings held between representatives of both exhibitor organizations and distribution executives, in order to secure lower film rentals and 'equitable terms and conditions of license." Legislative action could not take place until early January, when both houses of Congress reconvene, and the exact form of the Allied appeal is still undetermined.

Allied and TOA saw the results of the distribution-exhibition conferences in quite different ways. E. D. Martin, TOA president, expressed "surprise and disappointment" at Allied's statement that they considered the joint committee's work 'finished." 'It is not nearly completed," Martin said, adding that TOA was "irrevocably committed" to going forward with more discussions.

The two organizations also disagreed on the degree of success which had been achieved. While TOA felt that the work accomplished would bring about "important concessions for all exhibitors, large and small," Allied was adamant in their insistence that the meetings had "little success." The promises of relief secured from distribution, Allied said, were in "general terms" and related only to the "very smallest" exhibitors. Some companies, they complained, confined their promises to distressed situations.

TOA's "Dim View"

The two groups were on opposite sides of the fence regarding the value of Government intercession. TOA, Martin said, has historically taken a "dim view" of such intervention, with results obtained in the past justifying "pessimism." The Allied board, on the other hand, said it could "reassure exhibitors" by producing evidence to show that government legislation of film industries, as encountered overseas, has benefited foreign exhibitors immeasurably.

The TOA board and executive committee will hear a final report on the situation on Oct. 5 in Los Angeles, when final action will be taken.

As for Allied, "it was the understanding of the subcommittee that its report should not be made public until the film companies have had a reasonable time in which to announce and put into effect the promised changes in their selling policies," it was explained. ". . . . The Board accepts at face value the assurances given by the various film executives that the promises will soon be publicly proclaimed and put into effect."

However, "in the opinion of the Board the commitments obtained by the subcommittee from the film companies do not approximate either in the nature of the reforms or in coverage the concept of a fair and equitable division of the box office dollar. . . ."

Therefore, the Board continued, the Allied Emergency Defense Resolution, temporarily put aside so that efforts could be made to "secure the necessary relief by orderly process of negotiation and agreement" will now come into full force and effect.

The Board decided also that all exhibitor-members should be warned that they can't

(*Continued on page* 8)

Poll Drive Urged; Candidates Listed

An intensive promotional campaign, designed to acquaint the public with the Audience Awards Poll, was urged on the industry this week by Elmer C. Rhoden, national chairman of the COMPO-sponsored effort. Rhoden, speaking from Hollywood, said that such a drive would employ showmanship in the use of trailers, prize contests, lobby posters, street and auto ballyhoo and fan clubs.

Publicity concerning the poll was brought to daily newspapers' attention meanwhile by the 49th ad in the COMPO "Editor & Publisher" series. Ad told papers how their readers may participate in the election. It featured a sketch of a long line of voters depositing ballots in a theatre lobby box and carried the caption: "These are *your* readers! They're voting with ballots cut from your paper!"

Earlier, Awards nominations were disclosed in Hollywood. Chosen for balloting were favorities stars, pictures and most promising newcomers in the realm of screen personalities.

The first set of nominations will be followed by a new batch to be selected by exhibitors from pictures released March 31-Sept. 30. Those disclosed last week came from pictures released Oct. 1-March 31.

Selected as the 10 most promising new female personalities were: Dorothy Malone, Dorothy Dandridge, Barbara Rush, Anne Bancroft, Kim Novak, Anne Francis, Rita Moreno, Lori Nelson, May Wynn and Cleo Moore.

Nominated as the 10 most promising male personalities were: Tab Hunter, John Ericson, Harry Belafonte, Russ Tamblyn, Jack Lemmon, Jack Palance, George Nader, Richard Egan, Brian Keith and Gig Young.

Pictures selected for nomination were:

(*Continued on page* 19)

Thorn In COMPO's New Dues Drive Lodged By National Allied

Anticipating a strong tapping on its financial reserves via the upcoming Audience Awards campaign, COMPO has decided to launch a dues collection drive this month. Announcement of the drive was made in the wake of disclosure of the first batch of Awards nominations.

As the COMPO dues drive started, word from Washington was that National Allied had adopted no official policy concerning the collection. Choice of support within Allied thus becomes the responsibility of individual units, according to Abram F. Myers, organization's general counsel and board chairman.

Lack of an overall Allied policy on the dues drive was the result, Myers explained, of inability of the Allied board to act on the matter at its recent summer meeting. Myers said the directors did not know at the time of their session that the drive had been set for August.

Earlier, Horace Adams, president of Independent Theatre Owners of Ohio, went on record against the dues collection drive. The head of the ITOO, an Allied affiliate, gave his personal recommendation against giving any money "whatsoever" to the all-industry organization.

"At the time the collection was made for the toll TV campaign, I assured the membership that unless COMPO entered this fight for our interests, I would not recommend their paying any more dues to COMPO," reminded Adams.

The ITOO bulletin which carried Adams' recommendation then suggested that there should be enough money in the COMPO treasury to pay for the poll expenses. Although noting that "there is some interest" in the polling, the bulletin stated that costs are "too high for the small theatres" for the $25 that must be paid for accessories.

The bulletin stated that "if COMPO cannot run this poll with the money it has, it should quietly fold its tent and steal away." The ITOO, it noted, had urged members to pay COMPO dues when the national tax repeal campaign needed funds. "We won the tax campaign and the distributors have taken most of the dough," added the bulletin. "We now recommend that you refuse to pay COMPO any money at all."

In a later bulletin, ITOO claimed that five more Allied units have urged a similar stand. The organization termed a "fraud" trade reports that COMPO may campaign to repeal the remainder of the admissions tax, basing his statement on the minutes of the COMPO Governing Committee. Furthermore, it stated, "With a half-dozen exceptions, all drive-ins in this state close by Thanksgiving so they will obtain no benefit from the Audience Awards plan." Any contribution they might make on this account would be wasted, the bulletin argued.

Statement from Robert W. Coyne, COMPO special counsel, meanwhile pointed out that at a COMPO executive committee session last Nov. 15, it was suggested to defer the dues collection drive until May or June, when theatre earnings were generally at a higher level.

In the event of a financial emergency, such as could be presented by the audience poll, it was suggested that the all-industry governing committee be authorized to set the collection date for an earlier period, the Coyne statement noted.

Rembusch Suggestion

The above suggestion, Coyne added, came from Trueman Rembusch, finance committee chairman, who was not present at the session, which was presided over by Wilbur Snaper, representing Allied, and attended by seven Allied members.

Coyne said that Rembusch was sent a copy of the suggestion, and noted that the all-industry organization received "no record that Rembusch asked to have the minutes changed."

The COMPO special counsel's statement continued with the information that the governing committee next decided at a meeting in March to hold the dues drive either in July or August. "This decision was re-affirmed July 6 at another meeting" of the same committee, Coyne added.

"Acting on this authorization," the statement concluded, "we proceeded to put the dues canvass into effect."

Myers said it was no surprise to him that a number of Allied units have gone on record against the dues drive. He said that the their refusals were expected in lieu of COMPO's reluctance to take a stand in support of the fight against subscription television. Myers added that Allied members were of the understanding that COMPO had sufficient funds on hand to carry the audience poll.

A COMPO statement pointed out that the schedule of dues this year will be held to the reduced level instituted in the dues drive two years ago, the most recent year of a funds collection.



ABOVE: Toastmaster Dick Powell presents Nomination Award Certificates to the "Most Promising Young Female Personalities," at COMPO's first Audience Awards Poll luncheon at the Beverly Hills Hotel. Left to right: Barbara Rush, Rita Moreno, Cleo Moore, Dick Powell, Lori Nelson and Anne Francis. BELOW: June Allyson presents similar certificates to the "Most Promising Young Male Personalities." Left to right: George Nader, Jack Lemmon, June Allyson, John Ericson and Richard Egan.

In The Magazines... *Allied, TOA Split Over Regulation*

At this writing, "I Am a Camera" has not received the MPAA seal. (See review, page 13). In the latest issue of "Cue," Jesse Zunser calls this candid treatment of sex and Bohemian life, dealing with unwed pregnancy and abortion, "the latest victim of man's incessant urge to compel cinematic conformity." Movies will "grow up," he says, when they face the facts and recognize that no area of human activity is outside the province of intelligent cinematic dramatization.

U.S. television viewers will soon be introduced to English movies *en masse*, following the deal between ABC-TV and J. Arthur Rank Prods. (See story, page 18). The August issue of "Harper's" gives the low-down on England's tiny, little-known Ealing Studios, producer of superb comedies, including some Alec Guiness starrers. The article, called "Tight Little Studio," is by London film critic Kenneth Tynan.

"Newsweek," also interested in censorship, devotes a special two-page report on this thorny problem in the Aug. 8 issue, complimenting the liberal Catholic weekly, "Commonweal," which defended private pressure groups thusly:

'The freedom of the artist is a noble thing, but so is the freedom of any group to influence, as best it may, the course of public events. In a free society the answer to pressure we don't like is not to denounce its use or its right to exist (as liberals usually do in the case of religious pressure) but to organize counterpressure.

'The Legion of Decency . . . operates on the principle of making *only* moral evaluations of movies, leaving to others all considerations of their artistic aspects. This sounds fine; the trouble is, it cannot be done. Everything depends on what the artist does with his theme. It makes some difference, after all, whether the theme of incest is treated by Sophocles or Mickey Spillane.'

Programmers, sometimes known as "Bread-and-Butter Pictures," are discussed by Hollis Alpert in the August issue of "Woman's Day" magazine, as he analyzes the sustained popularity of the Tarzan films, the oldest continuing series in movies. The latest Tarzan, in case you've lost track, is muscular Gordon Scott.

(*Continued from page* 6)

meet operating costs and overhead when they play films for which 50 percent rentals are demanded. As current examples of such films Allied cited "Mister Roberts" and "Not As a Stranger."

Another resolution adopted indicated that Allied would seek Congressional or Government action with reference to European quota laws which hold down the number of films which may be exported by U.S. film producers.

The EDC resolution called most importantly for petitioning Congress for legislation invoking Federal regulation of film rentals, but also told the EDC to disseminate information as to market conditioins to Allied members, asked for encouragement of independent film production "in order to relieve the starved market," and noted that the door woud be kept open for further dickering with distributors.

The Board said that foreign investigations conducted by Allied secretary Julius M. Gordon on a trip abroad and by general counsel Abram F. Myers through inquiries at various embassies and correspondence with foreign exhibitor-leaders, may be expected to influence Congress in consideration of rental-control legislation. The same information, it was said, would "reassure the few exhibitors who have been made uneasy by the propaganda emanating from the film companies concerning the dire consequences to the exhibitors if such regulation comes to pass."

The report continued, "what the film companies have withheld from the American exhibitors is the fact that in virtually all European countries there is some form of government-imposed ceiling on film rentals and in some there is what amounts to compulsory arbitration of film rentals; and that, under these regulations, and apparently because of them the foreign exhibitors are prosperous and happy." Later, Myers amplified with a statement to the effect that U.S. production companies do business abroad quite happily under these circumstances.

The Board turned its attention to foreign quota laws which hold down the number of Americans films which can be imported, and questioned whether these restrictions might have the effect of holding down U.S. film production by limitation of markets. "Allied is determined to find out whether the quota restrictions of foreign countries which grant subsidies to their own producers are having the extra-territorial effect of regulating production in this country and, if so, what our government proposes to do about it."

The Board said further, "we condemn the growing practice of the film companies in demanding as film rental for virtually all box office attractions fifty percent regardless of the gross receipts of the theatres. Only under exceptional circumstances can a theatre under these terms "realize its operating cost and overhead, plus a commensurate profit," it was held. The EDC was directed to warn Allied members of the losses they will suffer in playing such pictures.

There would be no question of boycott, Mr. Myers explained later. The board would be offering the "information and experience" to members for their "individual information and guidance."

Solons Say Industry Should Police Itself

WASHINGTON.—The film industry should "police itself" with respect to improper films and "not force the Federal Government to intervene." This was the substance of the report of the Senate Juvenile Delinquency subcommittee filed by its chairman, Sen. Estes Kefauver (D., Tenn.). The report complained that "the predominance of brutality in both movies and television is making our nation's youth insensitive to human suffering."

The subcommittee coupled films and television as similar in their impact on youth, but took special swipes at film advertising, and the advertising code, which they said "seems to have been administered far too laxly in the last few years." The report also recommended that those who produce films for television come under some sort of "industry regulation," since at present they are subject to no restrictions."

Trial Run For Pay Video Offered By TV Station

WASHINGTON.—An offer to conduct an immediate trial run of pay-TV to gain "factual knowledge" for an eventual FFC decision has been made to the Commission by Penn-Allen Broadcasting of Allentown, Pa. The company operated UHF Station WFMZ-TV until last April, when it was forced to go off the air because of "heavy losses."

Meanwhile, two members of the House of Representatives commented on the proposed medium. Rep. Thomas J. Lane (D., Mass.) told the House that "free" and "pay" TV have merit and there is room for both. Rep. Edmund P. Radwan (R., N.Y.) said that mail received by the FCC favorable to pay-as-you-see resulted from a lack of public information on the subject.

Mass. Court Rules "Game" Immoral But Not For Banning

BOSTON.—Times Film Co., distributors of the French film, "Game of Love," this week claimed a "victory" in their test case of the censorship system in Massachusetts. Mayor John B. Hynes, who declared the film "suggestive" and" unwholesomely immoral" agreed it was not obscene, and could not be banned under recent U.S. and Mass. High Court rulings. When the film was deliberately opened on a Saturday without pre-censorship approval, the distributors had feared action by the authorities.

William Shelton, Times vice-president, in a telegram, congratulated the Mayor on his decision and said that henceforth Times would no longer submit films to the city censor. The company interprets the recent decision of the Supreme Judicial Court of Massachusetts earlier this month against Sunday censorship to apply to weekday censorship as well. The Court unanimously termed pre-censorship of films a violation of the Constitution and an infringement of free speech and a free press.

The "Boston Herald," applauding the decision, titled an editorial "Goodbye, Censor." "Boston may look the same after what happened this week," the paper wrote, "but it is a different city. The censor has been dethroned. For the first time a movie has been shown in public without the censor getting a first look. . . .

"The majority of the professional critics," the paper continued, "found it neither suggestive or immoral but a thoughtful picture on a serious theme. The public, or those of the public who are interested, will now have a chance to decide between the two views. Surely this is the way it should be. Boston has come of age."

At press time, however, the major distributors were continuing the practice of "inviting" the city censor to trade screenings.

First Buena Vista Meet

The first sales convention of Buena Vista Film Distributing Co., handling Walt Disney productions, will be held at Burbank, Calif. for one week starting Oct. 24, announced Leo F. Samuels, president and general sales mgr. of the company. Plans are under way to open nine branch offices in addition to the 22 already established.

New Appointments . . .

IRVING WORMSER, vice president of Distributors Corporation of America, will take over as general mgr. of DCA, succeeding CHARLES BOASBERG, resigned. ARTHUR SACHSON, formerly general sales mgr. for Sam Goldwyn and asst. sales mgr. for Warner Bros., joins the company as general sales mgr.



IRVING WORMSER



ALBERT MARGOLIES

ALBERT MARGOLIES has been appointed ad-publicity-exploitation director of Buena Vista Film Distributing Co. Active during the past two years with the Disney organization as a special consultant on publicity and advertising, his appointment follows the resignation of CHARLES LEVY as Eastern publicity, advertising and exploitation director of Walt Disney Prods. Levy will form his own public relations organization.

ROBERT DORFMAN was promoted to the post of exploitation manager of Buena Vista. He has been with the publicity and advertising department of Walt Disney Productions for the past seven years.

DON M. ALEXANDER has been elected president of Alexander Film Co., succeeding his brother, J. Don Alexander, who died May 6. Other officers are Don Alexander Jr., vice-president; M. J. McInaney, vice-president in charge of sales; and E. B. Foster, secretary-treasurer.

SIG MAITLES has been retained by Columbia Pictures as a title consultant.

MAX THORPE has been appointed chairman of the board of Columbia Pictures Corp., Ltd., England. Thorpe, who served as managing director of that company for many years, asked to be relieved of operational duties because of ill health. M. J. (MIKE) FRANKOVICH succeeds Thorpe in the post of managing director. Frankovich, active recently in independent production, will now devote himself exclusively to the supervision of Columbia's activities in England. WILLIAM LEVY has been appointed manager of distribution for the company.

HAROLD SLOANE, for the last two years promotion editor of Boxoffice Magazine, joined Columbia Pictures as exploitation writer in the press book department.

NT Income Listed

LOS ANGELES.—Attributing the decrease in net income to the majors' failure to deliver sufficient product, National Theatres president Elmer Rhoden announced consolidated net income for the 39-week period ended June 25 at $1,768,490, equal to 64 cents a share on the 2,769,486 shares outstanding.

This compares with $1,884,636, or 68 cents per share, in the comparable period a year ago. Theatre receipts, NT announced, dropped almost $3 million in the 39-week period, compared with 1954.

Free Picture Shows Asked For Taverns

BOSTON.—A request for a permit which would approve the showing of free movies in bars and cafes has been taken under consideration by the local Licensing Board, after hearing testimony from both sides. The unusual request, believed to be the first of its kind ever heard by the Board, was made by a downtown cafe. Leonard Paretsky, representing United World Films, said the "old, old" films would not compete with theatres.

Executive director Frank Lydon of Allied Theatres of New England pointed out that theatres have not asked for a liquor permit, and called the petition 'vicious" and a "moral hazard." The police commissioner complained it would be "extremely difficult" to police taverns during screenings, while a city councilman predicted that if the activity" could be controlled, films would probably prove a "sobering influence" on customers and in many cases would "discourage heated arguments."

Should Xhibs Unite? Levy Visits Europe

The possibility of a world organization of exhibitors will be further explored by Herman M. Levy, general counsel of TOA, who departed for Europe this week for meetings with foreign distribution and exhibition representatives. His meetings will follow up recent visits in Europe of Alfred Starr, Robert J. O'Donnell, and most recently Walter Reade Jr.

The officers of TOA have long advocated cooperation with foreign exhibitors with the ultimate goal of international unity. To this end, meetings with the Cinematograph Exhibitors' Assn. of Gt. Britain and Ireland and the Union Internationale de l'Exploitation Cinematographique have been arranged, among others. Levy's findings will be reported to the next meeting of TOA's board and executive committee in Los Angeles on Oct. 5.

New Arbitration Meeting Mulls Rules, Regulations

Another attempt to work out rules and regulations for an industry arbitration system was made this week when the joint exhibitor-distributor committee met at the offices of the Motion Picture Association. They held their first meeting more than a year ago.

It was understood that the meeting was called to approve a draft drawn up by attorneys Adolph Schimel and Herman M. Levy.

Total Gotham Tax Take $4,708,499 For Year

New York City's motion picture theatres collected $4,708,499, during the first fiscal year of the 5 percent amusement tax, an official of the City Tax Collector's Office disclosed. Amusement tax revenue from all sources collected during the year ended June 30 was $9,301,678. Municipal theatres collected $1,298,409 amusement tax during the year's final quarter.

. . . News In Brief

Coast Bow for "Oklahoma"

Rodgers & Hammerstein's production of "Oklahoma," in Todd-AO, will be shown to the industry and press on Aug. 16 at the M-G-M studios, operating base of the production. Oklahoma's Governor Raymond Gary, as official host, will announce the date of the world premiere at the Rivoli Theatre in New York, sometime around Oct. 1. Afterwards, Gary, Rodgers and Hammerstein will fly to New York for a series of network TV and radio shows.

New Projector-Spotlight

WASHINGTON.—A method of harnessing the light source of a motion picture projector so that it may be used as a spotlight has been developed for the market by J. Alton Pratt, head of Stanley Warner Theatres Washington Zone projection and sound department. Called "Project-a-Spot," the attachment fits directly on the projector lens, and is said to be cheaper and easier to handle than conventional equipment.

Metro. Sept. Releases

Metro-Goldwyn-Mayer will release three pictures in September: "It's Always Fair Weather," starring Gene Kelly, Dan Dailey and Dolores Gray in CinemaScope and Eastman Color; "Svengali," starring Hildegarde Neff and in wide screen and Eastman Color, and "The Bar Sinister," with Jeff Richards, Jarma Lewis, Edmund Gwenn, Dean Jagger, and Wildfire, the dog, also in CinemaScope and color.

Columbia To Handle Imports?

Believing that the U.S. is now a "ripe" market for foreign films of calibre, Columbia will reportedly establish a special organization by mid-September to handle the distribution of foreign produced films here. It is expected that the organization would operate in a manner similar to the Universal Pictures section which handles J. Arthur Rank Productions in the U.S.

New Kramer-UA Deal

Producer-director Stanley Kramer and Robert S. Benjamin, board chairman of United Artists, have jointly announced a new agreement under which Kramer will produce two additional films for UA release. The new projects will roll following completion of "The Pride and the Passion," VistaVision Technicolor film starring Cary Grant and Frank Sinatra, which Kramer will produce and direct in Spain next April for UA release.

L. S. Hamm Re-elected

SAN FRANCISCO.—L. S. Hamm of West Side Theatres has been re-elected president of the Northern California Theatre Association. Other officers elected were Homer Tegtmeier, first vice-president; Ben Levin, second vice-president; William Elder, treasurer; Charles M. Thrall, executive secretary. Also re-elected was Hulda McGinn as public relations and legislative counsel.

General Precision Net

For the six month period ended June 30, net income of General Precision Equipment Corp. amounted to $2,173,654, equal to $1.95 per share on 1,022,882 shares outstanding. This figure compares with income of $2,541,-652 in the same period of the previous year, equal to $3.37 per share on 700,352 shares.

THE NATION'S BIGG



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b BILLY WILDER starring **MARILYN MONROE** and **TOM EWELL** in CINEMASCOPE

U NITE CHAPMAN • VICTOR MOORE • ROXANNE • Screen Play by **BILLY WILDER** and **GEORGE AXELROD**

ar Elliott Nugent • Released by 20th Century-Fox

Independent Trade Reviews

"Trial"

(M-G-M) 105 Min.

Cast: Glenn Ford, Dorothy McGuire, Arthur Kennedy, John Hodiak, Katy Jurado, Rafael Campos, Juano Hernandez, Robert Middleton.

Credits: Produced by Charles Schnee; Directed by Mark Robson; Written by Don M. Mankiewicz from his Harper's Prize Novel.

Following close on the heels of its "Blackboard Jungle" is Metro's "Trial," again starring Glenn Ford and again dishing up some of the most thought-provoking and dynamite-laden subject matter to hit the screen this year. "Trial" centers on a legal case involving a Mexican-American adolescent indicted for the slaying of a white girl. Intertwined is a tale of how a rabble-rousing attorney capitalizes on the accused's plight in order to advance the causes of organizations shown to be Communist-led. Opposing the rabble-rouser's tactics and beliefs is an inexperienced but talented lawyer, representing the humane cause of social justice. Backgrounding the story is a small, Southwestern town, where bigotry against Mexican-Americans is more than latent.

The combination of story lines in "Trial" thus affords a melodramatic field day for clashing political and social ideals. Much of the action is explosive; all of it is absorbing. Particularly of interest are such sensational sequences as the one in which the local citizenry endeavors to lynch the accused, and a recreation of a left-wing mass meeting in New York. Here the rabble-rouser raises funds for the defendant, with one eye always cocked towards his own pocketbook. A walloping indictment of civil rights opportunism, along with a plea for tolerance, is delivered in the climax in terse, dramatic terms. It strikes home with tremendous force. Certainly such content as described above is rare to motion pictures. The effect is grim, but this is as it should be with subject matter as powerfully outspoken as "Trial." A well contrived script, pungent direction, some first-rate performing and a bang-up musical score succeed in generating the extreme degrees of suspense needed for punching this picture across in the general market.



Among the headliners of Metro's "Trial" are Dorothy McGuire and Glenn Ford. Arthur Kennedy and John Hodiak also star.

Besides Ford, who plays the sincere defense attorney, top thesping is in evidence with the performances of Dorothy McGuire, as a politically mixed-up legal secretary; Juano Hernandez, as a Negro judge; Rafael Campos, as the young defendant, and Katy Jurado, his suffering mother. Others in the cast, notably John Hodiak, as the district attorney; Arthur Kennedy, the rabble-rouser, and Robert Middleton, as an election-sensitive sheriff, add valuable weight to "Trial."

The film is related in stark, semi-documentary terms of black and white. It moves along for the most part with clipped economy, rarely pausing for humorous relief, and only incidentally for romance. Latter is supplied by Ford and Miss McGuire. As a motion picture of topical content, "Trial" says much about left-wing political organizational methods in America, witch-hunters and racial bigotry. On any one of these topics, the word of mouth should be keen.

"To Catch A Thief"

(Paramount) VistaVision-Technicolor 105 Min.

Cast: Cary Grant, Grace Kelly, Jessie Royce Landis, John Williams.

Credits: Produced and directed by Alfred Hitchcock; Screen play by John Michael Hayes.

Alfred Hitchcock's latest exercise in suspense is, commercially speaking, one of his best. Photographed largely on locations on the French Riviera, where VistaVision and Technicolor lend a majestic sweep to the proceedings, the picture is sure to please the broadest possible audience. The tale, concerning the attempts of a reformed jewel thief to catch the culprit who has adopted his old techniques for new crimes, is ably constructed and calculated to hold interest throughout. Playing the principals are Cary Grant, the ex-thief, and Grace Kelly, as the woman in question. Their names will certainly help catapult "Thief" into the top-money category. A highly capable supporting cast, headed by Jessie Royce Landis and John Williams, does much to insure the credibility of the narrative. The usual adeptness shown by Hitchcock in directing, producing and editing welds the above elements into a bang-up and major entertainment package.



Grace Kelly and Cary Grant co-star in Alfred Hitchcock's 'To Catch A Thief," in VistaVision-Technicolor, from Para.

"Thief" begins with a maximum of action and suspense as Grant, a suave American living in France, is established as an innocent dupe of a jewel robber. A wealth of plot is excitingly unravelled during the first 15 minutes of the proceedings with a minimum of dialogue, serving to key the viewer to the racy pacing of the narrative. Twist upon twist is given the story, with clues as to the identity of the culprit falling every which way. As is the custom in a Hitchcock thriller, the romance serves the excitement. Here Miss Kelly, playing the spoiled daughter of a wealthy American widow, shows keen acting ability. The scenes between she and Grant have more than a little humor, and are spiced with strictly adult flavoring. So far as excitement goes, "Thief" literally abounds in chases, taking place over rooftop and highway alike. As seen in VistaVision, the splendor of the Riviera location is breathtaking. The climax, occurring during a masquerade ball, finds the culprit unmasked in a thrilling rooftop encounter. If, at this point, the viewer already is aware of the thief's identity, enough suspense has been generated to keep his interest whetted until the final moment of the denouement.

"Pete Kelly's Blues"

(Warner Bros.) CinemaScope-WarnerColor 95 Min.

Cast: Jack Webb, Janet Leigh, Edmond O'Brien, Peggy Lee, Andy Devine, Lee Marvin.

Credits: A Mark VII Ltd. Production; Directed by Jack Webb; Screenplay by Richard L. Breen.

A lavish, stunningly-produced musical melodrama about Prohibition Days, WB's "Pete Kelly's Blues," in CinemaScope and WarnerColor, splashes onto the screen with a sure-fire combination of violent action, top-drawer jazz music, and touching romantic interludes, to add up to superb entertainment that can't miss a big box-office pay off. Boasting marquee names in Jack Webb, Janet Leigh and Edmond O'Brien, "Kelly" is the story of the shakedown of a ragtime band by a vicious mobster, and what the bandleader does about it. Audiences have never before seen anything like this atmospheric presentation of music and gunplay, and standout performances and scenes—even the opening title credits—are calculated to send them away talking. At least two performances are surprises: Peggy Lee turns in an Oscar contender as a dipsomaniac singer who winds up in an insane asylum, and Janet Leigh has never been better, as Webb's piquant, childish romantic interest. In an example of off-beat casting which had the trade press audience buzzing, comedian Andy Devine played a grim-jawed detective.

Webb, who also directed, proves beyond doubt that he ranks as a top Hollywood megger: despite some obvious cutting at the end, he displays a masterful use of color and jazz backgrounds to advance the action and moods of the story. Audiences will be entranced by reminders of the Roaring Twenties such as seamy speakeasies, racoon coats, Stutz Bearcats, and the joy-seeking "lost generation." For those who like jazz, evergreens like "Sugar," "I Never Knew," and a score of classic New Orleans "blues" and spirituals will set their feet tapping. For the younger patrons, "Kelly" has three new songs, possible Hit Parade candidates, which are sung by Miss Lee and famed jazz vocalist Ella Fitzgerald: "Pete Kelly's Blues," "He Needs Me," and "Sing a Rainbow." A Columbia Records LP of the film's music is already available.

The story begins with the racketeer's efforts to blackmail the local bands for a percentage of their gross, as protection money. Kelly's "Big Seven" decides to resist, but after their courageous young drummer is machine-gunned,



Jack Webb and Janet Leigh topline "Pete Kelly's Blues," in Cinema-Scope-WarnerColor, from WB. Peggy Lee, Ella Fitzgerald also star.

Kelly loses his will to fight and signs up with the mobster. Meanwhile, he concentrates on his music and carries on a love affair with a society girl who is pursuing him. The mobster's mistress, brutally beaten by the gunman after an argument, loses her sanity, and her fate, together with the taunts of a friend, induce Kelly to take a stand against the blackmailer. He tries to get legal evidence and becomes involved in a gun duel where the mobster is finally shot.

"The Virgin Queen"

(20th-Fox) CinemaScope-De Luxe Color 92 Min.

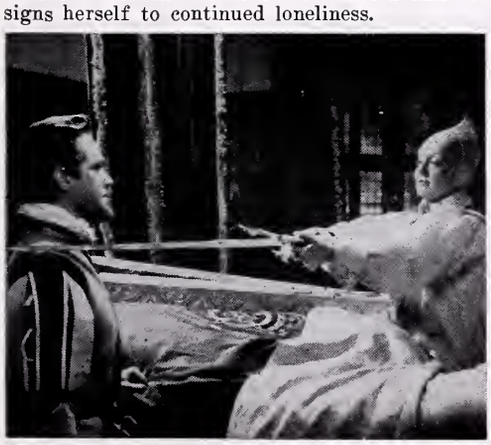
Cast: Bette Davis, Richard Todd, Joan Collins, Jay Robinson, Herbert Marshall, Dan O'Herlihy.

Credits: Produced by Charles Brackett; Directed by Henry Koster; Written by Harry Brown and Mindret Lord.

The story of Queen Elizabeth I and Sir Walter Raleigh is told with great skill in 20th-Fox's handsomely-produced costume drama, in CinemaScope and DeLuxe Color, and will surely reach a high point of popularity among the movie fans of the country. This is an ideal vehicle for the return to films of Bette Davis, who gives a striking performance that will probably win an Oscar nomination, and cause considerable fan comment to boot. Fox has wisely surrounded Miss Davis with an up-and-coming quartet of relatively new faces such as Richard Todd, Joan Collins, Jay Robinson, and Dan O'Herlihy, who have already acquired large following among the younger fans. Performances are excellent, and the 16th century Elizabethan backgrounds as shown in the anamorphic process are eye-compelling.

The script, which was inspired by historical fact, tells a story understandable on all levels, portraying Elizabeth as a homely and fickle autocrat, whose most striking characteristic in her court of intrigue was her loneliness. Most of the story concentrates upon her unsuccessful attempt to win Raleigh's heart. Miss Davis, aided by magnificent and rather grotesque costuming, makes the most of her colorful part, and Todd as a dashing, energetic Raleigh, makes a good partner. Considerable attention is devoted to the famous story of the ambitious Raleigh spreading his expensive cloak over a mud-puddle to impress Elizabeth. Another dramatic scene shows Elizabeth coquetishly knighting Raleigh while she reclines in bed. There are ample love scenes between Todd and Miss Collins, who plays his sweetheart, and well-staged sword-play and brawls.

Just returned from the Irish Wars as a young and unknown captain, Raleigh gets an opportunity to meet Queen Elizabeth and impresses her with his bluntness and courage. She wants to flirt, while he wants three ships to go to the New World. Refusing the ships, Elizabeth tries to turn his mind towards her by making him a court favorite, but Raleigh's anger mounts at her continued refusal to grant the ships. Meanwhile, he falls in love with Elizabeth's lady-in-waiting. They marry secretly, and when Elizabeth is informed of the marriage by Raleigh's enemies, she plans to behead the couple. Erratic as always, she finally permits them to sail for the New World and resigns herself to continued loneliness.



Bette Davis, Richard Todd, Joan Collins star in 20th-Fox's "The Virgin Queen," CinemaScope-De Luxe Color.

"I Am A Camera"

(DCA) 98 Min.



Julie Harris and Laurence Harvey, along with Shelley Winters, star in "I Am A Camera," from DCA.

Cast: Julie Harris, Laurence Harvey, Shelley Winters, Ron Randell, Lea Seidl, Anton Diffring, David Kossoff, Ina De La Haye, Tutti Lemkow, Frederick Valk.

Credits: A Remus Production; Directed by Henry Cornelius; Screenplay by John Collier; From the Drama Critics' Circle Award-winning play by John Van Druten; Based on the Christopher Isherwood stories.

This sophisticated and delightful little comedy may have a history comparable to "The Moon Is Blue." It is an adaptation of a Broadway stage success that has not yet received the Production Code seal. Adult and in good taste, in this reviewer's opinion, the film will do very well in many general situations, depending on the tastes of the patronage, and is a natural for art houses. The story, which stars Julie Harris and Shelley Winters, plus an unknown but excellent continental cast, is a serio-comic one, about a frustrated young writer and a vivacious young English girl, full of bravado and animal spirits, who teaches him to "live a little." The time is the troubled period in Berlin, shortly before Hitler's assumption of power. The girl, who meets the writer accidentally, offers to sleep with him (he refuses); becomes the mistress of a farcical millionaire; blithely announces she is having his child; plans to have an abortion (she doesn't); and finally decides she is not pregnant but has miscalculated her "time."

The girl's personality is, dramatically speaking, delightful, and several hilarious and rowdy scenes are spotted throughout the film. Audiences will, of course, react according to unshakable moral assumptions. The girl's character will provoke amusement, pity, or indignation, depending on the point of view. It should be said that the writing talent involved is essentially "serious": Christopher Isherwood, author of the autobiographical stories from which the play and movie were adapted, aimed at showing a "slice of life," and the film accurately portrays a certain kind of girl, and a certain kind of uprooted society. There is a serious subplot about a pair of Jewish lovers in Hitler-infested Berlin. Miss Harris is alternately wise, immature, brave and pathetic; she is never presented as a model to be emulated, nor is she, in the Hollywood tradition, "sexy." In this reviewer's opinion, most adult audiences will find "I Am a Camera" entertaining and inoffensive.

"The Last Command"

(Republic) Trucolor 110 Min.

Cast: Sterling Hayden, Anna Maria Alberghetti, Richarh Carlson, Arthor Hunnicutt, Ernest Borgnine, J. Carrol Naish, Ben Cooper, John Russell, Virginia Grey, Jim Davis, Edoard Franz, Otto Kruger, Russell Simpson, Roy Roberts, Slim Pickens, Hugh Sanders.

Credits: Associate producer, Frank Lloyd; Directed by Lloyd; Screen play by Warren Duff.

"The Last Command" is a well-made outdoor epic that will do very good business in the general market. The story of the Alamo and the famous historical figure, Jim Bowie, is a gripping one. Anna Maria Alberghetti, previously seen as a singing personality, plays a straight role and scores strongly. Frank Lloyd does yeoman work on production and direction and his clear thinking is evident throughout. The Trucolor photography is beautiful as well as impressive. The film has a sock hit song in "Jim Bowie," sung by Gordon MacRae. The picturesque locations in Texas add greatly to the film.

This is the story of the Texans and their fight with Gen. J. Carrol Naish against military tyranny and for civic reform. Principals in this conflict are Sterling Hayden, as Jim Bowie, Richard Carlson as William Travis, and Arthur Hunnicutt as Davy Crockett. After his wife dies in Mexico, Hayden goes to see Naish, Gen. Santa Anna, about his tyranny. Naish believes he is right and tells Hayden, who returns to Texas and Anna Maria Alberghetti. He joins with Carlson, Ernest Borgnine, Otto Kruger and other Texans and fights Naish's forces. After some initial victories in their rebellion, the Texans find themselves in the Alamo. What follows is one of the bloodiest battles ever fought for American freedom. The defenders of the Alamo battle Naish's "no quarter" attack. With everybody dead at the Alamo, Naish allows safe passage to the women and children and Anna Maria escapes.

"Pearl Of The South Pacific"

(RKO) SuperScope-Technicolor 86 Min.

Cast: Virginia Mayo, Dennis Morgan, David Farrar, Basil Ruysdael, Lance Fuller, Murvyn Vye, Lisa Montell.

Credits: Produced by Benedict Bogeaus; Directed by Allan Dwan; Written by Talbot Jennings, Richard Landau and Jesse Lasky, Jr.; From a story by Anna Hunger.

An escapist picture, with the exotic South Seas as an exploitable background, "Pearl of the South Pacific" fills the bill as diverting adventure-romance. Marquee value is present in the names of Virginia Mayo and Dennis Morgan, and added lift is given the proceedings via use of Technicolor printing and the SuperScope process. Story line, punctuated by scenes of action, has to do with the search by a trio of adventurers for valuable black pearls, hidden on a Polynesian isle. Atmosphere is provided by some native dancing, drum beats, etc.

Main romantic chord of the film is struck by Miss Mayo, who plays one of the adventurers. Her affections are sought after by the three male principals: Morgan, David Farrar, who plays the heavy, and Lance Fuller, a native prince. Latter is engaged to Lisa Montell, native lass, and this element brings in a jealousy motif for the romantic subplot. The island to which the adventurers set sail is run by Basil Ruysdael, a white man, and Murvyn Vye, native warlord. Some suspense is generated when Vye threatens the lives of the white people, who are disrupting the island's way of life. Skullduggery on the part of Farrar sets off the climax, in which the white men's ship explodes and Farrar is killed. Ending finds Miss Mayo and Morgan in each other's arms and peace restored to the island.

"Court Martial"

(Kingsley Int'l.) 105 Min.

Cast: David Niven, Margaret Leighton, Noelle Middleton, Allan Cuthbertson, Victor Maddern, Raymond Francis, Geoffrey Keen, Newton Blick, Mark Dignam, Robert Bishop, Maurice Denham, Clive Morton.

Credits: A Romulus Production; Directed by Anthony Asquith; Produced by Teddy Baird; Screenplay by John Hunter; Based on the London stage success, "Carrington, V.C.," by Dorothy & Campbell Christie.

This British import, adapted from a highly-touted London stage success, is a highly absorbing character drama about a war hero accused

(*Continued on page* 19)

20th's "Virgin Queen" Benefits Portland's Children's Theatre

The man who walked a mile for a Camel had nothing on 40-odd film and TV celebrities and newsmen who recently went 654 miles in one day to see a new movie. The event was the world premiere in Portland, Maine of 20th-Fox's "The Virgin Queen," starring Bette Davis.

This unusual king-size trip to the movies was made possible through the cooperation of Fox and the gracious Maine city, who combined their talents to produce a gala opening for the presentation, which also stars Richard Todd and Joan Collins. Miss Davis, of course, is a popular resident of nearby Cape Elizabeth, together with husband Gary Merrill.

The one-day junket, which left New York's Roxy Theatre at 9 a.m. and returned at 2:30 a.m. the following day, was executed through the generous use of automobiles, buses, and Northeast Airlines transportation, and did a bang-up job of calling attention to "Queen" Davis's return to films.

Boost Popular Charity

The glamorous and spectacular all-day ceremonies gave Portland a chance to boost a favorite charity, when the evening premiere at the Strand topped a week-long drive to raise money for the local Children's Theatre. Profit for the group, which brings live drama, music and dance to the children of the area, was estimated at $15,000, with all proceeds of the premiere and a pre-theatre buffet dinner going to the organization.

Press, radio, TV and newsreel coverage for the day-long festivities was highly impressive. The "Portland Evening Express" reported that the city's first world premiere, which brought out record crowds in the thousands, was the most thoroughly covered event ever to occur in the lobster state, with the possible exception of President Eisenhower's recent visit.

Portlandites lined the streets early in the afternoon and by 7 p.m. had completely stopped traffic around the kleig-lighted theatre. Shortly before curtain time, police were unable to hold the surging crowds in check.

Winging in from New York for Portland's royal welcome to the "Queen" were top-rank television personalities—Faye Emerson, Jinx Falkenburg McCrary and Conrad Nagel; Tom Ewell, co-starred with Marilyn Monroe in 20th's "7 Year Itch," and Jay Robinson, topcast in "The Virgin Queen"; as well as syndicated columnists including Danton Walker and Frank Farrell. Another plane load of radio, TV and newspaper personalities from the New England area joined the New York group at the airport.

The celebrities arrived in Portland shortly after noon and proceeded in a 35-car motorcade to City Hall where they were officially welcomed by City Council Chairman Ben B. Wilson. The motorcade then headed to the seaside home of Mrs. Jean Gannett Williams, president of the Guy Gannett Co. publishing, radio and TV enterprises, where they were treated to a gala Down East lobster and clam bake. Afterwards, the afternoon's festivities included champagne cocktail party at the Cape Elizabeth home of the Gary Merrill's where Faye Emerson filmed a clip for Dave Garroway's TV show, "Today." Miss Emerson's first movie, incidentally, in 1941, was a Bette Davis starrer called "The Bride Came C.O.D."

Exhibitors will be offered a special trailer, photographed at Miss Davis's house, which can be used to promote "The Virgin Queen" in theatres.

Ceremonies Televised

After evening ceremonies in front of the theatre, televised by Portland's WGAN-TV, and on-stage ceremonies inside, at which all stars were again introduced, "The Virgin Queen" made her debut. Afterwards, an 11 p.m. hookup was made between Bette and Jinx Falkenburg at WCSH-TV, Portland, and Tex McCrary at NBC-TV, New York. Frank Farrell also taped interviews with the stars for his ABC network radio show.

In stage ceremonies immediately preceding the start of the film, Nat Silver, division manager of Snider Theatres, operators of the Strand, introduced Mrs. Lysla Abbott, president of the Children's Theatre, who thanked the audience for their contributions to the organization. Miss Davis then presented an award to young Jean Frye, named as best actress of the year at the theatre group.

At the conclusion of the premiere, the members of the junket boarded waiting Northeast planes and returned to Boston and New York.

No Releases For TV Yet: Skouras

Spyros P. Skouras is not selling his company's old releases to television—at least not yet. The 20th-Fox president has placed a $150 million pricetag on Fox's backlog, declaring that "someday" he'll get it. Some industry sources had predicted that with the RKO backlog probably going to TV, other distribution companies might want to get on the bandwagon.



SPYROS P. SKOURAS

Skouras at a trade press interview after his return from London following virtual completion of 20th's deal with the Schlesinger interests for South African amusement properties, put an end to such speculation as it effects Fox. "I will sell when they pay my price or if it is necessary," he said. "So far no one is willing to pay what I want."

Opposes Pay-TV

The 20th-Fox president also vehemently made known his opposition to toll television. He described pay-TV as a threat to both the motion picture and television industries, and to the public as well. The public, he said, had purchased their TV sets with the understanding that programs would be free.

He stated that his opposition to pay-as-you-see goes back as far as 1952, when Fox was the only company that refused to furnish films for the Phonevision trial run in Chicago. Skouras cited world-wide grosses on "The Seven Year Itch" as approximately $10,250,000, and expressed his doubts that toll TV could match that figure.

The acquisition by 20th-Fox of 140 theatres and other amusement properties from the Schlesinger organization in South Africa has been concluded, he reported, but hinges on Fox's ability to acquire at least 90 percent of the half-milion outstanding shares of African Theatres, Ltd., the parent company. Holders have until Dec. 1 to sell, at five pounds per share. Skouras would not reveal the total amount of the transaction, but said that it was in the neighborhood of the reported seven million pound figure.

Celebrities Descend On Maine For Clambake, "Virgin Queen" Preem



Photos by THE INDEPENDENT

Some scenes from 20th-Fox's gala Down East junket to Portland, Maine for film and television celebrities, featuring a one-day, 654-mile flying trip to the world premiere of "The Virgin Queen," starring Bette Davis, Richard Todd and Joan Collins. LEFT: The stars, accompanied by two plane loads of syndicated columnists, newspaper and trade press representatives, are met at the Portland airport by star Davis and husband Gary Merrill, residents of nearby Cape Elizabeth. Shown waiting for a 35-car motorcade to get underway are, l to r, co-star Jay Robinson, Conrad Nagel, Merrill, Miss Davis, and Tom Ewell; CENTER: At the seaside home of publisher Mrs. Jean Gannett Williams, the visitors were treated to generous servings of clams, lobsters, and Maine hospitality; RIGHT: Miss Davis gives a television interview at the evening premiere of the film.

the seven year itch

MAIN TITLES BY NSS!

Sensational main, credit and end title treatment produced by National Screen Service for the great 20th Century-Fox CinemaScope hit in De Luxe Color brings these unusual, first time trade comments:

THE FILM DAILY

"...Starting with a brilliant credit-design job, it is throughout easy on the eyes..."

VARIETY

"Saul Bass's main title, a series of hinged and perambulatory patches on a multi-colored field attracted audience comment at the Broadway preview at Loew's State."

SHOWMEN'S TRADE REVIEW

"The picture deserves at least a variant of an Academy Award for its extremely effective main title."

MOTION PICTURE DAILY

"The tone of the picture is set early by the multi-colored patchwork of boxed credits, names and their roles flashing from different sections of the screen."

THE Hollywood REPORTER

"Many clever production innovations. Among the brightest of these is the novel and amusing use of title cards."

National Screen expresses its admiration to Saul Bass, distinguished artist-designer who created the original idea for the titles for "THE SEVEN YEAR ITCH" and also for "CARMEN JONES", another NSS title production.



NATIONAL Screen SERVICE
PRIZE BABY OF THE INDUSTRY

"Not As A Stranger"



Robert Mitchum and Olivia de Havilland co-star in "Not As A Stranger," Kramer-UA.

"Gentlemen Marry Brunettes"



Jane Russell, Jeanne Crain, star in "Gentlemen Marry Brunettes," Russ-Field-UA.

"Alexander The Great"



Richard Burton plays "Alexander the Great" opposite Fredric March, Robert Rossen-UA.

UA Producing 21 Pictures In Year's Second Half

United Artists has scheduled a minimum of 21 productions for the second half of 1955. The films will be made by a great number of the 34 independent producers committed to supply the film company with upwards of 100 pictures during the next three years.

Many of these same 34 indies have furnished the approximately 40 pictures UA is releasing in 1955. Of this latter total, 21 go into general release starting this month and continuing through December.

Pictures either started in production this month on the Continent, or slated for early lensing in Europe, include "Trapeze," which Hecht-Lancaster will film in Paris in CinemaScope and Technicolor, starring Burt Lancaster, Gina Lollobrigida, Tony Curtis and Katy Jurado.

Also, "Foreign Intrigue," to be shot in Nice, Paris, Stockholm and Vienna, by Sheldon Reynolds, TV producer, with Robert Mitchum starring. Filming will be in Eastman color for wide-screen projection.

A third overseas project will be the CinemaScope-Technicolor Norman Krasna production, "The Ambassador's Daughter," pencilled for an October or November start in Paris. Krasna has written the screen play and will also direct.

Completion of production in New York of "Patterns," based on the popular Rod Serling TV play, is expected this week. Picture is being produced by Jed Harris and Michael Myerberg and directed by Fiedler Cook with Van Heflin, Beatrice Straight, Everett Sloane and Ed Begley starring.

Also for Gotham lensing is the first film from Frank Sinatra's Oxford Productions unit. Called "One Way Out," the film stars Sinatra, has Don McGuire as director and screen writer, and Jerry Bresler as producer.

Making up the bulk of upcoming UA productions are the following Hollywood ventures:

"The Big Knife," already completed in filming stages under the production and direction of Robert Aldrich, with Jack Palance, Shelley Winters, Ida Lupino, Wendell Corey, Jean Hagen, Rod Stieger, Everett Sloane and Ilka Chase starred.

"The Big Caper" is expected to begin filming Aug. 15 under the Pine-Thomas-Shane productions banner, while "The Beast of Hollow Mountain," in CinemaScope and Eastman Color-Regiscope, is being taken through its final editorial stages by Edward and William Nassour, producers. Guy Madison and Patricia Medina are co-starred.

Completed shooting is "Fort Yuma," a Technicolor project of Aubrey Schenck and Howard W. Koch which Lesley Selander directed from a story and screen play by Danny Arnold, with Peter Graves starred.

From Robert Jacks and Robert Goldstein is scheduled "A Kiss Before Dying," in CinemaScope and Eastman Color, starring Robert Wagner and Jeff Hunter, while Clarence Greene and Russell Rouse will begin "God Is in My Corner," with Edward Small as executive producer, Aug. 1.

Pine-Thomas-Shane will put "Lincoln McKeever," with James Cagney, before the cameras Nov. 15, after launching "The Mountains Have No Shadows" Sept. 15. Russ-Field place "Run for the Sun," in color with Richard Widmark starring, in production Sept. 1 in Mexico.

"The Sharkfighters," another Goldwyn Jr. production, will be filmed in color later this year, and Edward Small will start lensing on "Top Gun," with Sterling Hayden starring, at approximately the same time.

Schenck-Koch are going ahead on "Three Bad Sisters," with John Bromfield and Marla English starred, and have already finished "Desert Sands," in SuperScope and Technicolor, with Ralph Meeker and Miss English starred.

Other projects nearing completion include "News is Made at Night," from Bert Friedlob, and "Storm Fear," from Cornel Wilde.

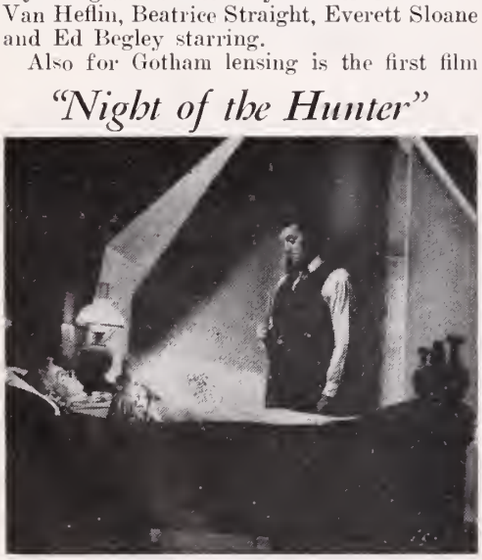
The list of indie producers associated with UA in picture commitment deals over the next several years, and their titled projects, include:

Robert Bassler-Richard Sale, for "The Vigil"; Joan Crawford, six pictures; Crown Productions, for "A Killer is Loose"; Kirk Douglas, for "The Viking Raiders"; Errol Flynn, in association with Herbert Wilcox, for "Let's Make Up," "King's Rhapsody" and "William Tell."

Also, Henry Fonda," for "The Clown" and "12 Angry Men," as the first of six pictures; Goldwyn Jr., for "The Dancing Detective"; Dick Haymes and Rita Hayworth, two pictures; Hecht-Lancaster, for "The Way West," "Too Much Man," "Elephant Bill," "The Tall Dark Man," "Tell It on the Drums," "Until They Sail," "Kitty Hawk."

(*Continued on next page*)

"Night of the Hunter"



Shelley Winters and Robert Mitchum in "Night of the Hunter," Gregory-UA.

"The Big Knife"



Jack Palance and Shelley Winters in "The Big Knife," Robert Aldrich-UA.

"Summertime"



Katharine Hepburn and Rosano Brazzi co-star in "Summertime," Lean-Lopert-UA.

"Marty"



Ernest Borgnine plays "Marty" in the Hecht-Lancaster-UA production.

"The Indian Fighter"



Kirk Douglas stars in his own production, "The Indian Fighter," Bryna-UA.

"The Kentuckian"



Burt Lancaster heads the cast of "The Kentuckian," from Hecht-Lancaster-UA.

Company Forges Ahead In Finance; 21 Releases Set

Assured of more than 100 features for release during the next three years, United Artists, under the leadership of Arthur B. Krim and Robert S. Benjamin, is forging ahead in the fields of performance and finance alike.

The 100 features will come from a battery of independent production firms, with UA pledging exhibitors a steady flow of product at the rate of more than 30 films a year. In addition, a long-range planning schedule to cover pre-production, production, financing and merchandising of these pictures, plus others, has been launched by the company.

UA's expansion from the single phase of distribution to the stages of participation in finance and the development of new independent production units came about in the four-year administration of Krim-Benjamin. Running neck-and-neck with the internal expansion of the firm is an increase in bliings.

The company is now reaching the largest market in its history. In the first six months of this year, domestic returns have run 31 percent ahead of 1954. Foreign grosses have shown an advance of 45 percent.

Company predictions are that for the entire year, a virtually certain total gross of well over $50,000,000 is to be garnered. This figure compares with the 1954 total gross of $43,100,000, and almost trebles the 1951 figure of $19,900,000.

Other aspects of UA's financial position show the company as investing $40,000,000 in production of new films during 1955 alone. The company is figuring in the financing of all its current and forthcoming releases.

A record promotional budget of $6,000,000 for this year—25 percent above the 1954 figure and 50 percent greater than the 1953 sum—is being expended on 1955 product. Promotional planning for the coming years calls for even greater expenditures.

So far as releases are concerned, UA distributed 22 pictures from January through June of this year, and expects to deliver another 21 from July through December.

Among the company's major releases for the second half of the current year are, for June, "Summertime" and "Marty"; for July, "Not As A Stranger"; for August, "The Kentuckian," and for September, "The Night of the Hunter."

For October, "Gentleman Marry Brunettes," in CinemaScope and Technicolor, starring Jane Russell, Jeanne Crain, Alan Young, Scott Brady and Rudy Vallee; produced by Robert Waterfield and Richard Sale; directed by Sale, with screen play by Sale and Mary Loos.

November will see release of Samuel Goldwyn Jr.'s first picture, "The Troubleshooter," with Robert Mitchum and Jan Sterling starring in a screen play by Richard Wilson and N. B. Stone Jr., which was directed by Wilson, and Bryna Productions' "The Indian Fighter," in CinemaScope and color, starring Kirk Douglas; produced by William Schorr and directed by Andre de Toth.

To be released in December, "Alexander the Great" comes as a multi-million-dollar spectacle, which Robert Rossen produced, directed and wrote for filming in Spain with Richard Burton, Fredric March, Claire Bloom and Danielle Darrieux starred. CinemaScope and Technicolor lensing was ultilized on the film.

New Pictures Coming From Ranks Of 34 Indies

(*Continued from preceding page*)

Also, Lew Kerner, for "Studs Lonigan"; Stanley Kramer, for "The Pride and the Passion" plus two other films; Anatole Litvak, for three pictures; Ilya Lopert, in association with London Films and Laurence Olivier, "The Lucky Kid," "The Man Who Loved Redheads" and "Richard III."

Also, Joseph L. Mankiewicz, four pictures; Victor Mature, six pictures; David Miller, for "The Short Weekend"; Robert Mitchum, in association with Robert L. Jacks for "Bandito"; the Nassours, for "Ring Around Saturn"; Robert Parrish and Tom Lea, for "The Wonderful Country"; Pine-Thomas-Shane, for "The Big Caper."

Also, Sabre Productions, for "Flight from Hong Kong," "The Boss" and "Mr. Tex"; Victor Saville, for "My Gun Is Quick," "A Most Contagious Game," "One Lonely Night" and "The Big Kill"; Schenck-Koch, for 18 pictures; Edward Small, for "The Naked Street" and "The Last Notch."

Also, Robert Waterfield-Jane Russell, for "Last Man in Wagon Mound," "The Great Manhunt," "Way of an Eagle," and an untitled oil field story; Orson Welles, for "Othello."

"Patterns"



Van Heflin and Everett Sloane are in "Patterns," from Harris-Myerberg-UA.

"The Troubleshooter"



Jan Sterling and Robert Mitchum are in "The Troubleshooter," Goldwyn, Jr.-UA.

"News is Made at Night"



Dana Andrews, Thomas Mitchell, Vincent Price in "News is Made at Night," Friedlob-UA.

Drawing Power Of Films On TV Up For Fall Test Via Rank Deal

Use Air Conditioner At Outdoor Theatre

Drive-in theatre operators will be interested in an experiment in outdoor air-conditioning undertaken by the St. Louis Municipal Bowl that is said to have had successful results.

Plagued with high humidity, the St. Louis open-air theatre this summer installed two outdoor air-conditioners, huge "Weathermaster" dispersal fans each with the capacity to move upwards of 230,000 cubic feet of air per minute.

Officials of the theatre have reported that operation of the fans for several hours prior to each night's performance, and during the show, has dropped humidity from 15-30 percent. Located at either side of the lower reserved seat sections, the fans draw drier air from the upper atmosphere to ground level, replacing moist air that settles in the theatre area.

Another feature of special interest to drive-ins: mosquitos will not fly in anything more than a very slight breeze, the controlled turbulence set up by the operation of these dispersal fans is said to have proven an effective bar to these pests.

The fans are actually 9½-foot propellors, mounted on the top of 30-foot shafts, and driven by 25-hp motors. The motors have two speeds, which enables the propellors to be driven at full speed before the performances start and during intermissions, and at half speed while the performance is in progress. Because the propellors are four-bladed, at half speed there is said to be no noise interference with the performance.

The "Weathermasters," first designed for frost protection for citrus grove and truck farm operators in Florida, Texas and California, have also been adopted by the New Jersey Turnpike Commission, which has installed four to disperse heavy ground fogs.

Top Foreign Product Acquired By UMPO

The United Motion Picture Organization (UMPO) has been formed to import and present outstanding European product to the U. S. and Canadian markets. The announcement was made by Richard Davis, president, and John Gilman McCarthy, board chairman of the new company, who stated that negotiations are under way with national distribution organizations for those imports that appear to have mass audience acceptability in the U. S.

Among the films which have already been acquired by UMPO are Jean Renoir's "French Can-Can," starring Jean Gabin, featuring Edith Piaf and Patachou, and Rene Clair's "Les Grand Manoeuvres," starring Gerard Philippe and Michele Morgan. Other acquisitions feature foreign stars and directors such as Fernandel and Sacha Guitry.

Davis, a former art book publisher, has previously distributed foreign films, and McCarthy is a former vice-president of both the Motion Picture Association and the Motion Picture Export Association.

The greatest test to date of the drawing power of feature films on television will be instituted this Fall when the ABC-TV network will begin the presentation of 35 J. Arthur Rank features, including "Red Shoes," and the Alec Guiness starrers, on their choice Sunday 7:30-9 p.m. network time slot. The films will compete with such established "live" attractions as Ed Sullivan on CBS, and the Colgate Variety Hour on NBC.

Rights to the films were acquired by AB-PT for ABC-TV from Rank General Film Distributors and Arthur Epstein's Fine Arts Enterprises, whereby ABC may have unlimited use of the films on television over a five-year period. The sellers will reportedly receive an advance of $1,500,000 against a distribution deal which will return the ABC net a 25 percent commission. The first package to be offered for participating sponsorship will include 15 features, according to George T. Shupert, president of ABC Film Syndication. These include:

"Great Expectations," "Brief Encounter," "The Seventh Veil," "Black Narcissus," "Kind Hearts and Coronets," "Prelude to Fame," "The Browning Version," "The Magnet," "Christopher Columbus," "Jassy," "Green for Danger," "So Long at the Fair." All were produced between 1946-1952.

Other films involved are "Red Shoes," "Man in the White Suit," "The Promoter," "Lavender Hill Mob," "Caesar and Cleopatra," "Quartet," "Blue Lagoon," "Island Rescue," "Notorious Gentleman," "Odd Man Out," "Tight Little Island," "Mandy," "Clouded Yellow," "Gay Lady," "Man in Grey," "Adam and Evelyn," "Madonna of the Seven Moons," and others.

RKO Theatres' Net Listed For Quarter

RKO Theatres reports consolidated net income for the second quarter of 1955 as $269,521 as compared with $418,666 for the same period, 1954. Net income for the first six months of 1955 was $804,757 as compared with $955,118 for that period, 1954.

A quarterly cash dividend of 37½ cents per share on outstanding preferred stock of Roxy Theatre Inc. has been declared, payable Sept. 1, 1955 to stockholders of record on Aug. 15, 1955.

Sales and earnings for the 24-week period ended June 12 were reported at the highest levels in Eastman Kodak's history, with consolidated sales totalling $315,850,102, an increase of 13.6 percent over 1954's corresponding figure of $278,132,132.

Suit Attacks Bidding

PHILADELPHIA.—Competitive bidding was attacked in an anti-trust suit filed here by Colonial Amusement Co., owner of the Colonial Theatres, against the eight majors and Stanley Warner Management Corp. The complaint seeks injunctive relief and an unspecified amount of damages, alleging the defendants resorted to competitive bidding "to take unfair, discriminatory advantage" to exact "unconscionably excessive film rental," and to prevent the Colonial from playing regularly on a first neighborhood run.

NSS Sets Area Sales Meetings

Four regional sales meetings will be held during August by National Screen Service to acquaint their fieldmen with many new promotional aids "to increased box office," according to an announcement by Burton E. Robbins, vice-president in charge of sales, who will preside at the sessions. Branch managers and sales personnel representing all of the 29 key city offices of NSS will attend.



BURTON E. ROBBINS

Robbins, who said the meetings would develop in round-table fashion, referred specifically to NSS's new Travel-AD service for top-of-car advertising, giant promotional standees, and the Go To Church and Take Them Out To The Movies campaigns.

First of the meetings will be held this weekend, Aug. 6-7, at the Savoy Plaza in New York. The second meeting will be held at Chicago's Sheraton-Blackstone during Aug. 13-14, and the third will meet at the Roosevelt, New Orleans, Aug. 20-21. The concluding session in Los Angeles, Aug. 23-24, will meet at the Beverly Hilton Hotel.

Ozoner Participation Discussed For Poll

The question of how drive-in theatres closing before Thanksgiving Day could participate in the late November Audience Awards polling has come up for discussion in a letter from Robert W. Coyne, COMPO special counsel, to Harry Lamont, co-chairman of the Albany area committee in charge of the poll and president of Lamont Theatres.

Coyne noted that although it would be advisable for drive-ins closing before the November holiday to pass up participation in the audience poll, he saw no reason why ozoners could not schedule their own elections prior to the national date—provided material was made available to them in time for these elections, and provided these ozoners would be willing to forego the national publicity generated by the election.

Should the awards poll prove of tremendous promotional value for theatres, Coyne ventured that the formula might be altered the succeeding year to include drive-ins. Meanwhile, Lamont is mimeographing ballots and will offer prizes to patrons of his outdoor theatres which remain open longest this year.

Negro Film Firm Formed

WASHINGTON.—Formation of a new film company to make low-budget Negro films for theatres and TV was revealed in a stock registration statement filed with the Securities and Exchange Commission, according to the SEC. Splendora Film Corp. is seeking to offer 1,200,000 shares at 50 cents per share "as a speculation," and plans to produce both musicals and dramas. Warren Coleman, company president, will be producer.

Independent Trade Reviews

(*Continued from page* 13)

in peacetime of misappropriating army funds, which seems destined for long-run engagements in art houses. Although slowly-paced for some U. S. tastes, "Court Martial" will be well suited to many general situations. Starring David Niven, and benefiting from suspense gained from top-flight British direction and acting, "Court Martial" has a stunning performance by beautiful Margaret Leighton, in the role of an emotionally unstable wife who eventually betrays the officer. Virtually all the action occurs at the army post and courtroom, as the film probes with great realism and honesty the mechanics of military justice, and the psychological makeup of the participants. Several personalities are vividly etched, as their biases, prejudices and sympathies conflict with the evidence presented. Comedy bits relieve the mounting tension over the officer's fate.

Carrington, the accused officer, is infuriated by his commanding officer, who will not straighten out a salary mixup which has left him financially strapped, and pressured by his wife, who threatens suicide unless he can get more money. He tells the C.O. he will take company funds instead as a gesture to advertise his grievance against the inefficient paymasters' system. The C.O., jealous of Carrington because of his popularity with the men, court martials him. Accused of fraud, Carrington hears the C.O. deny their conversation. Later, his wife, who has heard about a one-night indiscretion with a woman army officer, also refuses to back him up, and he is convicted. Weak at heart, and no longer in love with his wife, Carrington hears a demonstration of confidence by his men, and decides to appeal. The woman officer declares her love for him, and new evidence that will probably acquit him turns up.

Poll Drive Urged; Candidates Listed

(*Continued from page* 7)

"The Bridges of Toko-Ri" (Para); "Battle Cry" (WB); "Blackboard Jungle" (M-G-M); "Country Girl" (Para); "The Long Gray Line" (Col); "Rear Window" (Para); "Sabrina" (Para); "A Star is Born" (WB); "There's No Business Like Show Business" (20th-Fox), and "White Christmas" (Para).

The 10 best male performances, and their pictures, selected were: William Holden in "Toko-Ri"; Spencer Tracy" in "Bad Day at Black Rock" (M-G-M); Glenn Ford in "Jungle"; Bing Crosby in "Country Girl"; Marlon Brando in "Desiree" (20th-Fox); Tyrone Power in "Gray Line"; James Stewart in "Rear Window"; James Mason in "Star is Born"; Gary Cooper and Burt Lancaster, both in "Vera Cruz" (United Artists).

The 10 best female performances, and their pictures, selected were: Ava Gardner in "The Barefoot Contessa" (UA); Dorothy Dandridge in 'Carmen Jones" (20th-Fox); Grace Kelly in "Country Girl"; Maureen O'Hara in "Gray Line"; Elizabeth Taylor in "The Last Time I Saw Paris" (M-G-M); Audrey Hepburn in 'Sabrina"; Judy Garland in "Star is Born"; Susan Hayward in "Untamed" (20th-Fox); June Allyson in "A Woman's World" (20th-Fox); Doris Day in "Young at Heart" (WB).

Selections were made at a luncheon attended by several hundred Hollywood celebrities and sponsored by the Audience Awards poll committee of COMPO. Dick Powell was toastmaster; Walter Pidgeon, Screen Actors Guild president, presented nominations certificates to the actresses, also accepted certificates in behalf of the actors. June Allyson made the presentations to the selected new male personalities.

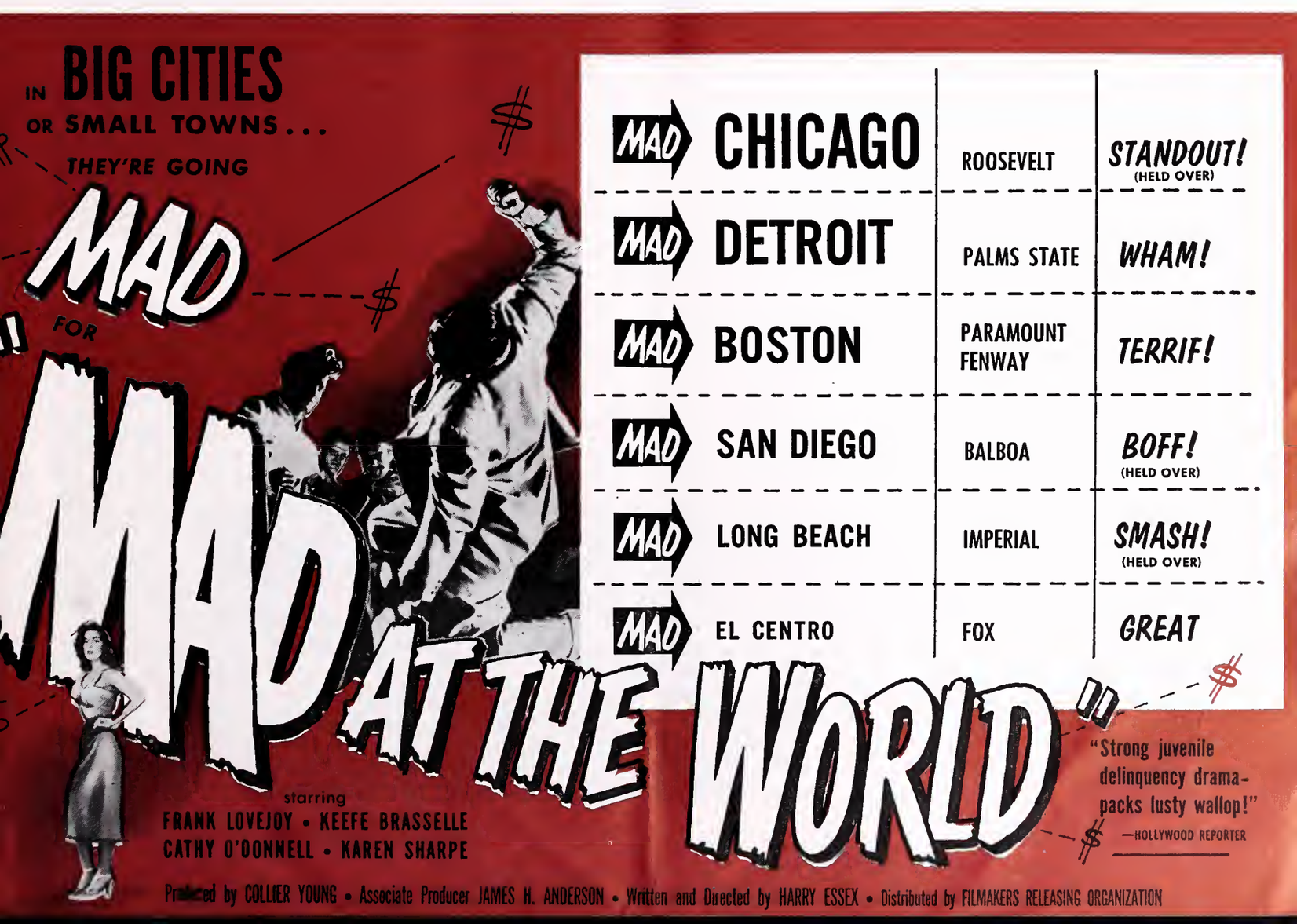
Exhibitors will make five nominations next month from films released April-May-June and another set of five nominations in October from July-August-September film releases. A public vote at theatres is scheduled Nov. 17-27.

Late last week, an audience awards committee meeting in the Kansas City exchange area reported that at least 200 theatres in the region, including all principal circuit houses, will participate in the election.

A meeting in the Atlanta area saw appeals go out for 100 percent local participation. Idaho and Utah exhibitors, meeting in Salt Lake City, had a similar session.

Scheduled for Aug. 8 is a Seattle area meeting, at which promotional plans will be formulated, along with a plan for a guessing or similar type contest among theatre patrons for which suitable prizes will be awarded.

Independent Theatre Owners of Arkansas urged its membership in a bulletin to go all-out in the election. "This has all the possibilities of being a great box office stimulator, and we owe it to ourselves to co-operate all the way down the line," the bulletin stated. In the Des Moines area, an early meeting is planned but no date has yet been announced.





Lucille Ball and Desi Arnaz are visited on the "Forever Darling" set by Howard Dietz, vice-president of M-G-M, releasing the Zanra Production.

HOLLYWOOD

. . . on the wire

RICHARD BERNSTEIN, *Editor*
Hollywood Offices:
8245 Beeman Avenue
North Hollywood. Tel.:
Normandie 2-6494

Too Many Zealots Spoil Film: Thorpe

Contrary to any theories entertained on the subject, Director Richard Thorpe told the Long Beach Literary Circle, few things will louse up a motion picture quicker than a crew and cast who are all terribly conscientious and determined to wring the very most out of every foot of film.

Thorpe explained that it is the function of a good director, among other duties, to hold in check the personal enthusiasm and dedication of loyal, sincere troupe members —who will give their life's blood, if necessary, to put the scene over.

"When everybody is trying for an "Oscar" every time they shoot a line of dialogue," the director of M-G-M's "Quentin Durward" stated, "you've got trouble. It pulls your picture out of shape. It tends to interrupt your tempo and the mood of your film and to destroy the dramatic values you are trying to build up."

Thorpe continued: "Good story-telling on the screen requires an overall intregration of pace and scenes, which is only complicated by any attempts to overplay a scene where there is a knock on the door and an actor says 'Come in.' That's all, just 'Come in.'

Thorpe explained that the director's job is to tell a story on the screen.

M-G-M Executives Plot Seasonal Course

HOLLYWOOD. — New York and regional sales and promotion executives of M-G-M arrived in Los Angeles this week to be hosted by studio head Dore Schary at preview screenings and conferences on 1955-56 distribution plans. Among the executives arriving to help launch M-G-M's forthcoming production season were Arthur Loew, president, Loew's International; Charles M. Reagan, vice-president and general sales mgr.; Howard Dietz, vice-president and ad-publicity-exploitation director; Edward M. Saunders, asst. general sales mgr., and John P. Byrne, eastern sales mgr.

They were joined here by Rudy Berger, Southern sales mgr.; John J. Maloney, central sales mgr.; Burtus Bishop Jr. midwestern sales mgr.; John S. Allen, southwestern sales mgr.; George A. Hickey, western sales mgr.; and Hillis Case, Canadian sales mgr.

Sol C. Siegel, as his first project for Metro, will produce a musical version of "The Philadelphia Story," for which Cole Porter is being sought as composer. Three top musical stars are being sought for the property, which Siegel will produce at Metro for Loew's, Inc., release. . . . Stanley Kramer signed Cary Grant and Frank Sinatra to co-star in "The Pride and the Passion," to be filmed in Spain.

* * *

Ruth Roman has been signed by independent producer Edmund Grainger to play one of the two feminine starring roles opposite Robert Stack in "Great Day In The Morning," Grainger's screen version of the best-selling novel by Robert Hardy Andrews. Jacques Tourneur will direct the film, which will roll on location in Silverton, Colo., Aug. 11.

* * *

Willis Goldbeck will produce the screen version of "The Lone Ranger" for Warner Bros. with Stuart Heisler directing. The film will star Clayton Moore, in the title role, Bonita Granville and Jay Silverheels. It will be shot in WarnerColor.

* * *

Carl Krueger has signed Dana Andrews to star in his production, "Comanche," to go before the CinemaScope-Color cameras Aug. 15. Krueger has signed George Sherman to direct the film for which he has set a United Artists release. A story of the last Comanche Indian uprising in the Texas-Mexican border, the picture will be shot in its entirety in Mexico at a location site to be selected. Henry Spitz has been signed by Krueger as production manager. Krueger also wrote the original story and screen play.

* * *

Hal Wallis signed Richard Morris to write the screen play for Paramount's "Route 66," which will star Shirley Booth. Wallis is also preparing three other properties; "Gunfight at OK Corral," which is being scripted by Leon Uris; "The Rainmaker," N. Richard Nash, and "A Stone For Danny Fisher," being scripted by Michael V. Gazzo.

* * *

Republic has exercised its option on the services of Anna Maria Alberghetti for another year under a multiple picture contract. The actress' first Republic picture is "The Last Command." The studio also picked up its option on the services of Frank Lloyd as an associate producer-director for two more years. The contract calls for two pictures a year.

* * *

April Kent, a young Broadway actress who appeared in the road companies of "The Moon Is Blue" and "Mr. Roberts," was signed to a long-term exclusive contract at Universal-International. . . . George Montgomery has signed a multiple picture contract with Allied Artists, it was announced by Walter Mirisch, executive producer. Montgomery's first starrer under the pact will be "Cattle King," in CinemaScope, which Mirisch will personnally produce. The screen play by Daniel B. Ullman will roll late in September.

* * *

Wolfe Cohen, president of Warner Bros. International, announced the conclusion of a deal whereby Warner Bros. International has acquired the foreign distribution rights to the feature length film, "Mr. Evil," produced in Europe by Filmorsa Film Organization S. A. Orson Welles, who stars in the title role, produced and directed the film from his own original story.

* * *

Bernard Glasser announced the formation of Associated Producers Distributing Corp. to produce six pictures for theatrical release in Eastman Color and CinemaScope or SuperScope, within the next 18 months. First to go before the cameras will be "Man From Abilene," which will roll in September from an original story by Wiliam Magginetti. Film will star Zachary Scott and Brian Donlevy. Herbert A. Kaufman has been appointed the company's general sales manager by Glasser. Headquarters of the new company is at Keywest Studios in Hollywood. Kaufman is in New York setting up relasing deals.

* * *

Nick Dennis signed for a featured role in the Cornel Wilde-Jane Russell starrer, "Tambourine," at Columbia, which Nicholas Ray is directing. . . . M. and A. Alexander Productions has decided to release "It's A Wonderful Life," the Frank Capra production, to motion picture theatres as a re-issue and hold back its TV precentation. . . . Marion Ross has joined the cast of Paramount's "The Proud and the Profane,"



Sam Goldwyn briefs six Goldwyn Girls prior to nationwide tour for "Guys and Dolls," a Metro release. Left to right are June Kirby, Jann Darlynn, Larri Thomas, Pat Sheehan, Madelyn Darrow, Barbara Brent.

Director-Writer Of 'Mr. Retread,' Tashlin Holds Forth On Comedy

By Richard Bernstein

"A director should play his actors and actresses like they believe what they are doing," explained Director-Writer Frank Tashlin at luncheon at 20th Century-Fox. "If they seem to believe what they are doing, the audiences will believe it, too."

Tashlin is currently at work on "Mr. Retread," which Buddy Adler is producing, and on which he serves as writer-director. "Mr. Retread," which stars Tom Ewell, is based on the original story by Albert Beich, "The Camp Follower." Tashlin has a contract with 20th-Fox to do one picture a year for seven years.

Did "Artists and Models"

He has just finished a film at Paramount for Hal Wallis, "Artists and Models," which stars Dean Martin and Jerry Lewis, which he directed. Besides Martin and Lewis, Tashlin has directed Bob Hope.

In response to the question: "How does a director prepare himself to direct different types of comedies? "Like a tailor would measure a suit of clothes for different people. You measure a film according to the stars that are in it."

Both as a writer and director, Tashlin further explained, he treats the scenes in which individual stars appear differently.

He pointed out that he studied reams and reams of footage on his current star, Tom Ewell, who scored in 20th-Fox's "The Seven Year Itch." "You study the personality whom you are going to work with so thoroughly that you know what they can do better than they.

"I direct while I'm writing the screen play at the typewriter," Tashlin said. A former syndicated newspaper and motion picture cartoonist, Tashlin still draws books, which are best sellers. He has learned through his art work to visualize strongly in his mind. This goes back to the days when he worked for Max Fleischer as a cartoonist on the "Out of the Inkwell" cartoons and "Aesop's Fables."

"As I write," Tashlin stated," the picture as I see it goes through my mind like a projection machine."

Former Bob Hope Gagman

Tashlin was a gagman for Bob Hope and eventually wrote screen plays for the comedian and directed him in his smash comedy hit, "Son of Paleface."

"A gagman learns to gauge audiences. It's hard to make people laugh and a gagman who knows what will make people laugh knows people pretty well," the director-writer said. "Comedies are hard to do. Comedy makers can also make top dramas. Many producers, directors and writers came from the comedy school and have turned out of some the biggest dramatic hits ever made."

"It's much harder to make people laugh than it is to make them cry," Tashlin observed.

The story of "Mr. Retread" deals with two people who are happily married for 10 years. The wife is a former WAC and the husband was in the Air Force in World War II. The husband, played by Ewell, gets a call to go back into service. He goes for his examination and his wife, upset by this situation, enlists in the WAF.



FRANK TASHLIN

When he returns home, he tells her that he has flunked his physical and she tells him that she is now a WAF. She goes traveling about as a service officer and Ewell follows her as a camp follower. He moves into the same area as the service wives, twists the law so that he gets a wife's allowance. The film is a tale of one man's fight to get his wife to leave the service and come home with him.

Tashlin feels very strongly about doing drama and he will do an independent film, "About Alexandria." His actress-wife, Mary Costa will play one of the lead roles in "About Alexandria."

"Mr. Retread" is Tashlin's first big-screen process film and he has this to say about it. "CinemaScope gives a director a bigger canvas to work with and you can do intimate scenes much better."

The director is very high on Martin and Lewis as a team in motion pictures. Of Jerry Lewis, he says, "This is one of the great young comedians today." He believes that Martin and Lewis complement each other perfectly in films.

Besides his one-a-year deal with 20th-Fox, Tashlin has to report to Hal Wallis for a film and also works on independent productions. "Comedy and drama can be mixed in a film to prove good entertainment," Tashlin stressed. Perhaps one of the outstanding examples of this is the RKO hit, "Susan Slept Here," which Tashlin wrote and directed for Producer Harriet Parsons.

"Preparation and details are very important in films," Tashlin said. "That suit that we tailor for a person must fit him—and so must the part."

New Russell Starrer

"The Big Play," Eleanor Pryor's novel, has been purchased by Russ-Field Corp. as a starring vehicle for Jane Russell and the production company's third United Artists release. In addition to Miss Russell, "The Big Play," a chronicle of life in the Texas oilfields, will have two top male stars, be made in color and widescreen, starting Nov. 15.

HOLLYWOOD...

Deborah Kerr-William Holden starrer now on location in the Virgin Islands.

* * *

Hal R. Makelim announced that Harold Shumate is writing the screen play of "The Peacemaker," current novel by Richard Poole purchased by Makelim. "The Peacemaker"is scheduled as one of the first three in the series of 12 pictures to be produced by Makelim under his exhibitor setup. Already scripted is "The Case of Julia Walton," by Jay Ingram, and "The Gay Primitive. Both are recent Makelim purchases.

* * *

Arlene Dahl signed for a starring role in Ponti-de Laurentiis' "War and Peace," which is currently rolling in Rome for Paramount release. She will play the role of Princess Helen, the most beautiful woman in Moscow and the wife of Henry Fonda.

* * *

Things are really humming with the Gibraltar Releasing Corp. Sam Nathanson, president announced that the corporation has set up 25 exchanges to handle its product. He also has acquired three British features which will go into national release within the next two months. They are "The Wedding of Lili Marlene," "Holiday Week" and "Room in the House." Edmund Goldman has been appointed exclusive representation on foreign sales for the company. Nathanson also will release "A Yank In Ermine." Gibraltar will distribute "Wetbacks," produced and directed by Henry McCune. Film stars Lloyd Bridges, Nancy Gates, Barton MacLane, and John Hoyt.

* * *

Jack Warner announced that Tab Hunter will be starred in "The Girl He Left Behind," an original story to be written by Marion Hargrove. Frank P. Rosenberg will produce. . . . Elisabeth Whitney will play the title role in "Mistaken Sinner," which B and B Productions will make. Frank Hess and his one-man band and vocal coach Dr. Angelo de Belmonte have been set for the musical portion of the film, which will be lensed in Las Vegas.

* * *

"The Mine With the Iron Door," Harold Bell Wright's western classic, has been assigned to Wallace MacDonald for production at Columbia, and David Lang has been signed to write the screen play. The story of a lost mine in the Catalina Mountains of Arizona, the film has five principal characters, the hero, an escaped convict, two prospectors, a beautiful girl and an Indian who holds the secret to the mine.

* * *

Alan Ladd has purchased Wade Miller's suspense story, "All Through The Night," as his next Jaguar production for Warner Bros. All the action in the film takes place in one night, when the daughter of a detective is abducted by a psychopathic killer. George Bertholon will produce the picture.

* * *

"Ghost Town," an original Western screen drama by Jameson Brewer, will be produced by Paul Wurtzel and directed by Allen Miner for release by United Artists. To be filmed under the banner of Sunrise Pictures, "Ghost Town" is scheduled to go before the cameras Aug. 25 on location at Kanab, Utah.

REGIONEWS

ALBANY

U.S. Dist. Judge Stephen W. Brennan denied two important motions in the $1,500,000 anti-trust action brought by St. Lawrence Investors, Inc., operators of the American in Canton, against Schine Chain Theas. and the eight major distributors, involving Schine houses in Ogdensburg, He rejected their plea for dismissal on ground that plaintiff's certificate of incorporation did not authorize the company to conduct a theatre business, and denied the contention that the statute of limitations in N.Y. state runs three rather than six years.

Route 56 Drive-In, a 400-car unit built by Peter Papayanakos at a cost of $70,000, has been opened between Potsdam and Massena, with Don Parisian as mgr. Upstate Theas. of Albany will buy and book. . . . Ernie Stautner and Ed Hoffman also use Upstate for their Sara-Pla Drive-In, Saranac Lake. . . . "C-Way Drive-In" is the name selected by Joseph Andrek from patrons' suggestions for the former Riverside at Ogdensburg. . . . Sam Davis has resumed buying and booking for his Onteora Theatre at Fleischmanns.

The 1500-car ozoner being built diagnally across the Albany-Saratoga Rd. in Latham, will be known as Fabian's Route 9. Fabian engineer Fred Haas is supervising construction from plans drawn by Leon Einhorn. Its screen will be 142x75'.

ATLANTA

C. T. Jordan, Jr., former head of the Warner exchange here, was named mgr. of the Howco Exchange to succeed Roy J. Nicaud, who resigned to enter business in his native city of New Orleans. . . . Atlanta WOMPI's making plans for a tea on Aug. 21 at the home of Mrs. Jackie Cowart to honor three national officers, Mrs. Laura Kenny, Mrs. Nell Middleton and Mrs. Franklin English. . . . Larry McClure opened his new drive-in at Lawrenceville, Ga. . . . Family Drive-In, Oak Grove, Ky., opened by Kline Duermeir, being serviced by ABC Booking. . . . The new Callahan Drive-In at Callahan, Fla., is being readied for opening.

Some recent managerial appointments include Mac L. Polston at the Hardee Theatre, Wauchula, Fla.; John L. Damm, Princess, Mt. Dora, Fla.; Roy Butler, Jones Theatre, Graceville, Fla.; Carl Hodges, Riviera, Chattanooga, Tenn.; Ben Cole, Central, Atlanta; Tom R. Pike, new South Expressway Drive-In. . . . Construction of the Coral Shores Drive-In on Plantation Keys, Fla. for Major Robert Duncan, delayed pending settlement of a land dispute. Meantime, the Major has plans for a new indoor theatre at Islamorado, Fla. . . . James W. Robinson opened his new 350-car Wheeler Drive-In at Florence, Ala. . . . The long-shuttered Dyer Theatre, Dyer, Tenn., was reopened by Jones Amuse. Co.

A 20-ton air-conditioner was installed in the Dixie Theatre, Apalachicola, Fla. . . . Claude E. Ambrose, mgr. of the Bessemer Drive-In, Bessemer, Ala., was placed under



Tim Hovey, sensational new child star who makes his film debut in Universal's "The Private War of Major Benson," which opened at the Plaza Theatre in N. Y. for an extended run, demonstrates to Leo Brecher, head of Brecher Theatres, and to Walter Brecher who operates the Plaza, how he struck the pose in the lobby display.

$200 bond after showing nudist camp film, "Garden of Eden." . . . Mr. & Mrs. E. G. Ventry are new owners of the Kissimmee Drive-In, Kissimmee, Fla., acquired from the bank at Melbourne, Fla. for $45,000. . . . James V. Miller, mgr. of the Belle Glades Theatre, Belle Glades, Fla., was married to Laverne Carter. . . . A new $10,000 curved screen is being constructed for the Palmetto Drive-In, Palmetto, Fla., managed by Roy Jones.

P. E. McCoy resigned as mgr. of the Weis Theatre, Savannah, Ga., and will have charge of an ozoner in Augusta, owned by Georgia Theas. . . . Cecil McGlohon, mgr. of the Avon Theatre, Savannah, Ga., won a prize in his company's recent concession contest. . . . Dixie Drive-In, Deland, Fla., is being modernized by owner Eugene Wulfkehuhler. . . . Neal Robinson is operating his Elgin Theatre, Crestview, Fla., only two days a week. . . . J. H. Robinson, theatre owner in Broxton and Alamo, Ga., started on a new 200-car ozoner at St. Marys, Ga.

"The Living Swamp," 20th-Fox release, will premiere in Wayeross, Ga. on Aug. 9. . . . Jerry Lasswell, Alexander Film Co. sales rep., has been upped to dist. mgr. for Fla., Ga., Ala. and central Tenn. . . . O. E. Hudgens, owner of the Thomaston Drive-In, Thomaston, Ga., passed away. . . . Simon F. Summerlin took over the Capital Theatre, Homerville, Ga., from David Shapiro. . . . Mr. & Mrs. Louis Rosenbaum, owners of the Muscle Shoals Theatre in Ala. are touring in Europe. . . . J. W. Mullins of Tulsa, Okla., is new owner of the Citrus Drive-In at Inverness, Fla., formerly owned by J. D. Wagner.

BOSTON

Otis M. Whitney, Comm. of Public Safety, has filed a bill relating to the licensing of certain public entertainment on Sundays in the Commonwealth. New measure would replace the previous law which was ruled invalid. . . . Norman Glassman of Lowell and Leslie Bendslev of Wellesley were named co-chmn. of the 2-day regional convention of IENE, set for Oct. 24-25 at Toy Town Tavern, Winchendon. Pres. Edward Lider is gen. chmn. . . . Andy St. Ledger has decided to retire after 40 years as theatre mgr. He has been in charge of the community-owned Bijou Theatre at Pittsfield, Me. for the past 25 years.

More than 200 friends and co-workers turned out for a reception and dinner at the Milton estate of E. M. Loew for his office mgr. of 25 years, Gertrude Rittenburg Finn, wife of Max Finn, gen. mgr. of the circuit, —who is retiring to private life. Highlight of the occasion was presentation of a miniature "Oscar" and check for $10,000 to Mrs. Finn by the boss. . . . Earl B. Raifstanger, 60, mgr. of Interstate's Mahawie Theatre, Gt. Barrington, since 1924, passed away; also Joseph J. McDermott, 64, mgr. of ATC's Wollaston Theatre, Wollaston.

Ralph Tully, State Theatre, Portland, Me., gen. chairman of the Jimmy Fund, and co-chairman Connie Russell, Sr. of the Bijou Theatre, Bangor, have invited industryites and civic leaders to attend a Jimmy Fund luncheon in the Augusta House on Aug. 27. Gov. Edmund Muskie will be a speaker, also Variety Club chief barker Walter A. Brown, Ben Rosenwald of M-G-M, William S. Koster, exec. dir. of the Jimmy Fund, and Theodore Fleisher of Interstate Theas. and gen. chairman of the drive.

BUFFALO

A deed filed in the Erie county clerk's office discloses that Michael D. Perna, who recently sold his Academy Theatre to Marine Trust Co., is purchaser of the Keith Theatre for $65,000. Seller is Michaels-Keith, Inc. . . . Paramount field rep. E. J. Wall, in town recently conferring with Arthur Krolick and Charles B. Taylor on promotion plans for "How to Catch a Thief," reported that his daughter Patsy was doing all right for herself in Albany district golf eireles. E. J. is a champion at bridge. . . . Ben Felcher, Columbia branch mgr., is chairman of the local committee for the dues collection drive to be conducted by COMPO during the month of Aug.

Frank Murphy, dist. mgr. of Loew theatres, with headquarters in Cleveland, will continue to supervise operations of local Shea houses—the Buffalo, Kensington and North Park and the Bellevue in Niagara Falls—following the death of Vincent R. McFaul. Murphy announced that the entire present personnel will continue in their various capacities. . . . Edmund P. Radwan, Buffalo Representative in Washington, has had inserted in the Congressional Record a statement lambasting the promotion of pay TV and suggesting that it be turned down by the FCC.

Mgr. Wm. Brett announced that Sunday

BUFFALO (cont'd.)

church services have begun at the Niagara Drive-In on Niagara Falls Blvd. Brett was one of the first to inaugurate such services. . . . Murray Whiteman, past chief barker of Variety Tent 7, was among those who enjoyed the annual Ad Club cruise to Point Gratiot Inn at Port Huron. . . . Art Moger, Warner exploiteer, was in Buffalo working on plans for the reception of Jack Webb when he arrives to appear on the stage of the Paramount on Aug. 13, where "Pete Kelly's Blues" will open the day before.

CHARLOTTE

C. B. Trexler, v.p. & treas., Stewart & Everett Theas., announced that one of their affiliates, Jax Theatre, Inc. has completed plans for the construction of a 925-seat theatre for Jacksonville, N.C. Contract for the house went to the New River Building Co. . . . Mgr. James Yates reports that the Dunn Theatre, Dunn, N.C., has been completely remodeled and air-conditioned. . . . David Phillips, Columbia booker, plans to visit the company's studios while vacationing in Calif. . . . T. G. Stanley, new owner of the Ann Theatre, Estill, S.C., will change name to Estill Theatre.

CHICAGO

Percentage suit against Bland Bros. theatres has been settled out of court. . . . Alliance's outdoor theatres will feature a week of special events Aug. 14-20. . . . Rumors of mergers in the theatre concession field are widespread. . . . UA reports that next loop film from its office will be "Gentlemen Marry Brunettes." . . . Cluster Circuit closed the Palace in Johnson City, Ill. Its 500-car ozoner on Hyway 36, north of Marion, Ill., is nearing completion. . . . The local Variety Club is making a drive for junior memberships among film row bookers, sons of Variety members, theatre managers and exchange employees.

Harry Christoso of Van Nomikos circuit, is now chief booker, succeeding Della Gallo, resigned. . . . Winner of the Davy Crockett contest being staged by Chicago Tribune will be crowned "Davy Crockett of 1955" at the Music Festival at Soldiers Field on Aug. 20 and receive cash prize of $100. 500 other prizes are being awarded to contestants. . . .



Paul Josephs, owner of the Bellevue Theatre in Upper Montclair, N. J., congratulates "Doctor In The House" patrons whose ticket purchase broke the theatre's 33-year attendance record. The J. Arthur Rank comedy, a Republic release, had just completed an unprecedented fifth week and was held over.



Guests at opening of new Associated Prudential Drive-In Theatre at Bridgehampton, L. I., N. Y., included (l to r): Bert Nathan, International Popcorn Assn. prexy; Herman Ficken, Prudential dist. mgr.; Mrs. L. A. Edwards; L. A. Edwards, Prudential v.p.; Stewart Topping, Supervisor, Easthampton Township; Mrs. Charles Okun; Charles Okun, Coca Cola Co.

The modernized Rena Theatre opened with the largest CinemaScope screen on the west side. . . . Triple feature programs are flourishing at the Gold, American, Century, Madlin and Cinema Annex theatres. . . . Pete Pisano, Avalon Theatre, won 1st prize in S-W's Spring Festival Drive for June, with Bob Kennedy of the Ogden taking 2nd.

Witte and Miller, purchasers of the Minonk Theatre in Minonk, Ill., installed CinemaScope and reopened the house. . . . Audience collections for both Will Rogers Hospital and Variety's LaRabida Sanitarium seem to be in conflict, with both set to start Aug. 12. S-W theatres agreed to collect for the former. . . . Robert W. Funke, veteran universal film salesman, passed away. . . . Ensign Donald Manheimer, son of National Screen's mgr. Arthur Manheimer, was a recent Chicago visitor. . . . Variety's annual golf tournament will be held Aug. 26 at St. Andrews Golf Club. Harry Balaban is gen. chmn.; Mike Stern and Johnny Jones, ticket co-chmn.

Charles Lansky of the Astor Theatre, which is being converted for a synagogue, will join the Crawford Theatre as mgr. on Sept. 1. . . . Atty. Vincent O'Brien will represent Warner theatres and Warner Films in Essaness's anti-trust suit, which gets under way Sept. 12 in Judge Wm. Campbell's court. . . . Irving Land of Buena Vista and Anneta Rosenthal of Paramount Ex. tie the knot this month. . . . James Jovan, owner of the loop Monroe, back from a European tour, will handle distribution of several foreign films.

CINCINNATI

Variety Club of Cincinnati, Tent No. 3, has arranged a gala Sports Day, to be held at Summit Hill Country Club on Aug. 29. Tickets are $10 each, with all proceeds to go to the Variety Foundation for Retarded Children. Allan S. Moritz is gen. chairman. . . . Phil Chakeres, who had his Sidney and Capitol theatres in Sidney renovated and redecorated, contributed reopening day's gross to the Will Rogers Hospital fund. . . . The Guild Theatre, owned by Willis Vance, started a six-week Summer Festival of the most popular older pictures, advertising coming attractions on a giant billboard atop the building.

Joseph H. Vehr joined the staff of Mid-West Theatre Supply as credit and office mgr., replacing Lucille Schmolt, resigned. . . . Word was received on the row of the burning of Bill Grey's Community Theatre at Blackey, Ky. . . . Frank Weitzel's booking and buying office is now servicing Sam Levin's two ozoners in Dayton and two in Springfield. . . . Jack Kaufman, former city sales mgr. in the 20th-Fox exchange here, has joined Jack Needham of Columbus in operation of the Needham Booking & Buying Service.

Charles Williams reopened the Palace Theatre, Davy, W. Va., after a month's closing. . . . Carl Ferrazza, mgr. of S&S's downtown Keiths Theatre, has a new asst. named Dallas Sields. . . . Donald Womack is a new student booker at RKO. . . . The Butler Theatre, Butler, Ky., closed down indefinitely. . . . Robert C. McNabb, mgr. of 20th-Fox and chief barker of Variety Tent No. 3, being treated for leg injuries caused by a falling tree. . . . Rube Shor of S&S Amuse. and pres. of National Allied, convalescing at home after recent illness.

CLEVELAND

The new Pearl Road Drive-In, owned by Ochs Mngmt. Co., opened here last week. It features CinemaScope, wide screen and a modern refreshment arcade operated by Berlo Vending Co. James J. Barton is mgr. When completed, the ozoner will have a 1,000-car capacity. . . . The Perrysburgh Theatre in Perrysburgh closed down for the summer. . . . "Lady and the Tramp rolled up $30,000 in its first week at the Palace. Jack Essick and John L. March joined in promoting a "Disneyland" tour to Calif. Their Cleveland caravan leaves by air Aug. 15 and returns on the 24th. . . . Paramount salesman Jerry Lipow, who instituted a blood bank for a fellow Film Row salesman, obtained 14 pints and the recipient is now recuperating in Florida.

DALLAS

Claude C. Ezell sold all his theatres in Ft. Worth, Waco, San Antonio, Brownsville and Houston, as well as three Dallas drive-ins to E. L. Pack, pres. of Bordentown Theas. Pack indicated he would keep the Ezell organization virtually intact. However, Albert H. Reynolds, gen. mgr., will not remain. Ezell also sold his two ozoners in Austin to Trans-Texas Theas. and the Gulf Drive-In, Corpus Christi, to his partner, Rowley United Theas. He explained that he is divesting his holdings to have more leisure, and plans a world cruise shortly.

DENVER

Campaign for the fall COMPO audience poll got under way at a luncheon chairmaned by Robert Selig, Fox Inter-Mountain div. mgr., who will be chairman for Greater Denver. First prize, to the person whose ballot most nearly coincides with the national winners, will be a 3-bedroom, 2-bath new house, completely furnished, a car in the garage and clothes in the closet for every member of the family. . . . Edwin Koehler opened his new 300-car drive-in, tagged the Island

DENVER (cont'd.)

Acres, Gunnison, Colo. . . . Branch managers held a meeting to set up a working organization to collect dues for COMPO. Jack Felix, Allied Artists branch mgr., is chairman of the drive.

Fred Wade, mgr. of the Dogie, Newcastle, Wyo., is on an extended leave due to a heart attack. Gayle Poland, city mgr. for Black Hills Amuse., Hot Springs, S.D., is looking after the theatre until a new man is appointed. . . . Marvin Goldfarb, Buena Vista dist. mgr., took his family to Hollywood, where they will inspect Disneyland. . . . Two lone gunmen got cash from two different theatres. The first forced Erma Arthur, Tabor cashier, to give him $100; the other got $50 from Margaret Ratliff, Colorado cashier.

Wm. Harrisson, recently Republic salesman in Salt Lake City, moved to Denver as salesman for Universal. . . . J. M. F. Dubois, freelance newsreel cameraman, entered St. Joseph's Hospital for an operation. . . . Just a week after giving birth to a baby girl, Mrs. Ray David, Chadron, Neb., returned for an emergency appendectomy. Her husband is city mgr. for Black Hills Amuse. . . . Ainslie R. Davis, formerly with Radio Systems, St. Louis, Mo., was named secy.-treas. of Skyline Theatres of Colo., which is building a large ozoner near Brighton, Colo.

DES MOINES

Neal Houtz was named mgr. of the Odeon and Strand in Marshalltown by Nick Sonday, gen. mgr. of Consolidated Theas. Houtz had managed these houses before leaving about a year ago to go into private business. . . . The theatre in Pleasantville was reopened under management of Bob Gray of Des Moines, in cooperation with the Commercial Club. . . . Stanley Dean, new mgr. of the Arrow and Corral theatres in Cherokee, had been associated with Pioneer Theas. for seven years, working in Spencer and Carrol prior to his new assignment. . . . A. C. Schuneman, former owner of the Isis Theatre in Webster City, passed away.

Blondie Hazelhoff has leased the Lyric Theatre at Cook Rapids from Floyd Rafferty and opened the house. He plans two complete changes of show weekly. . . . Joe Fauver installed CinemaScope equipment in his theatre at Brooklyn. . . . Paul Strennen is the new mgr. at the Burlington Drive-In. He comes from Oskaloosa, where he was in charge of the Central States Drive-In.

DETROIT

Frank Upton, div. mgr. for Cinerama, has added an extra midweek matinee to handle increased business at the Music Hall. Exploitation chief Bill Green worked up a 10-week tieup with the Detroit Times photographic page to include weekly cash prizes topped by a week's vacation for a couple at East Tawas. . . . Lee Fraser, mgr. of the Bloomfield in Birmingham, staged a big beauty contest for five surrounding communities to pick contestants for the "Miss America" crown. . . . Wesley Benac and H. E. Totten are opening the new Thunder Bay Drive-In at Alpena just nine weeks after buying the vacant site.

Daniel J. Lewis, booker for Wisper & Wetsman, was named head film buyer for Cooperative Theas. of Mich. to succeed James F. Sharkey, who is retiring following serious illness. Lewis was feted by the W&W organization and presented with a unique watch. . . . Bel Air Drive-In at Jackson, Mich. was opened by Jack and Jay Phillips and will be booked by Clark Theatre Service. . . . Dixie Drive-In at Monroe, owned by Jack Phillips & Associates, is switching from Co-operative to Clark. . . . Earl London, who built and operated the State at Olivet for 10 years, has transferred it to Richard L. Pier, a newcomer to show business. Pier is refurbishing the house and installing CinemaScope.

William Wetsman of W&W was named local chairman of the COMPO poll committee. . . . Norman Wright, operator of the Admiral Theatre and active in producing charity shows for various institutions, died on a trip to Buffalo. . . . Allied Theatres started the first of a series of regional meetings at Grand Rapids' Pantlind Hotel. . . . George W. Sampson, one-time pres. of the old Detroit Film Board of Trade, will be honored on his 35th anniversary in the business the week of Sept. 25. . . . Mrs. Justine Igna, wife of John Igna, longtime owner of the Berkley Theatre in Berkley, passed away; also Howard T. Reynolds, owner of the Vogue and Family theatres in Grand Rapids.

HOUSTON

The new Tidwell Drive-In at Homestead and Tidwell Rd. will be opened soon by owners Harold "Cotton" Griffith and H. N. Mitchmore, owner of the Market St. Drive-In. Mitchmore will manage the Market St., assisted by Kenny Stroud, and Griffith the new ozoner while continuing to handle booking and buying for Market St. The 50' screen, CinemaScope, and 900 RCA speakers are from Southwestern Thea. Equip. Co. . . . Frels Circuit's Eddie Reyna reports that the State Theatre in Bay City has been completely remodeled, with all new seats, wide screen and CinemaScope. . . . Hal Norfleet, veteran ex-Houston theatre man, died in Dallas recently.

Ellis Ford leaves the Delman Theatre as mgr. to work with Augie Schmitt at Houston Popcorn Co. Ernest Buffington takes over at the Delman, where asst. mgr. Aline McIntosh was replaced by doorman Victor Goodman. . . . The 20th-Fox exchange opened formally when city treas. Francis Deering, acting for Mayor Hofheinz, snipped a strip of film from "The Seven Year Itch" instead of the traditional ribbon. The new exchange has an 84-seat theatre, wide screen and CinemaScope, and will handle 450 accounts formerly handled at Dallas. . . . Laura Knopp, asst. mgr. of River Oaks Theatre; Ethel Kirby, Bluebonnet Express, and Karlene Schmitt from Houston Popcorn, were selected by the WOMPI board as nominees for national office.

R. J. O'Donnell of Interstate reported that "Man From Laramie" in its opening day at the Majestic in San Antonio grossed only $300 less than first day of "From Here to Eternity." . . . Attorneys for Interstate and the major film companies announced that they would appeal the jury verdict which gave I. B. Adelman, owner of the Delman, $60,000 in his triple damage suit. . . . Iris Theatre is installing a new wide screen and CinemaScope. . . . Harry Burgess, former chief usher at the Metropolitan, is now asst. to mgr. John Arnold at the Kirby. . . . Buddy Gould transferred from mgr. of the Yale to mgr. of the Fulton.

Variety Club mgr. Rex Van sent out invitations to wives of barkers to attend a meeting for the purpose of organizing a ladies auxiliary. . . . Houston Popcorn's Augie Schmitt has announced a new item—pink lemonade concentrate. . . . Houston Theatre Owners Assn. meets Aug. 9, at 10 a.m., at Frontier Inn. Lowell Bullpitt, Boulevard Theatre mgr., is pres.

INDIANAPOLIS

Statia O'Connell took over operation of the Oriental Theatre, which has been in the family for 42 years, because of confidence in the industry and in the neighborhood. Rex Carr will book the films. W. Ray McCormack is mgr. of the house. . . . The Vee Theatre, Veedersburg, Ind., has been sold to Forrest Songer. . . . Royal Theatre at Brownstown, Ind., closed July 30. . . . Wheel-In Drive-In at Mooresville has left the Indianapolis Cooperative Circuit, and O. Templeton will do his own buying and booking.

Mode Theatre at Columbus reopened Aug. 1 after being closed during July. . . . Jack Webb made two personal appearances on the Circle Theatre stage Aug. 4, when Pete Kelly's Blues opened there. . . . Some 142 barkers and guests attended the Variety Club golf tournament at the Broadmoor Country Club. . . . Laurence D. Reese, from Cleveland, is a new student booker at Fox. . . . Robert Thomas, head shipper at Columbia, was married July 27.

KANSAS CITY

Palace Theatre at 932 Main, K. C., was closed by Ralph J. Heft, owner, and the Summit at 1719 Summit by Commonwealth. . . . Ronnie Green is new asst. to mgr. Matt Plunkett of the Mo. Theatre. . . . Dwight Cantrell of Niangua, Mo. bought the Skyline Drive-In from Mr. and Mrs. Lloyd B.



Author Paul Gregory (far left), honored with city-wide celebration in Des Moines in conjunction with world premiere of "The Night of the Hunter," was feted at luncheon attended by (l to r): Iowa Gov. Leo. A. Hoegh; director Charles Laughton; A. H. Blank, head of Tri-States Theatres; Carmel Myers and husband Al Schwalberg of Artists-Producers, Inc.; Des Moines Mayor Joe Van Dresser and City Manager Leonard Howell. More than 35,000 participated in Paul Gregory Day festivities, capped by televised opening of the United Artists release at the Paramount Theatre.

KANSAS CITY (cont'd.)

Schmodt. . . . Mrs. Willard Cook, Leawood, Kans., was appointed to a 4-year term on the Kans. State Bd. of Review by Gov. Fred Hall after the state Supreme Court ruled the law abolishing the board was unconstitutional. . . . Bob Smith, former Natl. Theatre Supply Co. engineer, transferred to Los Angeles office in the same post.

New booker for Commonwealth's western division is Wayne Love, formerly of Great Bend, Kans. . . . Campus Theatre, Manhattan, Kans., was remodeled by Midcentral and refrigeration added. . . . Booth Theatre, Independence, Kans., has new carpets, screen and draperies. . . . Don Cook, owner of Starlite Dude Ranch ozoner, Maryville, Mo., has a collection of side saddles his patrons enjoy inspecting. . . . Fox Midwest's convention dates are Sept. 27-28 at Hotel Muehlebach. . . . Harry J. Nash celebrated 50 years in show business at his Ritz Theatre in California, Mo. Nash started helping his father in an early St. Louis theatre and has owned the Ritz since 1937.

Earl Organ, former Paramount salesman, replaced Frank Thomas, who advanced to exchange mgr. of Allied Artists on resignation of Ray Copeland. . . . Perry Hutson, former mgr. of Lee Theatre at Harrisonville, Mo. for Commonwealth, transferred to the Ashland, K. C. Jack West moved from Cass County ozoner to the Lee. . . . Bobby L. Meglie is mgr. for Jay Wooten's new Southutch at Hutchinson, Kans. . . . Osage Theatre, Stover, Mo., has new screens and lenses.

E. L. Follmer's Roxy at Warsaw has new equipment. . . . Pete Medley reopened the Sikeston, Mo. Drive-In with new screen after recent storm damage. . . . Kans.-Mo. AITO board meeting for July was devoted to COMPO's audience award plan, toll TV and EDC report. . . . W. A. Collins opened a shoppers' comfort station at his Collins Theatre in DeSoto, Mo. offering free parcel checking, ice water and restrooms. This plus a Saturday special show are Collins' way of helping local merchants draw trade.

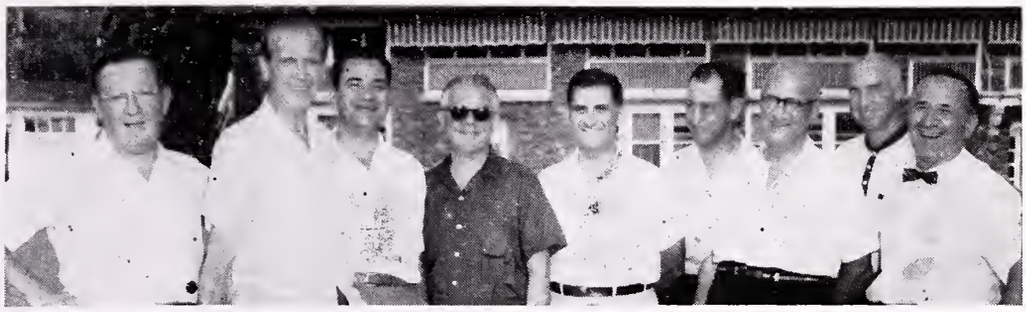
MIAMI

Mrs. Edward Claughton has taken over the entire third floor of the Urmey Hotel to house all offices of the Claughton Enterprises. Wholesale candy warehouse will be located in the Trail Theatre building. . . . Frank McKay, owner of the Bal Harbour Hotel at Miami Beach, denied report that he was taking over M-G-M but admits there is a deal pending on a West Coast venture. . . . Wometco drive-ins getting a modern look are the Coral Way, Skydrome in Lake Worth, 27th Ave. and a new one called Davie Boulevard, managed by Joe Fink. . . . Abraham H. Shukat, N.Y.C. theatre owner and attorney, was admitted to the Florida Bar and announced his association with Morris G. Warner, Mercantile Bank Bldg., Miami Beach.

MILWAUKEE

Area winners in Stanley-Warner's spring festival drive, recently announced by zone mgr. Alex Halperin, were the following: April — Robt. Recker, Appleton Theatre, Appleton; (1st prize); Al Meskis, Warner, Milwaukee; Bill Bindel, Rialto, Racine; May — Herb Thatcher, Egyptian, Milwaukee; Ralph Krause, Milwaukee, Milwaukee; Gerald Luedtke, Rio, Appleton; June — Luedtke; Larry Schulz, National, Milwaukee. . . . A $200 Cinerama Showman's wristwatch was awarded to Al Meskis for being the leader in the midwest zone in the group selling drive for Cinerama.

Wisconsin Variety Tent 14 has resumed Monday luncheons in the clubrooms at the Schroeder Hotel. . . . James Doeter, Climax Theatre here, lost a finger in an accident with a saw. . . . Ben Mareus, Harold Pearson and Sig Goldberg attended the National board meeting in Washington, D.C. . . . Harry Eifert, 65, projectionist at the Oriental Theatre for the last 28 years, passed away after a long illness.



MPTO of Connecticut's annual golf tournament at Racebrook Country Club, Orange, had record-high attendance, including, from left: Harry Feinstein, Stanley-Warner zone mgr.; Ray Moon, U-I asst. gen. sales mgr.; Charles Okun, Coca Cola Co.; Atty. Joseph Stein, Sargoy & Stein; Barney Tarantul, Burnside Theatres; Allen M. Widem, Hartford Times; Harry F. Shaw, Loew's Poli div. mgr.; Ray McNamara, Allyn Theatre, Hartford; Paul Tolis, Kounaris-Tolis Theatres.

NEW HAVEN

Lockwood & Gordon opened their new $200,000, 750-car Pix Drive-In, Bridgeport's first outdoor theatre. John O'Sullivan, mgr. of L&G's Danbury Drive-In, has been named gen. mgr. of the Danbury and Pix, with Don McPhee replacing him at the Danbury. . . . Sperie Perakos, circuit gen. mgr., reports that children's playground at the Southington Drive-In is now open from 2 to 5 p.m. on Saturdays and Sundays. . . . A parking lot is slated for the site of Loew's Poli Bijou and adjoining building in downtown New Haven, which were acquired by First Nat'l Bank & Trust Co. last Dec. for $200,000.

Scores of press representatives will be brought to Waterbury by Paramount on Aug. 18 for world premiere of "The Girl Rush" at Stanley-Warner's State and for accompanying homecoming celebration for its star, Rosalind Russell. . . . Joe Dolgin, buyer-booker for Pine Drive-In, Waterbury, reports his 21-year-old daughter Barbara, a dancer, has joined the chorus of "Ankles Aweigh," New York stage hit. . . . A newly chartered Conn. firm, Stratford Enterprises, Inc. of Stratford, lists as incorporators Albert M. Pickus, Mary Grubb and Leonard Levy.

Hugh J. Campbell of the Central Theatre, W. Hartford, marked his 40th year in the industry. . . . Harry Sullivan was named mgr. of L&G's East Windsor Drive-In, succeeding Bill Daugherty, who replaced Bill Hayes at the Norwalk Drive-In. . . . Phil Cahill and associates opened their new 800-car Clinton Drive-In. . . . Middlesex Theatre in downtown Middletown was reopened by M&D Theas.

Watch These Dates!

Aug. 15-20: Audience Collection Week to benfit Will Rogers Memorial Hospital and Research Laboratories.

Aug. 23-24. Charleston—Allied Theatre Theatre Owners of W. Va. annual convention—Daniel Boone Hotel.

Sept. 30-Oct 1: New Orleans—Women of the Motion Picture Industry national convention.

Oct. 6-9: Los Angeles—Theatre Owners of America national convention — Biltmore Hotel.

Oct. 24-25: Winchendon, Mass.—Independent Exhibitors of New England convention—Town Tavern.

Nov. 5-9: Chicago—Allied States Association convention—Hotel Morrison.

Nov. 6-9: Chicago—International Popcorn Association convention, Hotel Morrison.

Nov. 13-15 Jacksonville — Motion Picture Exhibitors of Florida convention.

Nov. 13-15: Charlotte—Theatre Owners of N. & S. Carolina annual convention—Hotel Charlotte.

Nov. 21-22: St. Louis — Missouri-Illinois Theatre Owners annual convention — Hotel Chase.

NEW YORK

Abraham H. Shukat, owner of the Palestine and Charles theatres in N.Y.C., announced his admission to the Florida Bar and his association with Morris G. Warner, Esq. at the Mercantile Bank Bldg. in Miami Beach. His New York practice will be continued at 170 Broadway. . . . Philip Miles is resigning from Lynn Farnol public relations, where he has been account supervisor for six years, to become director of advertising and public relations for Restaurant Associates, Inc. . . . Frank Doherty, Loew's relief mgr., has been reassigned as mgr. of Loew's Bay Ridge Theatre, Brooklyn.

OKLAHOMA CITY

Ernest Crew dismantled his Royal Theatre and it will be converted into a store building. . . . Glen Jackson sold his Hollywood Theatre, Bochita, Okla., to V. A. Scott. . . . Mack Hall, Jr. and Bob Reynolds changed name of the Leo Theatre, Wister, Okla., to Wister Theatre. . . . D. B. Wilson assumed ownership of the Vogue at Stinnett, Tex., formerly owned by I. G. Lynn and closed for some time. Boyter Booking Agency will service the theatre. . . . Theatres recently closed: Frank Nordean's Rex in Konowa; Mrs. James Henigman's Rialto in Carmen; Howard Collier's Oak, Hartshorne; A. J. Sigmund's Sigmund, Lexington, Okla., and the Zana in Paducah, Tex.

Huckins Hotel in Okla. City is offering a

OKLAHOMA CITY (cont'd.)

regular $2.50 value for $1.95, which includes a chicken dinner plus a free ticket to the Criterion or Harber theatre. Also, parking is no problem as both theatres honor all downtown parking checks. . . . The Gage Theatre, Gage, Okla., owned by Mr. & Mrs. T. G. Cresswell, has gone to one change a week. . . . Delbert Cummings leased his Roxy Theatre in Stratford, Tex. to W. P. Sandlin, Jr. Athel Boyter will handle buying and booking. . . . Policy at Jack Pierce's Time Theatre, Stigler, Okla., is now a mid-week change only.

During a recent windstorm, screen of the Starlite Drive-In at Sulphur, Okla. blew down and hospitalized three women whose car was buried beneath the wreckage. One of the injured was Mrs. Chas. Ayres, who operates the concession at W. T. Kerr's Arbuckle Drive-In at Davis, Okla. Latest report is that Mrs. Ayres is recovering. Kerr and Mrs. Izah Adms are owners of the Starlite. . . . E. R. (Red) Slocum is back on the job after being incapacitated for several days in an accident which caused extensive damage to his Chrysler. . . . Leroy Ramsey of the Warner Theatre, Okla. City, won third prize in Stanley-Warner's spring festival drive for June.

PHILADELPHIA

Jack Webb, due here on Aug. 18 for a personal appearance in connection with "Pete Kelly's Blues," will be shepherded around by Irv Blumberg, Warner publicist. . . . Savar Corp. opened the Circle Drive-In, an 800-car ozoner in Maple Shade, N. J., and its 700-car Ateo Drive-In in Ateo, N. J. . . . In its sixth month at the Green Hill, "The Green Scarf" boasts one of the longest runs in a neighborhood theatre. . . . Walter Reade Theas. opened the Absecon Drive-In, an 800-car ozoner in Absecon, N. J. . . . Bert Leighton, mgr. of the Grand in Lancaster, returned to work after a long illness. . . . John Roach, mgr. of S-W's Stanley Theatre, celebrated his 25th wedding anniversary.

Warner Exchange will honor its branch mgr. by celebrating "Charles Beilan Week" Aug. 21-27. . . . The former Montgomery Theatre building on E. Girard was sold for Sidney and Paul Felix to David F. Wolff for $9,500. It will be improved and used for the sale of automobiles. . . . John Schaeffer, independent distributor of Realart features, moved to 235 W. 13th St. . . . Viking Theatre erected an awning on the 19th St. side to shield patrons waiting in line from the sun.

Jack Harris of Exploitation Picts. is back from Toronto where he helped line up Canadian exhibitors for booking "Jamboree" and set up distribution franchises in the area. . . . N.J. Messenger Service moved to 305 N. 12th St., where it will combine all of its operations. . . . Melvin L. Heinbach and associates bought a controlling interest in Community TV Corp., Reno, Nev. Heinbach owns the Pocono Drive-In, Stroudsburg, and the Star-Lite in Brandenville, Pa. . . . Patricia Lois Young, daughter of Columbia exploiteer Milt Young, became the bride of Milton B. Goldentyer.

Allied MPT Service will buy and book for the Sinking Springs Drive-In near Reading. . . . Abraham M. Ellis purchased a 50,000 square ft. lot at Oxford Ave. & Sanger St. for $32,800. . . . Maurice Felt, v.p. of Felt Amuse. Co., died at the age of 49. Also passed away: Charles Cohen, mgr. of Stanley-Warner's Center Theare; Mrs. M. E. Comerford, widow of the founder of Comerford Circuit.



Stars Audrey Hepburn and Mel Ferrer (left) exchange their views on the $5,000,000 production of "War and Peace" with producer Dino de Laurentiis and director King Vidor. The Paramount release started a 26-week production schedule in Rome on July 4. Henry Fonda will also be seen in screen adaptation of the Leo Tolstoy classic.

PORTLAND

Powell Valley Drive-In, Portland, has been sold by Bruce Keller and Associates to Tom Moyer, who has a small chain of theatres. . . . Dean Matthews, for some years associated with Hamrick theatres in the Seattle area, has been named mgr. in Portland, succeeding Marvin Fox resigned. . . . Will Hudson, formerly mgr. for Evergreen in Olympia, Wash., succeeds Oscar Nyberg as mgr. of the New Fox in Portland following advancemnt of Nyberg to mgr. of Evergreen theatres in Ore. . . . Jack Barbur is the new mgr. for Modern Theatre Supply in Portland.

Grover Hanley resigned from J. J. Parker Theas. after being associated with the chain for the past 29 years. . . . Don Cameron closed his 400-seat Capitol in Portland. . . . Walter Lange has been named sales rep. for Paramount. . . . Richard Lange, RKO mgr., is back at his desk after an arthritis attack. . . . Wm. Thedford, pres., reports that Evergreen theatres will run special children's programs throughout the summer and fall.

ST. LOUIS

Dick Fitzmaurice, former mgr. of the Rivoli here, joined Jablonow-Komm as mgr. of their Mounds Drive-In between E. St.L. and Collinsville, Ill. . . . John Olson is new mgr. of the Rivoli, with Micky Mausker as his asst. . . . Mr. & Mrs. Stanley Kent purchased the 340-seat Empire at Chrisman, Ill. from Geo. Barber with the help of local business and professional men and reduced adult admissions to 40¢. Mrs. Edna Calhoun, mgr. for the last three years, is resigning. . . . Al Charles of Los Angeles, who subleased the Empress from Ansell Bros., plans to present four weeks of stage shows and a motion picture program commencing Aug. 12, after which the Empress will be used for a School of the Theatre and TV by other out-of-town interests.

Ansell Bros. contracted with National Toddle House Corp. of Memphis for a restaurant building adjoining the Varsity Theatre. . . . Barney Diamond closed his Amythis Theatre July 20. . . . Harry J. Nash, operator of the Ritz at California, Mo., just celebrated his 50th year in the business. . . . Buena Vista Film Dist. Co., Inc. of Burbank, Cal., has been authorized to do business in Missouri. . . . The new Timber Structures screen at Mrs. W. O. McCutcheon's Sikeston, Mo., Drive-In will be able to resist a 125-mile wind.

The 400-car Kay Drive-In at Shelbyville, Ill., was taken over by Frisina. . . . Mr. & Mrs. Doby B. Stout opened their new Midway Drive-In near Fulton, Ky. after delay caused by high winds blowing down the screen. . . . One amendment to the St. L. city charter now being considered by the Bd. of Alderman would grant the city the right to levy an amusement tax. . . . Paul Krueger, pres. of Wehrenberg circuit, went to Chicago for the 81st annual Shriners convention. . . . Adolph List sold his 300-car Air Park Drive-In at Highland, Ill. to R. L. Costilow, a teacher in the Highland High School. . . . The 225-car Park Drive-In at Kevil, Ky., opened six years ago, has been closed indefinitely.

Mr. & Mrs. Thomas Baker installed a Walker Hi Intensity screen, along with other new projection equipment in their 400-seat Sharon Theatre at Bunker Hill, Ill. . . . Nick Karakas, owner of the Roxy Theatre, worked out a "Summer Movie Club Plan" through which civic, religious and other groups seeking to raise funds can get some extra income. . . . A. B. (Jeff) Jefferis installed a Hammond electric organ at his Pine Hill Drive-In near Piedmont, Mo. where Sunday concerts (with Jeff at the console) are now a feature. . . . A giant panoramic screen, 39½ x 92', replaced the old 31 x 44' screen at Frisina's Sky View Drive-In, Litchfield, Ill. . . . Pete Cardoni closed his 240-seat Riverton Theatre at Riverton, Ill. until Sept.

SALT LAKE CITY

State Theatre, Salt Lake City, which closed for remodeling, has reportedly been taken over by the Floor Brothers from Irving Gilman. The Floors also operate the Star, downtown, and the new Valley Vu Drive-In in the Garfield, Utah area. . . . Service Theatre Supply equipped the new Ranch Drive-In at Magna, Utah, recently opened by George Smith. . . . Woodland Drive-In, operated by D. B. Woodland, is putting on a lucky number drawing on Wednesdays in a tie-in with several local merchants for prizes. . . . Airport Drive-In, west of this city, temporarily closed by local officials because of its "adults only" fare, will reopen with a new policy.

Cinema Art Theatre, closed for remainder of the summer and undergoing some renovation, will reopen Oct. 1, according to mgr. Ralph Trather. . . . Some recent changes in management of Fox Intermountain theatres include transfer of Dick Conley from city mgr. at Butte, Mont. to Billings; John Tella from Billings to Durango, Colo.; Lloyd Boreing to Helena, Mont.; Sid Page upped from mgr. to city mgr. at Alliance, Neb. . . . Charles Walker, who retired as branch mgr. for 20th-Fox due to a heart ailment, is now

SALT LAKE CITY (cont'd.)

in the booking and buying service under his own name in this city. . . . Allied Artists booker Frank Smith, Jr. reports the arrival of a new son.

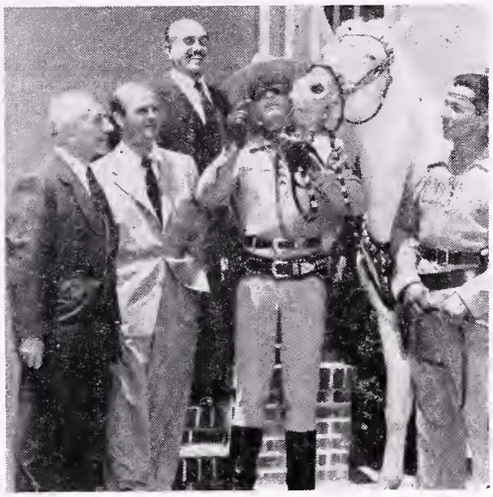
Bill Harrison resigned as salesman for Republic. . . . New asst. mgr. at the Capitol is Paul Hendry, who managed several Intermountain spots prior to a heart condition from which he has recovered. . . . "Road to Denver," Republic western which was made in the Intermountain region, is booking solid here, according to branch mgr. James Ecker. . . . Richard Birell was appointed mgr. of Irving Gillman's World Playhouse in Sugarhouse, Utah.

SAN FRANCISCO

"Miss Air Force of 1955" in the person of Capt. Gloria Sauls, will be in the spotlight at the Warner world premiere of "The McConnell Story" on Aug. 10 at the Fox Theatre. The event is in the nature of a salute to the Air Force Assn., which will be holding its ninth annual convention in S.F. Aug. 10-14. . . . R. W. Harvey Jr., formerly asst. mgr. of the Harvey Amuse. house in Stockton, is now mgr. of the McCloud, releasing Warren Camplin for duty as relief mgr. for the circuit. R. W. Harvey, Sr. of Westlake Theatres, broke his foot in a tractor accident at his mountain cabin. . . . Variety Club, Tent #32, has a picnic at Skipper Kent's Picnic Grounds on the Peninsula scheduled for Aug. 20. Plans include a vacation for two at Lake Tahoe for the theatre employee selling the most tickets.

SEATTLE

Variety International chief barker George Hoover of Miami, and representatives Rotus Harvey and Al Grubstick of San Francisco will attend the dinner-dance on Aug. 18, at the New Washington Hotel, observing Charter Day of the recently organized Variety Club of the Pacific Northwest, to be followed by a golf tournament on Aug. 19 at the Sand Point Golf & Country Club.



Harry M. and Jack Warner welcome "The Lone Ranger" and Jack D. Wrather, Lone Ranger's president, to Warner Bros. Studios. Famed masked rider will star in feature film based on the top western thriller of TV, radio and comic strip. Silver and buckskin-clad Tonto joins in smiling greeting.

. . . National Theatre Supply installed drapes, CinemaScope, Walker screen and Panatar lenses in the Coliseum theatres in Sitka and Petersburg, Alaska, belonging to the Gross Circuit. . . . J. B. Divis of the Rio Theatre, Brewster, Wash., was in Seattle on a buying and booking tour.

Center Theatre at Anaconda, Mont. ordered CinemaScope lenses and a wide screen from B. F. Shearer Co., who also furnished the Sundown Drive-In at Kalispel, Mont. with Asheraft super-power lamps and a generator; sound equipment in a new ozoner being built at Fort Benton, Mont., and wide screen and CinemaScope lenses at the Orpheum, Glasgow, Mont. . . . The new 425-car Pow Wow Drive-In at Oroville, Wash., opened by Peter Barnes on July 28, is equipped with RCA projector and Dyn-Arc lamps installed by Modern Theatre Supply. . . . CinemaScope, Walker screen and new Ultra Panatar lenses were installed in Irwin Fey's Renton Theatre at, Renton, Wash. by National Theatre Supply.

RKO To Stress Theatrical Films

(*Continued from page 6*)

physical realities in selling any given number of films."

Regarding toll TV, O'Neil classified himself as a neutral. He said that this controversial subject is in an area now where it will remain for a long time before it becomes clear as to whether or not it will be sanctioned for public consumption.

O'Neil said a possibility exists that the RKO Radio name may be altered, but only slightly, since the new owner said that his group has no interest in "losing the advantage of the RKO name."

So far as the corporate status of RKO radio is concerned, O'Neil said that it has not yet been determined whether the picture company will become a "separate subsidiary" or a "division" of General Teleradio.

Stays With MPAA

The company will, however, remain in the MPAA, O'Neil disclosed. He said also that the financing of the RKO Radio purchase was accomplished via a cash advance from General Tire & Rubber Co., parent concern of General Teleradio, and a $20,000,000 Chase Manhattan Bank loan.

Question of which stars will remain with Hughes and which will go to RKO Radio was a side provision of the sale, it was learned. Jane Russell's two-picture commitment belongs to Hughes, along with the contract for Gina Lollobrigida's services. The deals of John Wayne are with RKO and include "Jet Pilot," in which he stars.

O'Neil promised that "Pilot" will be distributed within a year. It will be released as one of five pictures already finished, which passed to O'Neil in the purchase.

News From Abroad . . .

Denmark

The Danish motion picture industry is a static affair, showing only minor variations from year to year in production of feature films and with no significant expansion anticipated. Production in 1954 totaled 15 features and these were produced by six producers. A seventh production company is now engaged in production of a feature film. Producers of Danish feature films receive Government aid in the form of a license to operate a motion picture theatre. At the end of 1953, a total of 459 theatres were registered. Multiple ownership of theatres is prohibited as are financial or other relationships between theatre owners and film producing or distributing companies.

Danish produced films are the most popular in Denmark, both in terms of length of runs and average receipts. However, U. S. films dominate the market. In first-run Copenhagen theatres, U. S. films accounted for 62 percent of the lms exhibited in 1954 and for 53 percent of the total receipts. British and French films were next in importance.

El Salvador

The new motion picture theatre, "Cine Regis" will be completed and in operation within the next two months in El Salvador. With the exception of the small "Cinelandia" theatre, which exhibits non-United States films exclusively, this new theatre will be the first independently operated theatre in El Salvador, all others, being operated by the Circuito de Teatros Nacionales, a Salvadoran Government agency. The Cine Regis has a seating capacity of 1,260, a 65-foot wide screen; and equipment for projection of wide-screen films. The total investment, including equipment, amounted to approximately $180,000 to $200,000. The theatre has been under construction for about a year. The operator of the Cine Regis indicated that he plans to construct two more theatres in El Salvador.

Venezuela

Statistics show the overwhelming popularity of motion pictures in Venezuela as compared to sporting events and other forms of recreation. The statistics were based on a canvass of cities with a population of over 5.000 which reported 205,511 recreational shows with a total attendance of 42,424,306 persons.

Jersey Allied Seeks Improved Availability

Allied of New Jersey has moved for immediate action on the problem caused by extending waiting time between the opening of a film in New York and its availability to theatres in Northern New Jersey. At a meeting of the exhibitor organization, presided over by president Sidney Stern, a committee was set up to seek remedial action. It was said that subsequent runs in northern New Jersey have waited as much as five months after a film opens in New York.

The ATONJ membership also voted "wholehearted support" of National Allied's EDC program, which includes a demand for governmental action for the control of film prices.

Bank Credit Established

WASHINGTON.—Universal has established a new $5 million credit arrangement, effective July 1, with the First National Bank of Boston and the Guaranteed Trust Co. of New York. The agreement replaces one made in 1952 with the same banks. Universal receives $2,950,000 to repay the outstanding balance of the old arrangement, with the balance to be used for general corporate purposes.

SHORTS—Calendar of Releases

(As far ahead as it is possible to obtain them)

COLUMBIA

1954-55

Series	Prod. No.	Title	Reels	Release Date	Time (Min.)
All Star	7412	Kids Will Be Kids	2	Jan. 20	16
"	7413	His Pest Friend	2	Feb. 17	16
"	7414	G.I. Dood It	2	Apr. 28	16½
"	7415	Scratch-Scratch-Scratch	2	June 9	16½
"	7416	Nobody's Home	2	Dec. 9	16
Three Stooges	7404	Fling in the Ring	2	Jan. 6	15
"	7405	Of Cash and Hash	2	Feb. 3	16
"	7406	Gypped in the Penthouse	2	Mar. 10	16
"	7407	Bedlam in Paradise	2	Apr. 14	16
"	7408	Stone Age Romeos	2	June 2	16
Color Favorites (Tech. Re-issue)	7605	Mysto Fox	1	Dec. 9	7
	7606	Polar Playmates	1	Jan. 6	6½
"	7607	Catnipped	1	Feb. 3	7½
"	7608	Unsure Runts	1	Feb. 17	7½
"	7609	River Ribber	1	Mar. 10	6
"	7610	Treasure Chest	1	Apr. 7	6½
"	7611	Picnic Panic	1	Apr. 21	6
"	7612	Mother-Hubba-Hubba-Hubbard	1	May 12	6
"	7613	Kukunuts	1	June 2	6½
"	7614	Scary Crows	1	June 23	8
"	7615	Little Rover	1	July 14	9
Assorted Favorites	7423	Cupid Goes Nuts	2	Dec. 2	16
"	7424	Half-Way to Hollywood	2	Feb. 10	17½
"	7425	A Knight and a Blonde	2	Mar. 3	14
"	7426	Hiss and Yell	2	May 5	18
World of Sports	7804	Rasslin Redskin	1	Dec. 23	9½
"	7805	Flying Mallets	1	Jan. 13	10
"	7806	Aquatic Acrabats	1	Feb. 17	9
"	7807	Fishing Paradise	1	Mar. 17	9
"	7808	Barking Champs	1	May 12	9
"	7809	Sun Play	1	June 2	9
Screen Snapshots	7854	Hollywood Life	1	Dec. 16	10
"	7855	Pennies From Hollywood	2	Jan. 20	9
"	7856	Hollywood Shower of Stars	2	Feb. 24	10
"	7857	Hollywood Fathers	1	Mar. 24	10
"	7858	Hollywood Plays Golf	1	May 15	9
"	7859	Hollywood Beauty	1	June 16	11
"	7860	Hollywood Mothers	1	July 14	—
Thrills of Music (Re-issue)	7953	The Lecuona Cuban Boys	1	Dec. 23	10½
"	7954	Tony Pastor & Orch.	1	Feb. 10	10
"	7955	Elliot Lawrence & Orch.	1	Apr. 14	10½
"	7956	Ray Eberle & His Orchestra	1	June 9	10½
Candid Microphone	7552	No. 2	1	Dec. 2	10½
"	7553	No. 3	1	Jan. 13	11
"	7554	No. 1 (Series No. 2)	1	Mar. 3	9
"	7555	No. 2 (Series No. 2)	1	June 2	1
U.P.A. Assorted (Tech.)	7502	Spare That Child	1	Jan. 27	6½
"	7503	Four Wheels No Brakes	1	Feb. 24	6½
"	7504	Baby Boogie	1	May 19	6
Comedy Favorites (Re-issue)	7433	The Good Bad Egg	2	Dec. 16	17
"	7434	You're Next	2	Mar. 17	17
"	7435	Ready Willing But Unable	2	Apr. 21	16½
"	7436	Training For Trouble	2	June 16	15½
Serials—15 Chapters	7140	Black Arrow	...	Feb. 24	—
"	7160	Adventures of Captain Africa	...	June 9	—
Mr. Magoo (Tech.)	7701	Destination Magoo	1	Dec. 16	6½
"	7702	Magoo's Checkup	1	Feb. 24	6½
"	7703	Magoo Express	1	May 19	6½
"	7704	Madcap Magoo	1	June 23	6
Mr. Magoo CinemaScope Spec.	7509	When Magoo Flew	1	Jan. 6	6½

METRO-GOLDWYN-MAYER

1954-55

Series	Prod. No.	Title	Reels	Release Date	Time (Min.)
Cartoons (Tech.)	W-632	Mice Follies	1	Sept. 4	7
"	W-634	Farm of Tomorrow	1	Sept. 18	7
"	*W-636	Neapolitan Mouse	1	Oct. 2	7
"	*W-638	The Flea Circus	1	Nov. 6	7
"	*W-639	Downhearted Duckling	1	Nov. 13	7
"	*W-640	Dixeland Droopy	1	Dec. 4	8
"	*W-641	Field and Stream	1	Apr. 30	7
"	*W-642	Mouse For Sale	1	May 21	7
Gold Medal Reprint Cartoons (Tech.)	*W-661	Cat Fishin'	1	Oct. 30	8
"	*W-662	Part Time Pal	1	Jan. 8	8
"	*W-663	Cat Concerto	1	Jan 22	7
"	*W-664	Dr. Jekyll & Mr. Mouse	1	Feb. 26	8
"	*W-665	Salt Water Tabby	1	Mar. 26	8
"	*W-666	Mouse In The House	1	May 7	8
"	*W-667	Little Tinker	1	May 14	7
"	*W-668	Slap Happy Lion	1	May 28	7
Fitzpatrick Traveltalk Reprints	*T-611	Yosemite, The Magnificent	1	Sept. 11	9
"	*T-612	Grand Canyon, Pride of Creation	1	Oct. 16	9
"	*T-613	Picturesque Patzcuaro	1	Nov. 27	9
"	*T-614	Glacier Park & Waterton Lakes	1	Dec. 25	9
"	*T-615	Mexican Police on Parade	1	Feb. 12	9
"	*T-616	Mighty Niagara	1	Apr. 9	10
"	*S-657	Global Quiz	1	May 14	16
"	*S-658	Animals In Action	1	May 21	9
"	*S-659	Historical Oddities	1	May 28	9
"	*S-660	The Fall Guy	1	June 4	9
CinemaScope Musical Gems (Tech.)	K-674	The Thieving Magpie	1	Sept. 1,'54	9
"	K-675	The Strauss Fantasy	1	Oct. 22,'54	9
Pete Smith Specialties	*S-651	The Camera Caught It	1	Oct. 9	9
	*S-652	Rough Riding (Tech.)	1	Dec. 11	9
"	S-653	Man Around the House	1	Jan. 1	9
"	*S-654	Keep Young	1	Feb. 5	9
"	S-655	Sport Trix	1	Mar. 5	9
"	S-656	Just What I Needed	1	Apr. 16	9
CinemaScope Cartoons (Tech.)	C-631	Pet Peeve	1	Nov. 20	7
	C-633	Touche Pussy Cat	1	Dec. 18	7
"	C-635	Southbound Duckling	1	Mar. 12	7
"	C-637	Pup On A Picnic	1	Apr. 30	7

* NOTE: Suitable for screens up to 1.71-to-1 ratio.

PARAMOUNT

1954-55

Series	Prod. No.	Title	Reels	Release Date	Time (Min.)
Sportlight	R14-4	Boyhood Thrills	1	Dec. 10	9
"	R14-5	Pike's Peak Arena	1	Dec. 24	9
"	R14-6	Swim & Survive	1	Feb. 11	9
"	R14-7	Baseball's Acrobatic Ace	1	Apr. 8	9
"	R14-8	Tumbling Jamboree	1	May 13	9
"	R14-9	High Score Bowling	1	June 10	9
"	R14-10	San Fernando Riding Champs	1	July 1	9
Pacemaker	K14-2	How to Win at the Races	1	Dec. 17	11
"	K14-3	You're a Trooper	1	Jan. 21	10
"	K14-4	Five Hundred Horses	1	May 20	10
"	K14-5	Florida Aflame	1	June 3	9
"	K14-6	Walk In The Deep	1	June 17	10
Casper (Tech.)	B14-2	Boo Ribbon Winner	1	Dec. 3	6
"	B14-3	Hide and Shriek	1	Jan. 28	7
"	B14-4	Keep Your Grin Up	1	May 4	6
"	B14-5	Spooking With A Brogue	1	May 27	7
"	B14-6	Bull Fright	1	July 15	—
Noveltoon (Tech.)	P14-2	No Ifs, Ands or Butts	1	Dec. 17	6
"	P14-3	Dizzy Dishes	1	Feb. 4	6
"	P14-4	Get Along Li'l Duckie	1	Mar. 25	7
"	P14-5	News Hound	1	June 10	6
"	P14-6	Poop Goes The Weasel	1	July 8	6
Popeye (Tech.)	E14-2	Gopher Spinach	1	Dec. 10	6
"	E14-3	Cookin' With Gags	1	Jan. 14	7
"	E14-4	Nurse to Meet Ya	1	Feb. 11	6
"	E14-5	Penny Antics	1	Mar. 11	8
"	E14-6	Beaus Will Be Beaus	1	May 20	6
"	E14-7	Gift of Gag	1	May 27	6
Topper	M14-2	Killers at Bay	1	Dec. 31	10
"	M14-3	Just The Bear Facts	1	Jan. 14	9
"	M14-4	All Chimps Ashore	1	Feb. 4	10
"	M14-5	Let's Look At The Birds	1	Apr. 15	9
"	M14-6	Pick A Pet	1	Apr. 22	8
Herman & Catnip (Tech.)	H14-2	Robin Rodenhood	1	Feb. 25	7
"	H14-3	A Bicep Built For Two	1	Apr. 8	7
VistaVision Specials (Tech.)	V14-2	Vistavision Visits Mexico	2	Apr. 29	17
"	V14-3	Vistavision Visits The Sun Trails	2	May 27	16

RKO-RADIO

1954-55

Series	Prod. No.	Title	Reels	Release Date	Time (Min.)
Edgar Kennedy (Re-release)	53505	Brother Knows Best	2	Dec. 3	17
	53506	Home Canning	2	Dec. 17	16
Leon Errol	53706	Follow That Blonde	2	Dec. 10	18
Specials	53901	Football Highlights	2	Dec. 10	15½
"	53801	Basketball Highlights	2	Apr. 15	8
Theatre of Life	53301	Devil Take Us	2	June 17	21
Sportscopes	54304	Canadian Stampede	1	Nov. 26	8
"	54305	Sports Island	1	Dec. 24	10
"	54306	Ski Saga	1	Jan. 21	8
	54307	Chamois Hunt	1	Feb. 18	8

SHORT SUBJECT RELEASES (CONTINUED)

Series	Prod. No.	Title	Reels	Release Date	Time (Min.)
"	54308	Here's Hockey	1	Mar. 18	10
"	54309	Jai Alai	1	Apr. 15	8
"	54310	Everglade Posse	1	May 13	8
"	54311	Downhill Yachts	1	June 10	8
"	54312	Bowling Boom	1	July 8	8
"	54313	Tanbark and Turf	1	Aug. 5	8
Screenliners	54204	Cinemia Capers	1	Dec. 10	8
"	54205	Water, Water, Everywhere	1	Jan. 7	8½
"	54206	Camera Crazy	1	Feb. 4	8½
"	54207	Nature's Showcase	1	Mar. 4	8
"	54208	Bush Doctor	1	Apr. 1	11
"	54209	Inland Seas	1	Apr. 29	8
"	54210	Staff of Life	1	May 27	8
"	54211	Rest Assured	1	June 24	8
"	54212	Safety Is Their Business	1	July 22	9
"	54213	Film Fun	1	Aug. 19	9
Disney Cartoons (16th Series) (Tech.)	54103	No Hunting (CinemaScope)	1	Jan. 14	6
"	54104	The Pelican and The Snipe (Re-release)	1	Jan. 28	9
"	54105	Lake Titicaca (Re-release)	1	Feb. 18	7
"	54106	Contrasts in Rhythm (Re-release)	1	Mar. 11	8
"	54107	Blame It On The Samba (Re-release)	1	Apr. 1	6
"	54108	Chip An'Dale (Re-release)	1	Apr. 22	7
"	54109	Pedro (Re-release)	1	May 13	8
"	54110	El Gaucho Goofy (Re-release)	1	June 10	8
"	54111	Aquerela Do Brasil (Re-release)	1	June 24	8
"	54112	The Flying Cauchito (Re-release)	1	July 15	8
RKO Pathe Specials	53103	Fast Freight	2	Dec. 17	15
"	53104	River To The Past	2	Jan. 21	15
"	53105	Big Top Caravan	2	Feb. 25	16
"	53106	Finders Keepers	2	Apr. 1	15½
"	52901	Operation Icecap	2	May 6	19

REPUBLIC

Serial	5483	Panther Girl of the Kongo	12 Ep.	Jan. 3	—
"	5484	Jesse James Rides Again	13 Ep.	Mar. 28	—
"	5485	King of the Carnival	13 Ep.	June 27	—
Short Subjects	5486	Zoro's Black Whip	—		
"	5387	Bali	1	Dec. 15	9
"	5388	Venezuela	1	Mar. 1	9

TWENTIETH CENTURY-FOX

1954

Terrytoon (Tech.)	5425	Torrid Toreador (Re-release)	1	Dec.	7
Sport	3406	Untitled	1	Dec.	7
See It Happen (Movietone)	6406	Untitled	1	Dec.	9
CinemaScope (Tech.)	7424	Queens Guard (De Luxe Color)	2	Dec.	16

1955

CinemaScope (Tech.)	7501	Tuna Clipper Ship	1	Jan.	18
"	7503	Birthday Parade (Color)	1	Jan.	10
"	7505	Supersonic Age (Color)	1	Jan.	13
"	7502	Stampede City (Color)	1	Feb.	7
"	7504	Fifth Avenue to Fujiyama (Color)	1	Feb.	10
"	7506	Land of the Nile (Color)	1	Mar.	9
"	7507	Tears of the Moon (Color)	1	Mar.	10
"	7508	Isles of Lore (Color)	1	April	10
"	7509	Punts & Stunts (Color)	1	April	9
Terrytoon (Tech.)	5501	Gandy Goose in Barnyard Actor	1	Jan.	7
"	5502	Dear Old Switzerland (Re-release)	1	Jan.	7
"	5503	A Yokohama Yankee	1	Jan.	7
"	5504	Swooning the Swooners (Re-release)	1	Feb.	7
"	5505	Terry Bears in Duck Fever	1	Feb.	7
"	5506	Gandy Goose in It's All in the Stars (Re-release)	1	March	7
"	5507	Aesops Fable—The First Flying Fish	1	March	7
"	5508	The Two-Headed Giant (Re-release)	1	April	7
"	5509	Little Roquefort in No Sleep for Percy	1	April	7

UNIVERSAL

1954-55

Color Parade Featurette	1381	Dust Eaters	1	Feb. 28	9½
"	1382	Moose Country	1	Mar. 21	9½
"	1383	White Magic	1	Apr. 25	9
"	1384	King Salmon	1		
"	1385	Swing Hi, Swing Lo	1		
Musical Featurette	1302	Road Show	2	Dec. 30	15
"	1303	The Robins Sing	2	Jan. 17	15
"	1304	Keep It Cool	2	Feb. 14	16
"	1305	Les Brown Goes To Town	2	Mar. 14	15
"	1306	Strictly Informal	2	Apr. 11	16
"	1308	Webb Pierce and His Wanderin' Boys	2	June 20	16
One Reeler	1200	Speed Sub Zero	1	Dec. 5	9½
Two Reel Specials	1300	A World of Beauty	2	Mar. 15	17
"	1201	A Gift From Dirk	2	Nov. 12	19
"	1203	Fortress of Freedom (Color)	2	Mar. 28	10
Variety Views	1341	Trouble Bruin'	1	Dec. 27	9
"	1342	Little Lost Scent	1	Jan. 31	9
"	1343	Whatever Goes Up	1	Apr. 11	9
Woody Woodpecker Cartune (Tech.)	1321	I'm Cold	1	Dec. 20	6
"	1322	Helter Shelter	1	Jan. 17	6
"	1323	Crazy Mixed Up Pup	1	Feb. 14	6
"	1351	The Band Master (Re-issue)	1	Feb. 21	6½
"	1324	Witch Crafty	1	Mar. 14	6
"	1325	The Legend of Rock-A-Bye Point	1	Apr. 11	6
"	1326	Private Eye Pooch	1	May 9	6
"	1327	Sh-h-h	1	June 6	6
"	1328	Bedtime Bedlam	1	July 4	6
"	1352	The Mad Hatter (Re-issue)	1	Mar. 23	7
"	1353	Banquet Busters (Re-issue)	1	Apr. 25	6½
"	1354	Kiddie Koncert (Re-issue)	1	May 30	7

VITAPHONE

1954-55

Technicolor Specials	2004	Where Winter Is King	2	Jan. 8	20
"	2005	Bill of Rights	2	Dec. 4	20
"	2006	Beauty and the Bull	2	Feb. 5	20
"	2007	Mississippi Traveler	2	Mar. 5	20
"	2008	Old Hickory	2	Apr. 9	20
"	2010	Wave Of The Flag	2	May 28	20
Featurettes	2103	Three Cheers for the Girls	2	Jan. 22	20
"	2104	When the Talkies Were Young	2	Mar. 26	20
"	2105	At The Stroke Of Twelve	2	May 14	20
Blue Ribbon Cartoons (Tech.)	2305	Trial of Mr. Wolf	1	Dec. 25	7
"	2306	Back Alley Oproar	1	Feb. 5	7
"	2307	You Were Never Duckier	1	Feb. 26	7
"	2308	House Hunting Mice	1	Apr. 2	7
"	2309	Crowing Pains	1	Apr. 23	7
Joe McDoakes	2402	So You Want to Know Your Relatives	1	Dec. 18	10
"	2403	So You Don't Trust Your Wife	1	Jan. 29	10
"	2404	So You Want to Be a Gladiator	1	Mar. 12	10
"	2405	So You Want to Be on a Jury	1	May 7	10
Sports Parade (Tech)	2503	Rodeo Roundup	1	Dec. 11	7
"	2504	Silver Blades	1	Jan. 15	7
"	2505	Caribbean Playgrounds	1	Feb. 18	7
"	2506	Football Royal	1	Mar. 19	7
"	2507	Riviera Revelries	1	May 21	7
"	2508	Rocky Mountain Big Game	1	Apr. 23	7
Vitaphone Novelties	2603	Bit of the Best	1	Dec. 25	7
"	2604	Those Exciting Days	1	Mar. 19	7
"	2605	Fire, Wind, Flood	1	Apr. 30	7
M. M. Cartoons (Tech.)	2707	Sheep Ahoy	1	Dec. 11	7
"	2708	Pizzicato Pussycat	1	Jan. 1	7
"	2709	Feather Dusted	1	Jan. 15	7
"	2710	Pests for Guests	1	Jan. 29	7
"	2711	All Fowled Up	1	Feb. 19	7
"	2712	Stork Naked	1	Feb. 26	7
"	2713	Lighthouse Mouse	1	Mar. 12	7
"	2714	Sandy Claws	1	Apr. 2	7
"	2715	The Hole Idea	1	Apr. 16	7
"	2716	Ready, Set, Zoom	1	Apr. 30	7
"	2717	Past Perfumance	1	May 21	7
Bugs Bunny Specials (Tech.)	2724	Baby Buggy Bunny	1	Dec. 18	7
"	2725	Beanstalk Bunny	1	Feb. 12	7
"	2726	Sahara Hare	1	Mar. 26	7
"	2727	Hare Brush	1	May 7	9
Melody Master	2803	South American Sway	1	Jan. 1	9
"	2804	Stan Kenton & Orch.	1	Feb. 26	9
"	2806	The Playgirls	1	Apr. 16	—

: Hollywood Production :

ALLIED ARTISTS

Shooting

THE TOUGHEST MAN ALIVE
Cast: Dane Clark.
Producer .....William F. Broidy
Director .....Sidney Salkow

WORLD WITHOUT END
Cast: Hugh Marlowe, Nancy Gates.
Producer .....Richard Heermance
Director .....Edward Bernds

SHACK UP ON 101
Cast: Terry Moore, Frank Lovejoy, Lee Marvn, Keenan Wynn, Len Lesser.
Elec. roducer.....William F. Broidy
Producer .....Mort Millman
Director .....Edward Dein

Cutting

SPY CHASERS
Cast: Leo Gorcey, Huntz Hall, Lisa Davis.
Producer .....Ben Schwalb
Director .....Edward Bernds

TIMESLIP
(ToDon Productions)
Cast: Gene Nelson, Faith Domergue, Joseph Tomelty, Vic Terry, Donald Gary.
Producer .....A. C. Snowden
Director .....Ken Hughes

THE BODY SNATCHERS
Cast: Kevin McCarthy, Dana Wynter, Carolyn Jones.
Producer .....Walter Wanger
Director .....Don Siegel

NIGHT FREIGHT
Cast: Forrest Tucker, Barbara Britton, Keith Larsen, Thomas Gomez.
Producer .....Ace Herman
Director .....Jean Yarbrough

GUN POINT
(CinemaScope) (Technicolor)
Cast: Fred MacMurray, Dorothy Malone, Walter Brennan.
Producer .....Vincent Fennelly
Director .....Alfred Werker

SON OF JACK SLADE
Cast: John Ericson, Mari Blanchard, Neville Brand, Donna Drew, Angie Dickinson, Lyla Graham, Casey Adams, John Sheppodd, Howard Petrie.
Producer .....Lindsley Parsons
Director .....Harold Schuster

BOBBY WARE IS MISSING
Cast: Neville Brand, Arthur Franz.
Producer .....Vincent M. Fennelly
Director .....Thomas Carr

COLUMBIA

Shooting

44 SOHO SQUARE
(Film Locations)
(Shooting in London)
Cast: Faith Domergue, Lee Patterson, Martin Benson.
Exec. Producer .....Mike Frankovich
Producer .....George Maynard
Director .....Vernon Sewell

BATTLE STATIONS
Cast: John Lund, William Bendix, Keefe Brasselle, Richard Boone, William Leslie, Eddie Foy III, James Lydon, Chris Randall.
Producer .....Bryan Foy
Director .....Lew Seiler

TAMBOURINE
(CinemaScope) (Technicolor)
Cast: Jane Russell, Cornel Wilde.
Producers .....Howard Welsch and Harry Tatleman
Director .....Nicholas Ray

GAMMA PEOPLE
(Warwick Productions)
(Shooting in Austria)
Cast: Paul Douglas, Eva Bartok.
Exec. Producers .....Irving Allen and A. R. Broccoli
Producer .....John Gossage
Director .....John Gilling

LAW OF GUNSIGHT PASS
Cast: David Brian, Neville Brand, Richard Long, Lisa Davis, Frank Fenton, Addison Richards, Joe Forte, Percy Helton, Guy Teague.
Producer .....Wallace MacDonald
Director .....Fred F. Sears

JUBAL TROOP
(CinemaScope) (Technicolor)
Cast: Glenn Ford, Ernest Borgnine, Rod Stieger, Valerie French, Felicia Farr, Basil Ruysdael, Charles Bronson.
Producer .....William Fadiman
Director .....Delmer Daves

Cutting

SURVIVORS TWO
(CinemaScope) (Technicolor)
(Warwick Productions)
Cast: Jose Ferrer, Tevor Howard, Victor Maddern, Anthony Newley, Peter Arne.
Exec. Producers ....Allen and Broccoli
Producer .....Phil C. Samuel
Director .....Jose Ferrer

JOE MACBETH
(Film Locations Inc.)
(Shooting in London)
Cast: Paul Douglas, Ruth Roman, Bonar Colleano.
Exec. Producer .....Mike Frankovich
Producer .....George Maynard
Director .....Ken Hughes

MY SISTER EILEEN
(CinemaScope) (Technicolor)
Cast: Janet Leigh, Betty Garrett. Jack Lemmon, Aldo Ray, Kurt Kasznar, Bob Fosse, Tommy Rall.
Producer .....Fred Kohlmar
Director .....Richard Quine

MASSACRE AT MOCCASIN PASS
Cast: Phil Carey, Audrey Totter, Charlita.
Producer .....Wallace MacDonald
Director .....Fred S. Sears

THE GENTLE SERGEANT
Cast: Aldo Ray, Mitsuko Kinura, Phil Carey, Dick York, Chuck Connors.
Producer .....Fred Kohlmar
Director .....Richard Murphy

THE HOUSTON STORY
Cast: Gene Barry, Edward Arnold, Barbara Hale, Jeanne Cooper, Paul Richards, Chris Alcaide.
Producer .....Sam Katzman
Director .....William Castle

MARSHAL OF MEDICINE BEND
(Scott-Brown Productions)
(Technicolor)
Cast: Randolph Scott, Angela Lansbury, Jean Parker, Warner Anderson, Ruth Donnelly, Jeannette Nolan, Michael Pate.
Producer .....Harry Joe Brown
Director .....Joseph H. Lewis

INSIDE DETROIT
Cast: Pat O'Brien, Dennis O'Keefe, Mark Damon.
Producer .....Sam Katzman
Director .....Fred F. Sears

PICNIC
(CinemaScope) (Technicolor)
Cast: William Holden, Rosalind Russell, Kim Novak, Betty Field, Susan Strasberg, Cliff Robertson, Arthur O'Connell, Elizabeth Wilson, Phyllis Newman, Verna Felton, Reta Shaw.
Producer .....Fred Kohlmar
Director .....Josh Logan

1984
(Holiday Productions)
(Shooting in London)
Cast: Edmond O'Brien, Jan Sterling.
Exec. Producer .....N. Peter Rathvon
Producer .....John Croydon
Director .....Michael Anderson

INDEPENDENT

Cutting

THE BEAST OF HOLLOW MOUNTAIN
(Nassour Studios)
Cast: Guy Madison, Sarita Montiel.
Producers. William and Edward Nassour
Director .....Edward Nassour

GENTLEMEN MARRY BRUNETTES
(Russfield-Voyager Productions)
(Technicolor) (Shooting in Paris)
Cast: Jane Russell, Jeanne Crain, Scott Brady, Alan Young, Rudy Vallee.
Executive Producer ....Robert Bassler
Producers .....Richard Sale and Robert Waterfield
Director .....Richard Sale

THE BOLD AND THE BRAVE
(SuperScope
Filmakers Release)
Cast: Wendell Corey, Mickey Rooney, Don Taylor, Nicole Maurey, Tara Summers, Diana Darrin, Race Gentry, John Smith, Wright King, Stanley Adams.
Producer .....Hal E. Chester
Director .....Lewis R. Foster

APACHE WOMAN
(Golden State Prod.)
(Eastman Color) (SuperScope)
Cast: Lloyd Bridges, Joan Taylor, Lance Fuller, Paul Birch, Jonathan Haze.
Exec. Producer .....Alex Gordon
Producer-Director .....Roger Corman

WETBACKS
(Pacific Coast Pictures)
(Ror Gibraltar Release)
Cast: Lloyd Bridges.
Producer-Director .....Henry McCune

TIMETABLE
(SuperScope)
(Mark Stevens Productions)
(California Studios)
Cast: Mark Stevens, King Calder, Felicia Farr, Marianne Stewart, Allen Reed, Wesley Addy, John Marley, Jack Klugman, Rudolpho Hoyas.
Producer-Director .....Mark Stevens

EXHIBITOR PRODUCED PICTURES
Lippert PICTURES, Inc.
PRACTICAL PROFITABLE PROSPEROUS

Shooting

TWO GUN LADY
(Lyon and Bartlett Productions)
(For Lippert Rclease)
Cast: Peggis Castle, William Talman, Marie Windsor, Robert Lowery, Ian McDonald.
Exec. Producer .....Earle Lyon
Producer-Director ....Richard Bartlett

Cutting

CHARGE OF THE RURALES
(AnscoColor)
(Montezuma Productions)
(Shooting in Mexico)
Cast: Dane Clark, James Craig, Martha Roth, James Fernandez.
Producer .....Robert L. Lippert, Jr.
Director .....Louis King

METRO-GOLDWYN-MAYER

Shooting

I'LL CRY TOMORROW
Cast: Susan Hayward, Richard Conte, Eddie Albert, Don Taylor.
Producer .....Lawrence Weingarten
Shooting Director .....Daniel Mann

THE LAST HUNT
(CinemaScope) (EastmanColor)
Cast: Robert Taylor, Stewart Granger, Lloyd Nolan, Russ Tamblyn, Anne Bancroft.
Director .....Richard Brooks

THE TENDER TRAP
(CinemaScope) (EastmanColor)
Cast: Frank Sinatra, Debbie Reynolds, David Wayne, Celeste Holm.
Producer .....Lawrence Weingarten
Director .....Charles Walters

Cutting

FORBIDDEN PLANET
(CinemaScope) (Color)
Cast: Walter Pidgeon, Anne Francis, Leslie Nielsen.
Producer .....Nicholas Nayfack
Director .....Fred Wilcox

QUENTIN DURWARD
(CinemaScope) (Color)
(Shooting in London)
Cast: Robert Taylor, Kay Kendall, Robert Morley.
Producer .....Pandro S. Berman
Director .....Richard Thorpe

FOREVER, DARLING
(Zanra Prods.)
(Eastman Color) (Wide Screen)
Cast: Lucille Ball, Desi Arnaz, James Mason, Louis Calhern, Natalie Schafer, John Emery, John Hoyt, Mabel Albertson, Nancy Kulp.
Producer .....Desi Arnaz
Director .....Alexander Hall

BHOWANI JUNCTION
CinemaScope) (Color)
(Shooting in Pakistan)
Cast: Ava Gardner, Stewart Granger, William Travers, Francis Matthews, Abraham Sofaer, Peter Illing.
Producer .....Pandro S. Berman
Director .....George Cukor

DIANE
(CinemaScope) (Eastman Color)
Cast: Lana Turner, Pedro Armendariz, Marissa Pavan.
Producer .....Edwin Knopf
Director .....David Miller

TRIBUTE TO A BADMAN
(CinemaScope) (Eastmancolor)
Cast: Spencer Tracy, Irene Pappas, Robert Francis, Vic Morrow, Stephan McNally.
Producer .....Sam Zimbalist
Director .....Robert Wise

GUYS AND DOLLS
(CinemaScope) (Eastmancolor)
Cast: Marlon Brando, Jean Simmons, Frank Sinatra, Vivian Blaine, Robert Keith.
Producer .....Samuel Goldwyn
Director .....Joseph L. Mankiewicz

KISMET
(CinemaScope) (Technicolor)
Cast: Howard Keel, Ann Blyth, Dolores Gray, Vic Damone, Monte Wooley, Jay C. Flippen, Sebastian Cabot.
Producer .....Arthur Freed
Director .....Vincent Minnelli

Paramount Pictures

Shooting

THE TEN COMMANDMENTS
(VistaVision) (Technicolor)
Cast: Charlton Heston, Yul Brynner, Anne Baxter, Yvonne De Carlo, Debra Paget, Nina Foch, Edward G. Robinson, Sir Cedric Hardwicke, Vincent Price, John Carradine, John Derek, Oliver Deering, Peter Hanson, Baynes Barron.
Producer-Director ....Cecil B. DeMille

THE GEORGE GOBEL COMEDY
(VistaVision) (Technicolor)
Cast: George Gobel, Mitzi Gaynor, David Niven, Fred Clark, Reginald Gardiner, Harry Bellaver.
Producer .....Paul Jones

THE PROUD AND THE PROFANE
(VistaVision)
(Shooting in the Virgin Islands)
Cast: William Holden, Deborah Kerr, Dewey Martin, Thelma Ritter, Marion Ross, Ann Morriss, Nancy Sinatra.
Producer .....William Perlberg
Director .....George Seaton

WAR AND PEACE
(VistaVision) (Technicolor)
(Ponti-De Laurentiis Prod.)
(For Paramount Release)
(Shooting in Rome)
Cast: Audrey Hepburn, Henry Fonda, Mel Ferrer, Milly Vitale, Barry Jones, Jeremy Brett, May Britt.
Producer .....Dino de Laurentiis
Director .....King Vidor

Cutting

THE DESPERATE HOURS
(VistaVision)
Cast: Humphrey Bogart, Fredric March, Martha Scott, Arthur Kennedy.
Producer .....William Wyler
Director .....William Wyler

THE ROSE TATTOO
(VistaVision)
Cast: Burt Lancaster, Anna Magnani, Marisa Pavan, Virginia Grey, Ben Cooper, Jo Van Fleet, Flossie Sundstrom, Dorritt Kelton.
Producer .....Hal Wallis
Director .....Daniel Mann

THE VAGABOND KING
(VitaVision) Technicolor)
Cast: Kathryn Grayson, Oreste Kirkop, Sir Cedric Hardwicke, Walter Hampden, Rita Moreno.
Producer .....Pat Duggan
Director .....Michael Curtiz

"YOU'RE THE TOP"
(VistaVision) (Technicolor)
Cast: Bing Crosby, Donald O'Connor, Jeanmaire, Mitzi Gaynor, Phil Harris, Kurt Kasznar, Walter Saunde.
Producer .....Robert Emmett Dolan
Director .....Robert Lewis

Hollywood Production

THE MAN WHO KNEW TOO MUCH
(VistaVision) (Technicolor)
(Shooting in London)
Cast: James Stewart, Doris Day, Chris Olsen, Barnard Miles, Ralph Truman, Brenda de Banzie.
Producer-Director ....Alfred Hitchcock

THE SCARLET HOUR
(VistaVision)
Cast: Carol Ohmart, Tom Tryon, Jody Lawrence, James Gregory, David Lewis, Scott Marlowe, Jacques Aubuchon, Elaine Stritch, E. G. Marshall, Edward Binns, Maureen Hurley.
Producer-Director .....Michael Curtiz

RKO RADIO PICTURES

Shooting

GLORY
(SuperScope) (Technicolor)
Cast: Margaret O'Brien, Charlotte Greenwood, Walter Brennan, John Lupton, Byron Palmer, Lisa Davis, Gus Schilling.
Producer-Director .....David Butler

SLIGHTLY SCARLET
(SuperScope) (Technicolor)
(Benedict Bogeaus Productions)
Cast: John Payne, Rhonda Fleming, Arlene Dahl.
Producer .....Benedict Bogeaus
Director .....Allan Dwan

Cutting

THE BOY AND THE BULL
(King Brothers Production)
(CinemaScope (Technicolor)
(Shooting in Mexico)
Cast: Michael Ray, Fermin Rivera, Rudolpho Hoyos, Joy Lansing.
Producers ....Frank and Maurice King
Director .....Irving Rapper

TREASURE OF PANCHO VILLA
(SuperScope) (Technicolor)
(Shooting in Mexico)
Cast: Rory Calhoun, Shelley Winters, Gilbert Roland, Joseph Calleia.
Producer .....Edmund Grainger
Director .....George Sherman

BENGAZI
(SuperScope)
(Panamint Pictures)
Cast: Richard Conte, Victor McLaglen, Richard Carlson, Mala Powers.
Producer .....Sam Weisenthal and Gene Tevlin
Director .....John Brahm

PORTRAIT OF ALISON
(Shooting in London)
Cast: Terry Moore, Robert Beatty, William Sylvester, Josephine Griffin, Geoffrey Keen, Henry Oscar, Alan Culbertson.
Exec. Producer .....Tony Owen
Producer .....Frank Godwin
Director .....Guy Green

TENNESSEE'S PARTNER
(SuperScope) (Technicolor)
Cast: John Payne, Ronald Reagan, Rhonda Fleming, Coleen Gray.
Producer .....Benedict Bogeaus
Director .....Allan Dwan

THE WAY OUT
(Todon Prods.) (Shooting in London)
Cast: Gene Nelson, Mona Freeman.
Producer .....Tony Owen
Director .....Montgomery Tully

TEXAS LADY
(SuperScope) (Technicolor)
Cast: Claudette Colbert, Barry Sullivan, Ray Collins, Horace MacMahon, James Bell.
Producer .....Nat Holt
Director .....Tim Whelan

Republic

Cutting

MAGIC FIRE
(Trucolor) (Shooting in Munich)
Cast: Yvonne De Carlo, Carlos Thompson, Rita Gam, Valentina Cortesa, Alan Badel.
Producer-Director ....William Dieterle

A FOREIGN ADVENTURE
(Trucolor)
(Shooting in Nassau, Bahamas Islands)
Cast: Yvonne De Carlo, Howard Duff, Zachary Scott.
Associate Producer-Director Edward Ludwig

A MAN ALONE
(Trucolor)
Cast: Ray Milland, Mary Murphy, Ward Bond, Raymond Burr, Arthur Space, Lee Van Cleef, Douglas Spencer, Alan Hale.
Director .....Ray Milland

TWINKLE IN GOD'S EYE
Cast: Mickey Rooney, Coleen Gray, Hugh O'Brian, Donald Barry, Jil Jarmyn, Touch Connors, Joey Forman.
Associate Producers....Mickey Rooney-Maurice Duke
Director .....George Blair

COME NEXT SPRING
(Trucolor)
Cast: Ann Sheridan, Steve Cochran, Walter Brennan, Edgar Buchanan, Sonny Tufts, Sherry Jackson.
Director .....R. G. Springsteen

TREACHERY
Cast: Marie Windsor, John Archer, Nancy Gates, Patric Knowles, Jil Jarmyn, Richard Crane.
Associate Producer .....Rudy Ralston
Director .....Franklin Adreon

20th CENTURY FOX

Shooting

GOOD MORNING, MISS DOVE
(CinemaScope) (Color)
Cast: Jennifer Jones, Robert Stack, Chuck Connors, Kipp Hamilton.
Producer .....Samuel G. Engel
Director .....Henry Koster

Cutting

SEVEN CITIES OF GOLD
(CinemaScope) (Color)
Cast: Richard Egan, Anthony Quinn, Michael Rennie, Rita Moreno, Jeffrey Hunter.
Producers .....Robert Webb and Barbara McLean
Director .....Robert Webb

THE TALL MEN
(CinemaScope) (Color)
Cast: Clark Gable, Jane Russell, Robert Ryan, Cameron Mitchell, Emile Meyer, J. Lewis Smith, Robert Adler.
Producers..Wm. Bacher & Wm. Hawks
Director .....Raoul Walsh

THE GIRL IN THE RED VELVET SWING
(CinemaScope) (Color)
Cast: Ray Milland, Joan Collins, Farley Granger, Gale Robbins, Glenda Farrell, Philip Reed.
Producer .....Charles Brackett
Director .....Richard Fleischer

THE VIEW FROM POMPEY'S HEAD
(CinemaScope) (Color)
Cast: Richard Egan, Dana Wynter, Cameron Mitchell, Sidney Blackmer.
Producer-Director .....Philip Dunne

UNITED ARTISTS

Shooting

ALEXANDER THE GREAT
(CinemaScope (Technicolor)
(Shooting in Madrid)
Cast: Richard Burton, Frederic March, Danielle Darrieux, Claire Bloom.
Producer-Director .....Robert Rossen

THREE BAD SISTERS
(Bel Air Productions)
Cast: Marla English, Kathleen Hughes, Sara Shane, Jess Barker, John Bromfield, Madge Evans.
Exec. Producer .....Aubrey Schenck
Producer .....Howard Koch
Director .....Gilbert L. Kay

FOREIGN INTRIGUE
(Sheldon Reynolds Prod.)
(For United Artists Release)
Cast: Robert Mitchum, Genevieve Page.
Producer-Director ...Sheldon Reyonlds

TRAPEZE
(CinemaScope) (Technicolor)
(Hecht-Lancaster Prod.)
(Shooting in Paris)
Cast: Burt Lancaster, Tony Curtis, Gine Lollibrigida, Katy Jurado, Thomas Gomez, Johnny Puleo.
Producer .....James Hill
Director .....Sir Carol Reed

Cutting

THE BRASS RING
(Edward Small Productions)
Cast: Farley Granger, Anthony Quinn, Anne Bancroft, Peter Graves.
Producer .....Edward Small
Director .....Maxwell Shane

"THE TOWN TAMER"
(Samuel Goldwyn Jr. Productions)
Cast: Robert Mitchum, Jan Sterling, Henry Hull, Karen Sharpe.
Producer .....Samuel Goldwyn, Jr.
Director .....Richard Wilson

STORM FEAR
(Theodora Productions)
Cast: Cornel Wilde, Jean Wallace, Dan Duryea, Lee Grant, Steven Hill, David Stollery, Dennis Weaver.
Producer-Director .....Cornel Wilde

FORT YUMA
(Technicolor)
(Bel Air Productions)
Cast: Peter Graves, Joan Taylor, Joan Vohs.
Exec. Producer .....Aubrey Schenck
Producer .....Howard W. Koch
Director .....Lesley Selander

THE INDIAN FIGHTER
(CinemaScope) (Color)
(Bryna Productions)
Cast: Kirk Douglas, Walter Mathau, Walter Abel, Elsa Martinelli, Eduard Franz, Diana Douglas, Lon Chaney, Alan Hale, Jr.
Producer .....William Schoor
Director .....Andre de Toth

NEWS IS MADE AT NIGHT
(Bert E. Friedlob Productions)
Cast: Dana Andrews, Rhonda Fleming, Ida Lupino, George Sanders, Thomas Mitchell, Howard Duff, Vincent Price, John Barrymore Jr., Sally Forrest, James Craig.
Producer .....Bert E. Friedlob
Director .....Fritz Lang

A KISS BEFORE DYING
(Crown Productions)
(CinemaScope) (Color)
Cast: Robert Wagner, Jeff Hunter, Joanne Woodward, Virginia Leith, Mary Astor.
Producers .....Robert L. Jacks and Robert Goldstein
Director .....Gerd Oswald

Universal International

Shooting

THE BENNY GOODMAN STORY
(Technicolor)
Cast: Steve Allen, Donna Reed, Beta Gersten, Barry Truex, Harry James, Dan Pollack, Gene Krupa, Lionel Hampton, Teddy Wilson, Sammy Davis, Jr.
Producer .....Aaron Rosenberg
Director .....Valentine Davies

RED SUNDOWN
(Technicolor)
Cast: Rory Calhoun, Martha Hyer, Dean Jagger, Robert Middleton, James Millican, Lita Baron.
Producer .....Albert Zugsmith
Director .....Jack Arnold

A DAY OF FURY
(Technicolor)
Cast: Dale Robertson, Mara Corday, Jock Mahoney, Carl Benton Reid, Jan Merlin, Sheila Bromley, Dayton Lummis.
Producer .....Robert Arthur
Director .....Harmon Jones

Cutting

THE KETTLES IN THE OZARKS
Cast: Marjorie Main, Arthur Hunnicutt, Una Merkel, Olive Sturgess, Ted de Corsia, Richard Eyer.
Producer .....Richard Wilson
Director .....Charles Lamont

A TIME REMEMBERED
(Technicolor)
Cast: Rock Hudson, Cornell Borchers, George Sanders, Shelley Fabares.
Producer .....Albert J. Cohen
Director .....Jerry Hopper

WORLD IN MY CORNER
Cast: Audie Murphy, Barbara Rush, Jeff Morrow, John McIntire.
Producer .....Aaron Rosenberg
Director .....Jesse Hibbs

TARANTULA
Cast: John Agar, Mara Corday, Leo G. Carroll, Nestor Paiva.
Producer .....William Alland
Director .....Jack Arnold

THE GIRL IN THE GAGE
Cast: William Campbell, Kathleen Case, Keenan Wynn, Mamie Van Doren, Jan Merlin, Chris Randall, Walter Coy, Richard Castle.
Producer .....Howard Pine
Director .....Abner Biberman

BACKLASH
(Technicolor)
Cast: Richard Widmark, Donna Reed.
Producer .....Aaron Rosenberg
Director .....John Sturges

AWAY ALL BOATS
(VistaVision) (Technicolor)
Cast: Jeff Chandler, George Nader, Julie Adams, Lex Barker, Keith Andes.
Producer .....Howard Christie
Director .....Joseph Pevney

WARNER BROS.

Shooting

THE SEARCHERS
(C. V. Whitney Pictures)
(VistaVision) (Color)
Cast: John Wayne, Jeff Hunter, Vera Miles, Ward Bond, Natalie Wood.
Producer .....Merian C. Cooper
Director .....John Ford

GIANT
(WarnerColor)
(Shooting in Marfa, Texas)
Cast: Elizabeth Taylor, Rock Hudson, James Dean, Jane Withers, Chill Wills, Mercedes McCambridge, Judith Evelyn, Paul Fix, Carroll Baker.
Producers .....George Stevens and Henry Ginsberg
Director .....George Stevens

THE COURT MARTIAL OF BILLY MITCHELL
(CinemaScope) (WarnerColor)
Cast: Gary Cooper, Ralph Bellamy, Charles Bickford, Rod Stieger, Herbert Heyes, Fred Clark, Elizabeth Montgomery, Jack Lord.
Produser .....Milton Sperling
Director .....Otto Preminger

OUR MISS BROOKS
Cast: Eve Arden, Robert Rockwell, Jane Morgan, Gale Gordon, Gloria McMillan, Richard Crenna, Leonand Smith, Nick Adams.
Producer .....David Weisbart
Director .....Al Lewis

Cutting

REBEL WITHOUT A CAUSE
(CinemaScope) (WarnerColor)
Cast: James Dean, Natalie Wood, Jim Backus, William Hopper, Ann Doran, Dennis Hopper.
Producer .....David Weisbart
Director .....Nicholas Ray

THE DARKEST HOUR
(Jaguar Prod. Shooting in San Fran.)
(CinemaScope) (WarnerColor)
Cast: Alan Ladd, Edward G. Robinson, Joanne Dru, William Demarest, Paul Stewart, Perry Lopez.
Director .....Frank Tuttle

MIRACLE IN THE RAIN
(Shooting in New York)
Cast: Jane Wyman, Van Johnson, Paul Picerni, Barbara Nichols, Eileen Heckert.
Producer .....Frank P. Rosenberg
Director .....Rud Mate

SINCERELY YOURS
(WarnerColor)
Cast: Liberace, Joanne Dru, Dorothy Malone, William Demarest.
Producer .....Henry Blanke
Director .....Gordon Douglas

IT'S FOR YOU...

AND FOR EVERY FUN-LOVING MOVIEGOER IN THE LAND...

WESTERN UNION
INTERNATIONAL COMMUNICATIONS
CABLEGRAM

TO: STATE DEPARTMENT
WASHINGTON, D.C.

SIR: BABY ABANDONED IN OUR GARDEN.
HAVE NAMED HIM SAM, AFTER UNCLE.
SECRET AGENTS FURIOUS...AND HAVE SENT
BEAUTIFUL BABY-SITTER TO GET
INFANT BACK. RUSH INSTRUCTIONS.

FROM: CHARGE D'AFFAIRES
U.S. EMBASSY,
SOMEWHERE IN EUROPE

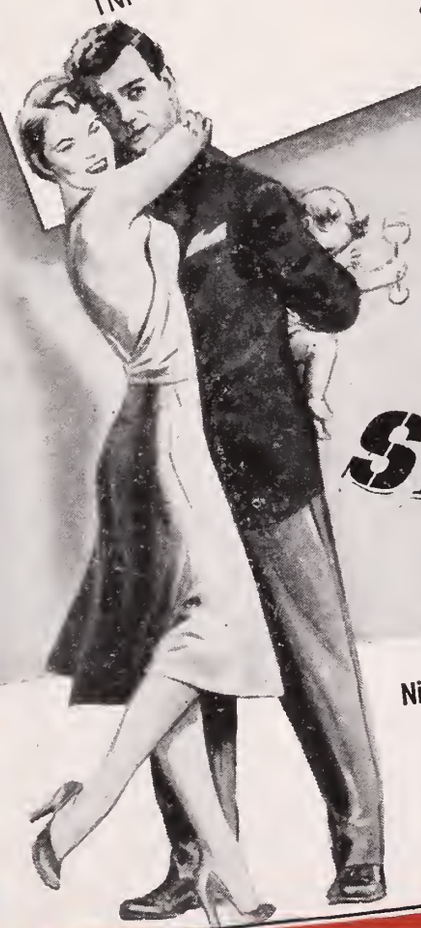
MOST HILARIOUS
INTERNATIONAL INCIDENT
that ever burned the cables
...or sizzled the screen!

WESTERN UNION
INTERNATIONAL COMMUNICATIONS
CABLEGRAM

TO: CHARGE D'AFFAIRES U.S. EMBASSY,
SOMEWHERE IN EUROPE

SIR: CHANGE BABY, CHARM BABE,
STALL SECRET AGENTS. "OPERATION
DIAPER" UNDERWAY!

FROM: STATE DEPARTMENT
WASHINGTON, D.C.



COLUMBIA PICTURES presents

SPECIAL DELIVERY

STARRING

JOSEPH COTTEN
EVA BARTOK

with

Niall MacGINNIS • Rene DELTGEN • Robert CUNNINGHAM • Don HANMER • Lexford RICHARDS

Screen Play by PHIL REISMAN, Jr. and DWIGHT TAYLOR • Produced by STUART SCHULBERG and GILBERT de GOLDSCHMIDT

Directed by JOHN BRAHM • An N. PETER RATHVON Production



SEALED WITH LAUGHS 'N' KISSES FROM *Columbia*

THE Independent FILM JOURNAL

DEVOTED to the BEST INTERESTS of the MOTION PICTURE INDUSTRY

In this issue

NEWS

INDUSTRY CONTROVERSY ON COMPLETE TAX REPEAL

TEXAS UNIT ACTION PRESAGES POSSIBLE ALLIED COMPO EXIT

PARA ESTABLISHES FIRST AID OFFICE FOR NEEDY EXHIBS

TOA-TESMA INVITE PARTICIPATION IN INDUSTRY SHOW AT NEW COLOSSEUM

REVIEWS

pictures 27, 28

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Speak For Yourself, John!

QUITE a number of recent statements by leaders of National Allied may be interpreted as reflecting the opinions of independent exhibitors generally. We do not believe that this is so.

These Allied representatives have been saying that COMPO should not be supported and that no effort should be made to eliminate the Federal admissions tax. They say that arbitration is a mockery and that government regulation is the proper course for the solution of exhibitor problems. They say that we must not try for tax elimination because we do not stand a chance; that it is far better for exhibitors to go to Congress for regulation of film rentals; that exhibitors derived little or no financial benefits from the recent COMPO tax campaign and that the dis-

(See Page 3)

THE BEST FROM THE WEST!



This is one of a series of ads about the Big M-G-M attractions to come. Watch for more Top attractions in this space!

Previously we told you about "It's Always Fair Weather," "Quentin Durward" and "Trial."



"I'LL CRY TOMORROW"

The remarkable story of Lillian Roth as revealed in her book and on TV's "This Is Your Life" comes to the screen as an inspiring human document.

★

M-G-M presents "I'LL CRY TOMORROW" starring Susan Hayward • Richard Conte • Eddie Albert • Jo Van Fleet • Don Taylor • Ray Danton • Screen Play by Jay Richard Kennedy and Helen Deutsch • Based on the book by Lillian Roth, Mike Connolly, Gerold Frank • Directed by Daniel Mann • Produced by Lawrence Weingarten



"THE TENDER TRAP"

In CINEMASCOPE and COLOR

This riotous film from the Broadway stage hit brings a company of top-flight funsters from both Hollywood and New York to catch every one of its thousand laughs!

★

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It's time to mail your Audience Awards nominations!

August 20, 1955
Vol. 36 No. 3

THE Independent FILM JOURNAL

Editor: MORTON SUNSHINE

DEVOTED TO THE BEST INTERESTS OF THE MOTION PICTURE INDUSTRY

Speak For Yourself, John!

(*Continued from cover*)

tributors will appropriate all the benefits of a new campaign anyhow; that this is not the time to prepare for another tax campaign; that it is bad public relations for the industry to seek total elimination; and finally, that the 9,000 theatres which obtained total tax elimination are selfish and will not do anything to secure relief for the more than 9,000 which only realized partial elimination.

It is shocking that such statements should be issued by exhibitor leaders. If you disagree, we think that you should speak for yourself, Mr. Exhibitor.

That this is happening in Allied circles is quite apparent from the bulletin of Allied of Western Pennsylvania in which the executive secretary reports that its members "are wholeheartedly subscribing to COMPO" despite a negative vote of the association's board of directors.

One of our editorials in the last issue emphasized the need for contributing to COMPO so that it might carry on its valuable work in behalf of the industry. We do not intend to labor the point. Suffice it to say that the COMPO Audience Awards Poll program, with the greatest public relations potential in our history, must not be sabotaged for lack of funds.

As to the now-controversial campaign to eliminate the remainder of the Federal admissions levy, there will never be a more appropriate opportunity for additional tax relief than at the 1956 Congressional session for which planning must begin shortly. We refuse to subscribe to the proposition that the theatres which obtained tax elimination would be a disruptive force. Are exhibitors to sit idly by and do nothing after seeking total elimination and after securing partial relief with an understanding that the industry had an open door to come back and plead its case again?

It was not bad public relations to lose the original tax campaign because of the outbreak of the Korean War, since it laid the groundwork for our later success. And it is good public relations to inform Congress that total elimination of the tax is necessary to the continued welfare of the industry. We would much prefer to see exhibitors apply their efforts to obtain this relief, rather than spend them futilely in creating confusion. We would much rather see exhibitors fail in another effort than be one of the "I told you so" boys. However, an industry campaign will have good chances for success in a year in which tax reductions have been pledged.

The fact remains that exhibitors received substantial benefits from the tax reduction, as did distribution. To state that the film companies will get all the benefits of tax elimination is just as false a premise as saying that exhibitors derived little or no financial benefits from a successful campaign.

It should be known that when Allied goes to the Government for regulation, there will be independent exhibitors who will appear in goodly numbers to oppose such destructive measures. Predictions are that more exhibitors will appear in opposition to such a measure than Allied can muster for it. No exhibitor wants to pay more than he has to or what he considers a fair film rental but government regulation will not achieve a solution. Should it come to pass, the top hierarchy of Allied would be responsible for creating a product shortage much worse than any yet known. It would be another niche in Allied's list of misguided achievements which includes divorcement, the introduction of competitive bidding, and the elimination of block booking. When are exhibitors going to profit from their past experiences with bureaucratic legis-

(*Continued on page 10*)

Record of Accomplishment

James R. Grainger is an industry veteran who accomplished so much with so little at RKO Pictures that his record of achievement is truly amazing.

Now that the new owners have taken over the reins, we are happy to see that Grainger has remained with the company to give it the benefit of his wisdom and experience. With the company intent on an expanded program of theatrical film production and distribution, his services will be of inestimable value to the present management.

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Tax Controversy Rages

Should Industry Seek Total Repeal?

To seek or not to seek repeal of the remainder of the Federal admissions tax? That is the question before the leaders of exhibition, who have begun to wage a debate that will have repercussions throughout the entire industry.

Amidst cries and denials of "fraud," industry figures quickly were going on record. Following a statement in Boston by Samuel Pinanski, American Theatres Corp. head, who produced statistics to show that a new repeal campaign should be launched immediately, Trueman T. Rembusch, national director of Allied Theatre Owners of Indiana, declared himself as "unalterably opposed" to a new fight, because victory would "benefit distribution alone."

Colonel H. A. Cole, board chairman of Allied Theatre Owners of Texas, giving a verbal assist to Rembusch, claimed in Dallas that a new tax relief campaign would not stand a "chance of success."

A majority of exhibitors, however, have already declared their support of the Pinanski position. These include: Samuel Rosen, executive vice-president, Stanley Warner Theatres; Sol Schwartz, president, RKO Theatres; Leo Brecher, head of Leo Brecher theatres; Charles B. Moss, head of the B. S. Moss circuit; Emanuel Frisch, MMPTA head and treasurer of the Randforce circuit, and others.

Harry Brandt, president of ITOA, also supported Pinanski, asserting that exhibitors have received substantial benefits from the tax reduction, as did distribution. "To state that the film companies will get all the benefits of tax elimination," Brandt said, "is just as false a premise as saying that exhibitors derived little or no financial benefits from the successful campaign."

Pinanski argued that since the Administration has revealed there will be further excise tax relief to some industries in the forthcoming election year, the industry should organize its forces now to "complete the job" of repeal. He said that certain statistics would come as a "shocking revelation" to exhibitors.

More than 9,000 theatres are still paying Federal admissions taxes, Pinanski said, contributing more than $81 million to the Treasury Dept. in the year following the tax reduction on April 1, 1954.

The difference for the individual theatre between tax exemption and tax reduction was explained as follows:

"Of the 9,065 theatres that were completely exempt from the tax 3,194 that charged admission of 25 cents or under showed an average increase in gross per theatre of $2,786.47, while the 5,871 theatres that charged between 26-50 cents showed an incerase of $5,688.97."

Meanwhile:

"Each of the 4,276 theatres charging admissions between 51-60 cents had to pay an average tax of $6,255.84;

"Each of the 2,851 theatres charging between 61-75 sents paid an average of $6,015.43;

"And each of the 107 theatres charging admission of $1.00 or more paid average Federal taxes of $102,803.73."

Emphasizing that he was speaking as an exhibitor, rather than as a member of the COMPO triumvirate, Pinanski argued that it was COMPO's "duty" to lead this fight, "and that anybody should think otherwise is inconceivable."

One who did think otherwise was Rembusch, who said he was committed to the seeking of ceilings on film rentals in the 1956 Congress. The former head of National Allied and one-time member of the COMPO triumvirate argued:

"Why plow the field, plant the seed, cultivate the crop and have someone else appropriate the harvest? That is exactly what exhibition experienced in winning the 1954 tax repeal fight, for distribution appropriated all the benefits through increased film rentals."

The Indiana exhibitor said that a legislative program to impose a maximum ceiling on film rentals of 30 percent, such as now exists in many European countries, would offer greater dividends to exhibitors. He claimed that exhibitors could not back both programs in Congress, and would have to decide on one or the other.

Col. H. A. Cole, who was co-chairman of the victorious COMPO tax relief drive in 1954, said, "In my belief that hasn't a chance of success. The industry has had some measure of success in the first tax fight because it was directed at relief for the thousands of small theatres which were closing almost daily. These smaller exhibitors, charging 50 cents or less, represented in my belief well over half of the gross number of theatres in the U.S."

"Certainly," Cole said, "that large group is not interested in going all out for relief among the larger theatres. One might say that this is selfish and I grant that, but it's nevertheless inevitable; especially, in view of the fact that even this large group of smaller theatres profited little or none in the resulting battle over a division of the 'spoils.'"

Replying to Cole, Harry Brandt said that he refused to subscribe to the proposition that the theatres which obtained tax elimination would be a "disruptive force" even if

(*Continued on page* 10)

Quotes:



SAM PINANSKI
President, American Theatres Corp.

"The Administration has made it known that there will be further excise tax relief. . . . In view of the fact that next year will be an election year, we should start now to organize our forces for an all-out fight for complete tax repeal"



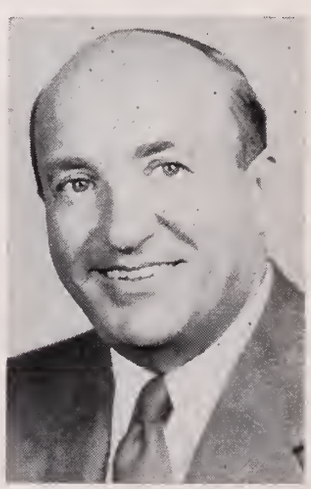
TRUEMAN T. REMBUSCH
National Director, Allied Theatre Owners of Indiana

"Why plow the field, plant the seed, cultivate the crop and have someone else appropriate the harvest? That is exactly what exhibition experienced in winning the 1954 tax repeal fight, for distribution appropriated all the benefits through increased film rentals."



COL. H. A. COLE
Board Chairman, Allied Theater Owners of Texas

The tax campaign hasn't a chance of success . . . smaller theaters (ore) not interested in going all out for relief among the larger theaters . . . smaller theaters profited little or none in the resulting battle over a division of the 'spoils'."



HARRY BRANDT
President, Independent Theatre Owners Assn.

". . . exhibitors received substantial benefits from the tax reduction, as did distributors . . . when Allied goes to the Government for regulation, there will be independent exhibitors who will appear in goodly numbers to oppose such destructive measures."

Para Establishes First Aid Office For Needy Xhibs

Machinery has been established by Paramount Pictures to alleviate the problems of exhibitors, "particularly theatres on the borderline of continued operation." This fact was disclosed this week by George Weltner, head of the company's world-wide sales, who met the joint TOA-Allied grievance committee last June.



CHARLES BOASBERG
handling borderline exhibitor complaints for Paramount.

About September 1, Weltner said, Paramount will bring into its organization Charles Boasberg, veteran distribution executive, who will hold "an important sales capacity." Primary among his duties, Weltner stated, will be the field of "exhibitor borderline relations."

Individuality Stressed

Weltner's statement represented the first major policy change by any large distributor since the grievance talks concluded.

"It is perfectly clear," Weltner said, "that the problems of possible borderline situations involving individual theatres cannot be lumped together and solved by any arbitrary or formula method. Each case is, by the nature of our business, separate and unique and can only be fairly evaluated on an individual basis."

The Paramount world-wide sales chief said that since his joint meeting with the joint committee, he has had the opportunity to discuss exhibitor problems during visits to many Paramount branches. "As a result," Weltner said, "it has been possible to get a preliminary understanding of this problem sooner that I hoped.

"In each case where the exhibitor believes the facts of his particular situation warrant consideration as a distress problem, they should be brought to our attention at the branch level. This will afford the Home Office detailed information from the field as well as the opinion of the Branch Manager concerning its merits. This information and opinion will then be channeled to Mr. Boasberg who will thereafter handle the matter with honesty, friendliness and expedition."

Changes Denied

Earlier, 20th-Fox distribution director Al Lichtman, at an industry press conference, denied that Fox planned any changes in sales policy, as a result of a May meeting between the joint committee, Spyros P. Skouras and other company executives. After the meeting, Skouras said that a statement of policy would be forthcoming at a later date.

Lichtman said Fox's policy would remain "as is" because the company has "no differences" with exhibitors. "The exhibitors like our policy," he said, and could recall "no outstanding beef" against the company from anyone. The Fox executive pointed out that 20th has always answered complaints as they come in.

Texas Unit Action Presages Possible Allied COMPO Exit

Rumors that National Allied intends to withdraw from COMPO in the near future gained in intensity with the announcements that one local unit had left the all-industry group, and several others had refused to go along with COMPO's current dues drive.

Although the board of National Allied has not yet officially disapproved of the new COMPO collection, it is reported that an important announcement will be forthcoming at the organization's November meeting in Chicago.

Leaving the COMPO ranks on August 3 was Texas Allied. Board chairman H. A. Cole announced in a statement that "in view of all that has happened in the past year or two" his action was "understandable." Cole complained that COMPO has accomplished "little" for exhibitors, and especially for the smaller exhibitors, since termination of the tax campaign, of which he was co-chairman.

Units Listed

The Texas exhibitor also attacked COMPO's failure to participate in the toll television fight, and the proposed campaign to remove the balance of the admission tax (see accompanying story). He criticized the "methods employed" to get the Audience Poll working properly.

Meanwhile, these exhibtor organizations have advised their members not to go along with COMPO's dues collection drive: Allied Rocky Mountain Independent Theatres; Allied Rock Mountain Independent Theatres; Allied Theatre Owners of Indiana; North Central Allied; Independent Theatre Owners of Ohio and Independent Exhibitors of New England.

Some Allied units urged that their members promote the Audience Poll "for selfish reasons" while refusing financial support.

Commenting on these actions, Al Lichtman, 20th-Fox distribution chief and a member of the COMPO triumvirate, termed them a "disgrace," and complained that some exhibitors will "pick any excuse" to avoid paying COMPO dues.

The Fox sales chief directed his fire at National Allied and charged that the organization would oppose anything approved by the producers and distributors, if possible. The Audience Poll, he said, represents the "greatest public relations job" ever attempted by COMPO.

A dissenter in the Allied fight against the COMPO dues collection was Allied of Western Pennsylvania, whose individual members are "wholeheartedly subscribing to COMPO" despite their board's vote against contributing to the dues drive.

Harry Hendel, executive secretary of the group, pointed out in a current membership bulletin that National Allied has adopted no official policy on this matter, and therefore local units and members can use their own discretion.

"In the writer's judgment, the need for COMPO prevails despite its failure to support the toll-TV fight—particularly since it is the spearhead of the Audience Awards campaign now underway."

The Audience Awards poll, meanwhile, has met no opposition from the Allied units that are firmly against the dues collection drive. Allied Theatre Owners of New Jersey, opposed to the dues drive, advised their members in a monthly bulletin to stick with the poll "and see if it turns out to be a lovely child or an ugly monster."

Indiana Position

A similar position was taken in the bulletin of Allied Theatre Owners of Indiana. The ATOI board "enthusiastically endorsed" the poll "as a program to stimulate interest in motion pictures with the result that it will mean extra dollars to every participant."

The Independent Theatre Owners of Ohio, in a bulletin signed by executive secretary Robert A. Wile, stated that regardless of the unit's opposition to the dues collection, the awards would be "an excellent thing" for conventional theatres. "It will cost only $25.00 for a package consisting of two trailers and lobby accessories. While this cost may be high," Wile wrote, "still that is unsufficient reason for not entering the contest."

Meanwhile, COMPO special counsel Robert W. Coyne emphasized that all theatres are eligible to participate in the campaign, whether or not they paid dues to COMPO. "We want every theatre in the country to take part in the Audience Awards campaign," Coyne said. "As a matter of fact, everything COMPO does is aimed at benefiting all branches of the industry, not just those who have given COMPO their financial support."

Leaders Hit Allied COMPO Position



AL LICHTMAN
20th-Fox Distribution Director; member of COMPO triumvirate

". . . a disgrace! Some exhibitors will pick any excuse to avoid paying dues. . . . They are willing to profit by an industry project, but refuse to underwrite it!"

PAT McGEE
General Mgr., Cooper Foundation Theatres; Co-chairman of COMPO tax campaign in 1954

"These people who are now crying 'fraud' simply don't know what they are talking about. . . . The machinery is already at work to win further tax relief."



Public Will See

Industry Exposition At Colosseum; TOA-TESMA Invite Participation



Tentative plans for an all-industry exposition fair and trade show for 1956 and succeeding years were discussed by a TOA committee and a committee representing Theatre Equipment and Supply Manufacturers' Association. Seated, Walter Reade, Jr., (center) TOA board chairman, and Albert Pickus, TOA vice-president. Standing (l top): TESMA president, Fred C. Matthews; TESMA vice-president, L. W. Davee; TESMA executive secretary, Merlin Lewis; TOA manager, Joseph Alterman; TOA's professional trade show director for 1955, William Orkin; and J. Robert Hoff, TESMA past president and honorary board member.

New York City's upcoming Colosseum, at Columbus Circle, may be the site of a week-long motion picture fair and exposition during September of 1956. All segments of the industry would be invited to participate in the event, which may become an annual affair.

According to spokesmen for Theatre Owners of America and the Theatre Equipment and Supply Manufacturers Assn., the exposition and fair would be open to the public. Both industry groups would finance the event, and foreign film industries would be invited to participate in furnishing attractions.

Most COMPO members would be willing to assist in launching the exposition and fair, according to a view expressed this week by Robert W. Coyne, the group's special counsel. He based his prediction on the fact that COMPO members were strong in showing interest in proposed motion picture exposition at Grand Central Palace four years ago.

The bid for COMPO participation was made by Walter Reade, Jr., who heads Walter Reade Theatres and is TOA board chairman, on the heels of Reade's disclosure to the press of TOA-TESMA plans for the exposition and fair.

Committees of both TOA and TESMA began discussions on the industry project earlier, and noted that the show would be open to producer-distributors, equipment companies and concession firms.

Two major producer-distributors reportedly expressed enthusiasm over the project, which would be set up on two floors of the Colosseum building from Sept. 19-25.

Meanwhile in Hollywood, the board of directors of the Motion Picture Exposition and Hall of Fame, conceived as a public attraction for the benefit of the Motion Picture Relief Fund has voted to dissolve the project and return more than a half million dollars already subscribed by investors.

Booths Sell Quickly For Chicago Show

With more than two and one half months to go before TESMA's annual giant Trade Show at the Morrison Hotel in Chicago opens on November 6th, 189 booths have been rented as the result of joint efforts of Theatre Equipment and Supply Manufacturers' Association, Allied States Association of Motion Picture Exhibitors, Theatre Equipment Dealers Association and International Popcorn Association, according to an announcement by the officers of the four cooperating associations.

A feature of the show will be a showing of Todd AO's "Oklahoma!" in a theatre in Chicago, theatre to be fully equipped for such showing prior to next November. Projection machines for the process, said to be "all-purpose" will be shown in booths on the Trade Show floor.

If it is possible to have such equipment ready in time for the show, Elmer Rhoden, National Theatres president, has declared that CineMiracle, the new challenge to Cinerama, by which three projectors throw a 145 degree picture on a wide, deeply curved screen, from one booth instead of the three widely separated booths now used by Cinerama, will be shown to conventioneers and visitors.

"Camera" Seal Denial Upheld

The board of directors of the Motion Picture Association this week unanimously upheld the denial of a Production Code seal to "I Am a Camera," British import released by Distributors Corp. of America. The meeting had been called by MPAA president Eric Johnston, on an appeal by DCA president Fred J. Schwartz.

Earlier, Schwartz had appealed to Cardinal Francis Spellman to see the picture for himself, after the National Legion of Decency had placed it in its "C" or Condemned classification.

The MPAA met privately, but Schwartz had already outlined his main arguments to the trade press. He claimed that the film, which is a comedy about an amoral English girl in pre-Nazi Berlin and has references to promiscuity and abortion, would not corrupt the morals of anyone. Schwartz insisted that the film had artistic integrity, and that to show immorality did not imply approval of it.

Schwartz' Stand

The DCA president said he would ask for the same "enlightened interpretation" of the Code that had been given to "From Here to Eternity," "Battle Cry," and "People Will Talk," which dealt with adultery and abortion. He said a too stringent application of the Code could squeeze independent production off the screen, "if so desired," since the seal is needed for saturation booking.

The distributors will take "any necessary measures" to obtain the seal, Schwartz said, and this might include going to the courts. The film has not been turned down by any censor board to whom it has been submitted, Schwartz reported. Benefiting from the publicity engendered by the controversy "Camera" has set an all-time box office record of $23,376 for its first week at the Little Carnegie.

NT Financing Five Of Rochemont Films

HOLLYWOOD. — National Theatres concluded negotiations to finance a group of five three-strip pictures to be made by a new producing company, Louis de Rochemont-Cine-Miracle Productions. Elmer Rhoden, National president, does not anticipate any objections from the Department of Justice.

De Rochemont recently acquired screen rights to several stories by the late Richard Halliburton, which will now become the property of the new corporation, of which NT will be principal stockholder. One of the stories, "Seven League Boots," is scheduled to be the first Cine-Miracle production.

The Cine-Miracle process, developed with financial and technical assistance from NT, is a three-strip photographic and projection system similar to Cinerama, but is said to be less complicated and less costly.

Allied Welcome In Resumption Of Distrib Talks—TOA

TOA will be glad to have National Allied again join with them in further conferences with distribution executives, according to Walter Reade, Jr., TOA board chairman. Following the initial round of conferences between a joint TOA-Allied committee and distribution executives during May and June, Allied stated that their committee's work was concluded.

Reade reported, after a meeting this week of New Jersey TOA, that a TOA committee might meet soon to plan a course of action for the new conferences. They may materialize before the organization's annual convention in Los Angeles, Oct. 6-9, he said. Action to increase TOA's strength in New Jersey was taken by that state's TOA chapter at their luncheon meeting.

All-Time High For TNT On Marciano-Moore Tilt?

A possible all-time high for a closed circuit event in theatres may be reached by the forthcoming Rocky Marciano-Archie Moore heavyweight tilt. Nearly 100 theatres are expected to sign with Theatre Network Television by fight-time, with 60 already on the dotted line.

Twenty theatres of the AB-PT chain have signed; Stanley Warner has signed for 16; RKO for eight, and Loew's for six, with three more under consideration depending on line clearance. According to TNT prexy Nathan Halpern, the enlarged network was made possible by the use of mobile units which TNT is renting to theatres.

Most Exhibs Oppose Regulation: Brandt

When National Allied goes to the Government for regulation of film rentals, "there will be independent exhibitors who will appear in goodly numbers to oppose such destructive measures." The prediction was made this week by Harry Brandt, president of ITOA, who predicted that "more exhibitors will appear in opposition to such a measure than Allied can muster for it."

No exhibitor wants to pay more than he has to or what he considers a fair film rental, Brandt agreed, but he said that the Allied "hierarchy" through government regulation would create a product shortage "much worse than any yet known." "It would be another niche in Allied's list of misguided achievements which includes divorcement, the introduction of competitive bidding, and the elimination of block booking," Brandt said.

"Another effort to institute a system of arbitration is presently going forward, despite Allied abstinence," the New York circuit executive said. "I venture to predict that once it proves itself it will be used by Allied members.

"Certainly, many Allied members must be opposed to the move for government regulation; to Allied's refusal to join in arbitration efforts; to its refusal to support COMPO and to its renunciation of a campaign for total tax repeal. If the Allied leaders are not trying to start a membership drive for TOA, their activities certainly point in that direction."

Loew's Bid For Theatre Nets Open Court Hearing

WASHINGTON.—There will be a New York Statutory Court hearing during the week of August 22 on a Loew's Theatres bid for permission to acquire a new theatre in suburban Coral Gables, Fla., according to Justice Department officials this week.

The hearing will be open to appearances by any who wish to favor or oppose. The exact date will be set later. The new theatre is now under construction, will seat 1,300 and will be called the Riviera, will be leased to Loew's and Loew's will probably try to get first run films for the house, according to Justice.

New Draft Of Arbitration System Mulled By Exhibitors, Companies

The draft of a new industry arbitration system has received the approval of the Joint Arbitration Committee representing three exhibitor associations and the distributors.

The document will now be submitted to the film companies, TOA, ITOA and MMPTA for consideration and acceptance.

A draft copy will, in all likelihood, be available to Allied which abstained from participation, remaining adamant for the inclusion of film rentals.

Earlier, E. D. Martin, TOA president, had put the organization on record alongside Allied for arbitration of film rentals but relinquished this position when distribution remained steadfast and the laborious work of the drafting committee was in jeopardy.

The Joint Arbitration Committee, following acceptance of the draft which is not likely before Fall, hopes to activate the 60 page arbitration plan despite Allied aloofness although its conciliation remedies and other machinery will be available to all exhibitors regardless of affiliation.

Adolph Schimel, vice-president and general counsel of Universal, and Herman M. Levy, TOA general counsel prepared the draft for the committee. Exhibitor representatives on the joint group were Si Fabian and Mitchell Wolfson for TOA; Max A. Cohen for ITOA and Leo Brecher for MMPTA.

Distribution was represented by Al Lichtman, Charles Reagan and A. Montague with W. C. Gehring serving as Lichtman's assistant.

TOA consideration of the arbitration document is not expected before its annual convention at Los Angeles in October.

It is expected that the Department of Justice will receive a copy of the draft for its approval of the plan.

Anti-Toll TV Support Lauded By Harling

Financial contributions from groups which have joined the movement against pay-television is "very gratifying," according to Philip F. Harling, treasurer of Organizations for Free TV.

In the last week, Harling reported, substantial contributions have been received from the State Employees Union, Local No. 16, San Francisco; Projectionist Union, Local No. 428, Stockton, Calif.; the California State Theatrical Organizations, and others.

Harling stated that despite the expected August lull in its activities, the organization has been formulating rebuttal testimony for the FCC, as well as public relations material to break in the Fall. Important articles on pay-TV to appear in magazines at the end of August, Harling said, will include a series in Collier's and another in the Saturday Evening Post.

Utah-Idaho Unit To TOA

COLUMBUS, Ga.—The Utah-Idaho Theatre Owners Assn., a new exhibitors organization covering the Salt Lake City exchange area, has unanimously voted to affiliate with TOA. Formal induction of the group, headed by Clyde A. Blasius of Westates Theatres, will take place at TOA's annual convention in Los Angeles, Oct. 6-9.

"Oklahoma" Okay; Coast Preems Set

HOLLYWOOD.—The world premiere of the Todd-AO, 70mm. presentation of "Oklahoma" will take place at the reconstructed Rivoli Theatre in New York on Oct. 11, and the picture will open at the Egyptian here eight days later.

The announcement was made during the first press screening of the multi-million dollar Rodgers & Hammerstein production, held at the M-G-M studios. According to those present, the new process was a tremendous success, both visually and aurally. Reviews of the film may not appear until after the world premiere.

Designed strictly for a two-a-day, reserved seat presentation in the Todd-AO version, "Oklahoma" runs for 150 minutes, and will be presented in two parts, with a ten-minute intermission. Negative cost was reported at $6,800,000, with the process's development cost placed at an additional $4,000,000. An additional $1,200,000 will be spent for advertising and promotion.

Change In Production Code Urged By DCA

A suggestion that the Motion Picture Production Code be "reexamined in the light of present-day thinking" was advanced at press time by Fred J. Schwartz, president of Distributors Releasing Co., which is releasing "I Am a Camera."

"Ideas don't stand still—neither should the Code," the DCA prexy insisted. His appeal for a reconsideration of the Production Code's refusal to grant a seal was denied earlier this week. (See story page 6).

Declared Schwartz, "No right-thinking person wants smut or pornography on the screen. We strongly feel that our film is rightfuly entitled to a place on the screens of America, and that any action which deprives it of that place is unwarranted. We have no other course but to resist."

TOA, British Exhib Tie Imminent: Herman Levy

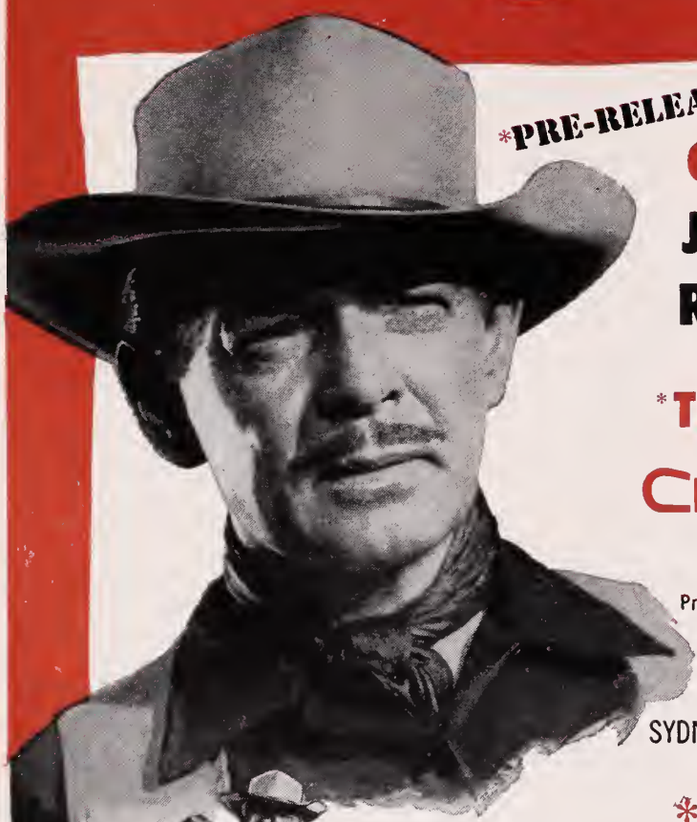
LONDON.—An official connection between TOA and the British CEA is close to realization, according to Herman M. Levy, general counsel to TOA, who is on a European trip intended to realize TOA's ideal of an international exhibitor organization. George Singleton, managing director of Singleton Cinemas Ltd., is expected to be CEA's accredited delegate and speaker at the TOA Los Angeles convention in October.

Levy said that while in Paris he will discuss affiliation with the Union Internationale de l'Exploitation Cinematographique. Recently, TOA admitted Theatre Owners Association of Quebec to its membership rolls.

IN SEPTEMBER



FROM 20th CENTURY-FOX!



*PRE-RELEASE

CLARK GABLE

JANE RUSSELL

ROBERT RYAN

in

***THE TALL MEN**

COLOR by DE LUXE

CINEMASCOPE

co-starring

CAMERON MITCHELL

Produced by WILLIAM A. BACHER

and WILLIAM B. HAWKS

Directed by RAOUL WALSH

Screen Play by

SYDNEY BOEHM and FRANK NUGENT



*The biggest picture 20th has produced since "THE ROBE" ...Available for a few specially selected situations the latter part of September



"It's a pleasure to

WILLIAM HOLDEN · JENNIFER JONES

in

LOVE IS A MANY-SPLENDORED THING

COLOR by DE LUXE

CINEMASCOPE®

Produced by BUDDY ADLER · Directed by HENRY KING · Screen Play by JOHN PATRICK



20th Century-Fox captures all the beauty and rapture of the most enchanting love story of the year! She was the fascinating Eurasian . . . he was the American correspondent . . . and in each other's arms they found a love that defied 5000 years of tradition. Every word is true!

HUMPHREY BOGART · GENE TIERNEY

THE LEFT HAND OF GOD

COLOR by DE LUXE

CINEMASCOPE

also starring LEE J. COBB

Produced by BUDDY ADLER · Directed by EDWARD DMYTRYK

Screen Play by ALFRED HAYES

Fresh from the pages of William E. Barrett's challenging best-seller comes the story that rocked the world with its daring—of the strangest covenant man ever made with God! It strikes across the screen with lightning and thunder.

RICHARD EGAN · ANTHONY QUINN · MICHAEL RENNIE

JEFFREY HUNTER · RITA MORENO

SEVEN CITIES OF GOLD

COLOR by DE LUXE

CINEMASCOPE

Produced by ROBERT D. WEBB and BARBARA McLEAN

Directed by ROBERT D. WEBB

Screen Play by RICHARD L. BREEN and JOHN C. HIGGINS

Additional Dialogue by Joseph Petracca

Gala, news-making World Premiere in San Diego, historic locale of the picture, with national newspaper, radio and television on-the-spot coverage followed by California statewide saturation!



o business with 20th!"

In The Press . . .

Will foreign actresses ever substantially replace native beauties in the affections of our audiences? Such speculation is prompted by the appearance of the Aug. 15 "Newsweek," which devotes a cover and a special four-page report to Italy's latest buxom beauty, Sophia Loren. The provocations of other foreign stars are also discussed in the article. A week later, "Life" will give the same treatment—a cover and four pages—to the lovely Loren, in their Aug. 22 issue. Miss Loren is currently starring in "Aida" and will be seen in "Neapolitan Carousel," comes Fall.

* * *

The "Christian Herald," which in July had printed an attack on Hollywood's treatment of Biblical subjects, will declare in the Sept. issue that Cecil B. DeMille, who is now making "The Ten Commandments," should not have been included in that indictment, since he "has been a shining exception to those in Hollywood who would misuse the Bible for their own gain." A telegram to the magazine's editors by Art Arthur of Paramount Pictures prompted the clarification.

* * *

Supreme Court failure to resolve once and for all the legality of motion picture censorship is assailed in a forthcoming book as one of the major failures of that body.

Yale law professor Fred Rodell in his volume "Nine Men," soon to be published by Random House, says that the Supreme Court had an excellent chance when it overruled a 1915 finding of the highest court to the effect that films were not entitled to freedom of the press. That was in the "M" and "La Ronde" cases. But, says Rodell, Justice Tom Clark "turned out a dull and muddy technical treatise."

* * *

The nation's television station broadcasters have rolled up a five-to-one margin against pay-to-see TV, according to a poll conducted by "Radio-Television Daily," national trade journal of the industry. The survey, announced in the Aug. 10 issue, revealed that 75 percent of the broadcasters are against pay-video, with 15 percent in favor. Ten percent were indifferent.

Oscar Morgan Drive

A special tribute will be paid by Paramount this year to Oscar A. Morgan, general sales manager in charge of short subjects, Paramount News and special features, with the dedication of a one-month drive to the veteran executive, instead of a single week, as in the past. "Oscar Morgan Month" has been set for Oct. 2-29.

COMPO Total Tax Repeal Drive Stirs IndustryControversy

(*Continued from page 4*)

not cooperative in such a campaign. "We would much prefer to apply our efforts to obtain this relief than spend them futilely in creating confusion," Brandt said.

Brandt asked: "Are we to sit idly by and do nothing after seeking total elimination and securing partial relief with an understanding that the industry had an open door to come back and plead its case? It was not bad public relations to lose the original tax campaign because of the outbreak of the Korean War, since it laid the groundwork for our later success. And it is good public relations to inform Congress that total elimination of the tax is necessary to the continued welfare of the industry," he said.

Earlier, Pat McGee, general manager of Cooper Foundation Theatres, who was the other co-chairman for the victorious COMPO tax campaign in 1954, declared that "the machinery is already at work" to accomplish further relief.

McGee, speaking in Denver, would not amplify his statement, but said he was greatly disturbed over the charge by Robert Wile, executive secretary of the ITO of Ohio, and some others, that reports of a new try to end the Federal tax were in the "fraud" category. "Those people who are now crying 'fraud' simply do not know what they are talking about," McGee declared. "They are ignorant of what is being done. They should realize that there is more than one way to skin a cat."

Wile, in his organization's membership bulletin, had claimed that the minutes of the COMPO Governing Committee indicate that "there is no chance of repealing the tax now as both political parties have other plans for tax reductions and the admissions tax is now at the pre-Korean level."

Survey Reports Gain In Active Theatres

There were 19,108 active motion picture theatres in the U.S. on July 1, according to a tabulation submitted to COMPO by Sindlinger & Co., analysts. The figure represents a net gain for the first six months of 1955 of seven theatres; 315 four-wall theatres were closed, but 322 drive-ins opened.

The latest compilation reveals more theatres in operation than at any time since 1946, and a net gain of 1,644 from the low point reached in March, 1954, prior to the granting of tax relief.

. . . Opinions

"Audiences will not welcome TV programming that turns out to be half-hour or hour-long trailers designed to glorify a given movie and tease the viewer into a motion picture theatre at box-office prices for the real dramatic meat." —Frederick W. Ziv, board chairman of Ziv Television Programs, attacking the majors "by-product" entry into television.

* * *

"It is paying off for them, and going by past experience, other circuits would be well advised to try the same thing."—Munio Podhorzer, president of Casino Film Exchange, reporting that he found mid-west circuits converting poorly-grossing situations to a foreign film policy.

* * *

They are "claiming on the one hand that toll TV would merely duplicate what is now being served the public without charge, and on the other hand, threatening to get into the pay-as-you-see business themselves if subscription television is allowed." —Arthur Levey, Skiatron president, attacking the networks' attitude on pay television.

Negotiate For Italian Technicolor Company

Negotiations are continuing toward the establishment of an Italian Technicolor Company, probably later this year. This was revealed upon the return to the U.S. of Dr. Herbert T. Kalmus, president and general manager of Technicolor, after an extended business trip to London, Paris, and Rome. He was accompanied by Robert Riley, vice-president in charge of Hollywood sales.

On July 12, Societe Technicolor at Joinville-le-Pont, the new Technicolor affiliate just outside of Paris, was opened. The Joinville laboratory has an annual capacity of 70,000,000 feet of release prints, and is expected to be delivering film within a few weeks.

Theatricial Pix Set

Demby Productions, television production firm, will expand into the production of theatrical features, according to an announcement from president Emanuel Demby. Harvey Meltzer, recently appointed vice-president of Demby, is conferring with representatives of Kirk Douglas in Hollywood on a planned feature. Also planned for theatrical production is "Half the World's a Bride," first seen on the Kraft TV Theater.

EDITORIAL

(*Continued from page 3*)

Speak For Yourself, John!

lative and judicial interference with the business?

The health of this industry ultimately depends on the ability of each segment to get along with the other. Another effort to institute a sysem of arbiration is presently going forward despite Allied abstinence. It is safe to predict that once it proves itself, arbitration will be used by Allied members.

Certainly, many Allied members are opposed to the move for government regulation; to Allied's refusal to join in arbitration efforts; to its refusal to support COMPO and to its renunciation of a campaign for total tax repeal. When are they going to speak for themselves?

If the Allied leaders are not trying to start a membership drive for TOA, their activities certainly point in that direction.

News In Brief . . .

AB-PT Wins Suit

American Broadcasting-Paramount Theatres won a decision handed down by Federal District Court Justice Archie O. Dawson in the Fanchon & Marco $2,979,318 suit over the Paramount Theatre, Hollywood, in which AB-PT owns 50 percent of the stock.

Justice Dawson rejected F&M's claim that AB-PT had violated the anti-trust laws by injuring the Paramount Hollywood Theatre Corp. His ruling granted the AB-PT counterclaim calling upon F&M to recognize AB-PT as the proper owners in the stock of the theatre. In addition, Justice Dawson granted an injunction prohibiting any interference by F&M with the exercise of rights of AB-PT as owners of 400 shares of Class B stock.

Monroe on World Tour?

WASHINGTON.—A goodwill tour around the world by such stars as Marilyn Monroe and Frank Sinatra has been outlined to the State Department and the Russian Embassy by John Haskell, according to State and Embassy officials this week.

Russian spokesmen said the idea of the tour, which would be sponsored by Variety Clubs International, had been passed along to Moscow, but that it would be some time before an answer could be expected.

Haskell said that he planned to take a preliminary trip to key centers around the world to set up arrangements for his troupe, and he said the tour would go forward even if Russia does not put out the welcome mat.

Novel Teen-Age Policy

MEMPHIS.—The Lamar Theatre's policy of setting aside Friday nights for teen-agers is an unqualified success and will be continued, according to owners Joe and Mike Maceri. Promising the youngsters they could do anything "within reason," provided they did not bother adult patrons during the rest of the week, the Maceris removed seven rows of seats, and offered dancing before and after the show. Now they plan a snack bar, costume parties and other events.

Japanese Film To Columbia

Distribution rights to "Seven Samurai," Japanese films has been acquired by Columbia Pictures for release in the U. S. and Canada, marking the first time Columbia has undertaken the presentation of a Japanese film in the American market. Produced by the Toho Company and directed by Akira Kurosawa, "Seven Samurai" was winner of the Silver Lion Award at last year's Venice Festival.

COMPO Ads Cite Magazines

Most people get their news of forthcoming movies from newspapers, according to a 60-city survey quoted in the 50th COMPO ad in "Editor & Publisher." In some cities, however, magazines were said to be favored because newspapers did not provide sufficient coverage. Obviously, the ad concludes, "people want movie news and if they can't find it in their newspapers they will seek it elsewhere."

Meanwhile, this series of COMPO ads, which have been published over the last year and a half, are being held up to national advertisers, ad agencies and public relations experts as an example of how an industry should tell its story to the newspapers, in an elaborate two-color booklet being distributed by "Editor & Publisher." The booklet reprints 12 of the COMPO ads.

Analysis Points Up Attendance Decline; Distrib Net Rising

Earnings of theatre operators are "restricted" by lagging attendance, higher film rentals and other operating costs, while producer earnings should average "higher" this year, according to the latest film industry analysis by Standard and Poor.

Theatre revenues are estimated at approximately $1.3 billion, a slight gain. However, the public is showing less interest in new filming techniques, and significantly higher profits probably cannot be derived from domestic rentals, S&P states. Therefore S&P predicts further expansion into television production and the international market. Foreign revenues for 1955 should be higher, they say, because of improving attendance and less stringent currency regulations.

Attendance Levelling Off

Attendance was said to be levelling off at an annual rate of about 50 million weekly. The 1954 average was 40 million and the 1953 average 46 million. Indications are that the second quarter of 1955 lagged slightly behind that a year earlier, "apparently reversing the general uptrend." S&P expects improvement during the year's second-half, primarily because of approximately 500 new drive-ins. Further additions of ozoners are considered unlikely, however.

Major theatre operators are expected by S&P to show little change in revenue from 1954. Most have fewer theatres in operation, and this coupled with higher film rentals and other operating costs, is said to be restricting financial results. Subscription or color television, S&P warns, would be an added burden.

The report suggests that dividends of virtually all companies are being earned by wide margins, and could be "liberalized." Paramount and 20th-Fox are named specifically.

Predict Liberal Earnings

This trend is susbstantiated by a Commerce Dept. report that film company dividend payments in the first half of 1955 jumped more than $3 million over the corresponding six months last year. Cash dividends publicly declared by motion picture companies during the January-June period totaled $15,127,000, as against $11,741,000 for the first half of 1954.

Meanwhile, Paramount and Warner Bros. both announced increased earnings which would corroborate S&P's predictions. Paramount, for the second quarter ended July 2, earned $2,307,000 after taxes, representing $1.05 per share on the 2,188,916 shares outstanding. For the similar period last year, earnings were $1,726,000 or $.78 per share on 2,217,036 shares.

Warner Bros. reports a net profit for the nine months ending May 28 of $3,312,000, an increase over the $2,536,000 net for the similar period a year ago. Income from film rentals and sales increased from $49,506,002 to $53,080,867. Profit from sales of capital assets thus far this year has been only $15,000, compared with a similar profit of $772,000 for the same period a year ago.

. . . New Positions

CHARLES L. GLETT, recently elected to the executive staff of General Teleradio, has been appointed executive vice-president and a member of the board of RKO Radio Pictures, with headquarters in Hollywood.

PHILIP HODES has joined I.F.E. Releasing Corp. in a special capacity to conduct a research campaign in the field of specialized distribution. Hodes was formerly an RKO sales executive.

GEORGE DORSEY, JR. has assumed the post of U-I's Washington representative, succeeding JOHN HORTON, recently transferred to an executive production position at the Studio.

FRED TODARO has been appointed head of the color film facilities at Circle Film Laboratories.

MICHAEL BERGHER, Far Eastern supervisor for Columbia Pictures International, has been elected a vice-president.

HERBERT BUSHMAN has been named UA branch manager in Minneapolis, succeeding Abbott Swartz, resigned.

A. DEE SIMPSON, vice-chairman of the National Bank of Commerce in Houston, is the new president of RKO Pictures Corp., succeeding JAMES R. GRAINGER, who was not a candidate for re-election. Simpson originally entered the RKO organization as a Howard R. Hughes director nominee serveral years ago.

KENNETH ANDERSON, attorney, has been elected administrative assistant to T. B. Strain, president of Cooper Foundation Theatres, Lincoln, Nebr.

BERNARD E. ZEEMAN, treasurer of Columbia Pictures International since 1951, has been elected a member of the board of directors.

PETER A. MELLAS, 20th-Fox special Middle East representative, has taken on added duties as assistant to William Lampros, for Greece.

MELVIN EDELSTEIN, RKO manager for Colombia since 1953, has been promoted to manager for Cuba, with headquarters in Havana. FRANCISCO ROSSI, who has supervised the Cuba office in addition to being manager in Panama will, at his own request, confine his responsibilities to the latter office, which includes the territories of Central America, Jamaica and Curacao.

EDWIN F. PRIZER has been named sales manager of Exploitation Productions, Philadelphia.

Broadway Theatres Collect For Hospital

Broadway theatres have lined up 100% behind the Will Rogers Memorial Hospital special collection campaign, according to S. H. Fabian, national chairman of the one-day drive for extraordinary funds. Like many other theatres around the country, several will extend their collections to two and three days and, in some instances, to a week.

The latest major chain to pledge its theatres for the Will Rogers campaign is Century Circuit. 5,378 circuit and independent theatres are enlisted in the drive.

PARAMOUNT LANDSLIDE

IN AUDIENCE AWARD NOMINATIONS BY THE MEN WHO "BUY 'EM AND BOOK 'EM"!

LEADING CONTENDERS IN THE NEXT VOTING:

Paramount's SUMMER-AND-FALL BLOCKBUSTERS:



ALFRED HITCHCOCK'S
TO CATCH A THIEF
COLOR BY TECHNICOLOR
VISTAVISION

THE GIRL RUSH
COLOR BY TECHNICOLOR
VISTAVISION

ALFRED HITCHCOCK'S
THE TROUBLE WITH HARRY
COLOR BY TECHNICOLOR
VISTAVISION

Paramount swept 5 out of 10 Best-Picture nominations in the biggest award news that ever made national headlines. The men who know motion pictures best—the exhibitors of America—voted this fabulous tribute to Paramount's leadership. Now while the headlines are hot is the time to play or re-play these five great winners while they ride the crest of this new wave of nationwide interest . . .

BALLOT

- ✓ IRVING BERLIN'S **WHITE CHRISTMAS** COLOR BY TECHNICOLOR
- ✓ PERLBERG-SEATON'S **THE COUNTRY GIRL**
- ✓ **SABRINA**
- ✓ ALFRED HITCHCOCK'S **REAR WINDOW** COLOR BY TECHNICOLOR
- ✓ PERLBERG-SEATON'S **THE BRIDGES AT TOKO-RI** COLOR BY TECHNICOLOR

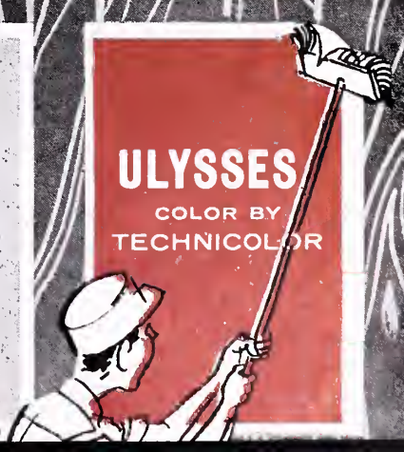
THE SEVEN LITTLE FOYS COLOR BY TECHNICOLOR VISTAVISION

YOU'RE NEVER TOO YOUNG COLOR BY TECHNICOLOR VISTAVISION

WE'RE NO ANGELS COLOR BY TECHNICOLOR VISTAVISION

STRATEGIC AIR COMMAND COLOR BY TECHNICOLOR VISTAVISION

ULYSSES COLOR BY TECHNICOLOR



DISTRI-BITS

"Robe" Pattern For "Tall Men"

Twentieth Century-Fox will launch "The Tall Men" in CinemaScope, starring Clark Gable, Jane Russell and Robert Ryan, in the same playoff pattern as "The Robe." Considered the most important attraction since "The Robe," the drama will be opened in a few pre-release situations starting in late September. "The Tall Men" is being taken off the company's regular release schedule. A promotional budget commensurate to "The Robe" has been set to pre-sell the picture.

Jazz "Blues" Matinee

A gala Broadway Jazz Matinee featuring the great names of the jazz world marked the opening of Warner Bros.' "Pete Kelly's Blues" at the Victoria Theatre this week. Stan Rubin's Tigertown Five, recent winner at the Newport Jazz Festival, rode down Broadway heading a cavalcade of 1925 vintage autos which brought such jazz greats as Benny Goodman, Duke Ellington, Count Basie and Ella Fitzgerald to the theatre. Event had radio and newsreel coverage.

"Villa" Texas Hoopla

HOLLYWOOD. — A gala four-city Texas State premiere, starting Sept. 27 at the Majestic Theatre in San Antonio, will mark the world debut of "The Treasure of Pancho Villa," the Edmund Grainger production which RKO is distributing, J. R. Grainger announced this week. Following the San Antonio opening, the film will premiere on Sept. 28 in Houston; on the 29th in Dallas, and on the 30th in Fort Worth.

"Outlaw" Makes Ohio

Howard Hughes' RKO production of "The Outlaw" is finally to be shown in Ohio. Produced in the early 1940's, the Jane Russell starrer will open at the RKO Palace, Cleveland, Sept. 8. The released version has been re-edited to comply with requirements of the MPAA and the Legion of Decency. Ohio censors, who have since departed, banned the picture when first released, and finally passed it a year ago.

"Girl Rush" Premiere

"The Girl Rush," VistaVision and Technicolor musical from Paramount, world premiered this week at Stanley Warner's State Theatre in Waterbury, birthplace of star Rosalind Russell. Newspaper, radio-TV and trade press representatives from New York and Boston covered the day's activities.

Pathe Coast Expansion

Pathe Laboratories this week announced a $250,000 West Coast motion picture processing expansion program which will double its 35mm. Eastman color processing facilities and provide additional high speed equipment for developing and printing of 16mm. commercial and TV film. The installation is to be completed within six months.

Para Dividend Voted

The Board of Paramount Pictures Corporation this week voted a quarterly dividend of $.50 per share on common stock payable Sept. 15 to holders of record Aug. 26.

SAG Wins New TV Pact Terms; Field Men Aided

HOLLYWOOD.—A new agreement between the major television film producers and the Screen Actors Guild has been drawn up and ratified following settlement of a week-long strike here. Terms of the agreement call for increases in minimum rates, residual payments on second and sixth runs inclusive and prohibitions against buy-outs of residual payments for day players.

On the union front in New York, agreement was reached between Paramount Pictures and Local H-63, IATSE, representing home office employes, on a two-year contract covering field publicity representatives. Pact calls for "substantial" wage boosts along with severance pay and other job-protection stipulations.

The SAG-television producers agreement runs from July 21, 1955, to March 31, 1960. It calls for extension of Guild conditions, other than a Guild shop, beyond Continental U. S. to include Canada and all territories and possessions.

The new Cost pact also notes that Guild conditions shall prevail in any country where a member is assigned to work after he signs an employment contract in the U. S.

It is now indicated in certain quarters that SAG, having won its victory in seeking a major share of television re-issue revenues, may go a step further and seek a share of theatrical re-issue revenues.

Cinerama Production Unit Re-Activated

Cinerama Productions has reactivated a production unit under the direction of vice-president Theodore R. Kupferman. President Milo J. Sutliff, making the announcement, said that profit-sharing arrangements between Cinerama and Stanley Warner will now allow for either company to produce feature films in the process. Lowell Thomas has completed shooting Cinerama's third film, "Seven Wonders of the World."

Lichtman In Pact Renewal?

Al Lichtman, 20th-Fox distribution director, who readily admitted to "bad health" during a trade press interview, may not renew his pact when it expires in March. The veteran executive said his decision would depend on the state of his health during the intervening months.

THOUGHTS IN PASSING

How many exhibitors are locked into a 50¢ admission price by virtue of the fact that they can't raise the price 5¢ without the entire amount going to the government for tax? We think this number is considerable and would be in favor of a campaign for total tax repeal.

EXHI-BITS

Profits Seen From TV

"If they do their job right," the production companies can benefit from participation in TV programming and should be able to stimulate public interest in their new productions to a greater degree than ever before, according to the Value Line Investment Survey. Furthermore, "exhibitors will benefit from this increase in public interest via the theatre box office." Value Line doubts that producers will flood the TV market with old releases, predicting that TV probably can't afford to pay enough for them.

Theatres Join Awards Campaign

Enlistments in COMPO's Audience Awards Poll campaign are beginning to pour in, with the following circuits among those reporting their cooperation, many with special promotions: the Consolidated Theaters circuit, with 26 houses in N. and S. Carolina and Va.; eight Indiana theatres in the Y & W Management Corp.; the Butterfield Theatres of Michigan, and 84 theatres in the Indianapolis exchange area.

Cole Donates

Colonel H. A. Cole, board chairman for Texas Allied Theatre Owners, has donated $1,000 to the Sam Rayburn Memorial Library Fund, a gift from his American Theatre in Bonham, home of the famed Congressman. Cole made the announcement to members of th Bonham Rotary Club, who were told how the successful COMPO tax repeal fight in 1954 was helped by Speaker Rayburn.

IFE Workshop For Exhibs

Italian Films Export, convinced that foreign films will receive substantial playing time when exhibitors learn how to merchandise them, is trying an innovation with a series of "indoctrination" workshops. Announced by IFE vice-president Seymour Poe, the workshops will bring together top IFE executives, theatre operators, and their ad-publicity chiefs. The initial workshop will be tied to the American release of "Neapolitan Carousel" in October.

UA Wins Nasser Suit

The U. S. Court of Appeals has handed down a judgment against James Nasser Prods. in their suit against United Artists. The latter company had contracts with Nasser to distribute certain pictures on both television and theatres, under the same method as might be adopted by the other majors. Nasser contended, when the films were not released on TV, that Nasser should have the TV rights. The court said no.

Anti-Trust Suit Shelved

As has been anticipated since the dissolution of the Terre Haute pooling arrangement between Alliance Theatres of Indiana and the Fourth Avenue Amusement Co. of Louisville, the Government anti-trust suit against these theatre companies was shelved in Federal Court here prior to trial by Judge William Steckler.

"Many Splendored Thing" Premieres



New York's Roxy Theatre was the scene this week of a gala festivity surrounding the pre-premiere showing of 20th Century-Fox's "Love Is a Many Splendored Thing." The event was attended by a capacity audience of 6,000, including celebrities from the entertainment world. United Nations figures, and state and city officials. Above, the only Chinese band in the U.S. was on hand to serenade crowds in front of the theatre.



Extra added promotional push was accorded the New York Roxy Theatre pre-premiere showing this week of 20th Century-Fox's "Love Is a Many Splendored Thing." One such item was the displaying of a collection of dress modes by Suzy Perette, inspired by the Oriental background of the film. Here a contingent of high fashion models wear the gowns in the company of W. C. Gehring, 20th-Fox executive assistant general sales mgr.

Wild West Wagon Train Welcomes "Last Command"

SAN ANTONIO, Tex.—The world premiere of Republic's "The Last Command" was afforded a gala Wild West celebration at the Majestic Theatre here. According to George M. Watson, city manager for Interstate Theatres in San Antonio, the campaign conducted by the film company for the picture "was without a doubt . . . the greatest showmanship feat I have ever seen."

Highlight of the festivities was a 135-mile trek via horse and wagon train to the Majestic. The caravan, which covered the trail over a five-day span, climaxed its journey before a crowd of more than 5,000 people who packed the front of the theatre to witness its arrival. Also present were a number of visiting Hollywood personalities.

Besides the wagon train journey, the theatre sported a specially constructed setup in front to accommodate a battery of arc lights and a performance by the Texas National Guard Infantry Band. On still another stage, Hollywood celebrities made appearances. Among those present were Anna Maria Alberghetti, Sterling Hayden, Richard Carlson and Ben Cooper.

Others on hand for the premiere were Frank Lloyd, who served as associate producer-director, and Herbert J. Yates, Republic president. San Antonio, also called the Alamo City, was chosen for the premiere due to the fact that the historic site is the setting for the picture's climax.

The wagon train, which was conducted in the name of the picture, was launched five days prior to the premiere in Brackettville, Texas, where parts of the film were made. Heading the caravan was Ben Cooper, Republic star. A special chuckwagon was attached to feed all members of the train and townspeople visited along the 135-mile route.

At each town on the road to San Antonio, special activities were held. A square dance in Uvalde attracted more than 7,000 people. While in that town, the caravan presented an imported malacca umbrella-cane to John N. Garner, former Vice President of the U.S. and a local resident.

At Hondo, a giant watermelon feast was held while at Castroville a huge sausage roast was the order of the evening. Religious services on a Sunday night were conducted at a jam-packed football stadium.

For the premiere, a "Heritage of Freedom Day" celebration was proclaimed in San Antonio. Events were supervised by William Saal, Republic vice-president, and Walter Compton, public relations director, for the film company.

Clay impressions were taken of the right hands of Yates, Lloyd, Hayden and Carlson. These will later be cast in concrete and included in a "Hall of Fame Floor" at San Antonio's International Airport.

Rounding out the order of festivities were cocktail parties, special dinners and luncheons for the visiting celebrities, and press and radio interviews at the premiere. Cultural and artistic ceremonies were held.







The San Antonio world premiere of Republic's "The Last Command," held at the Majestic Theatre, climaxed a five-day wagon train trek across 135 miles of Texas. At the city limits, the wagon train in LEFT PHOTO was welcomed by Major Kukendall; Herbert J. Yates, Republic president; Richard W. Altschuler, vice-prexy, and seven Southern branch managers, who held a sales meet in connection with the premiere. Top (l to r): Yates; Anna Maria Alberghetti; Cy Dillion, N. Carolina. Second row: E. M. Brauer, Ga.; Claude Adkinson, Dallas; Jake Gules, Okla. City; L. V. Seichshnaydre, New Orleans; Ned Weise, Memphis; Ed Granger, N.Y.; Altschuler; H. E. Laird, Fla. Front row: James T. "Happy" Shahan, wagon train trail boss, and Mayor Hobbs of Brackettville, Tex., where film was made. CENTER PHOTO shows wagon train en route from Brackettville to San Antonio. RIGHT PHOTO was taken in front of the Majestic, where upwards of 5,000 people watched the festivities, despite poor weather.

A MIGHTY





The LAST

STERLING HAYDEN · ANNA MARIA ALBERG

starring

ERNEST BORGNINE J. CARROL NAISH and B

Screenplay by WARREN DUFF • Story by

Hear

"JIM BOWIE"

The song hit that is sweeping the country on Capitol Records as sung by Gordon MacRae

FILM ACHIEVEMENT!



HERBERT J. YATES presents

COMMAND

RICHARD ARTHUR

HETTI · CARLSON · HUNNICUTT

TRUCOLOR
BY CONSOLIDATED FILM INDUSTRIES

N COOPER · JOHN RUSSELL · VIRGINIA GREY · JIM DAVIS · EDUARD FRANZ · OTTO KRUGER

Y BARTLETT · Associate Producer-Director FRANK LLOYD A REPUBLIC PRODUCTION

Hope Sells "Foys"

Bob Hope, the industry's perennial ambassador of good will, recently concluded a 20-city tour to spread the word for a number of worthwhile charities and, of course, help publicize his latest Paramount picture, "The Seven Little Foys." Hope's tour extended over a six-week period, and in each stopover city, the order of the day was a battery of video, radio and newspaper interviews. Hope undertook the journey during the record heatwave, proving once again his reliability and endurance as one of showbusiness' top troupers, and setting an excellent example for other stars on the subject of how to sell a motion picture. Among the cities visited by the star of "The Seven Little Foys" were Austin, Dallas, Houston, San Antonio, Los Angeles, Chicago, Boston, Reading, Harrisburg, Atlanta, Pittsburgh, Cleveland, Washington, New Orleans, Detroit, San Francisco, Denver and New York.



Bob Hope talks about Paramount's "The Seven Little Foys" with Milt Lewis (left) manager of the Princess Theatre in Toledo, and Mitch Woodbury, motion picture critic for the Toledo "Blade."



Stopping over in Denver to address the National Theatres convention, Bob Hope cracks a gag to relieve the strain of record heat. On the dais behind Hope are Bob Selig and Ray Davis, both of Fox Inter-Mountain Theatres; left, Rick Ricketson, National Theatres.



Arriving in Houston from San Antonio, Hope is met by (l to r): Raymond Willie, Interstate Theatres asst. gen. mgr.; Bob Bixler, Para's southwest field rep.; Frank Starz, Interstate ad mgr.; Al Lever, Interstate's Houston mgr., and Conrad Brady, Lever's ad mgr.



In Boston, the star of Para's "Seven Little Foys" met Martin J. Mullin, president of New England Theatres, and Gasper G. Urban, Paramount's newly appointed branch manager, at press reception.



Backstage with Hope at the Stanley Theatre, Pittsburgh, on the night of the preview showing of Paramount's "Seven Little Foys" were Mayor David Lawrence and Moe Silver, Stanley-Warner Pittsburgh zone manager.

HOLLYWOOD

. . . on the wire

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Samuel Goldwyn, "Guys and Dolls" producer, and Joseph R. Vogel, Loew's Theatres prexy, are all smiles following a Goldwyn Studio screening of the M-G-M release.

U-I Launching Biggest Program

What has been described as Universal-International's most ambitious program of top-budget, top-starring productions has been formulated in high-level executive meetings just concluded at the Studio.

The 1955-56 production calendar, commencing with the start of the fiscal year Nov. 1, blueprints a record number of 36 important motion pictures slated for production, an increase of almost 25 per cent over the total of 29 major properties to be completed in the current year.

Exceptional high-budget treatment—providing for a total expenditure of many millions of dollars in excess of previous production budgets—will be accorded considerably more than half of the new program, 20 of which properties will be produced on this large scale. Three-quarters of the U-I production output for 55-56 will be in color, with a total of 27 of the 36 chartered for chromatic filming.

U-I's forthcoming film-making program, as enunicated in the meetings, constitutes a triple "first" in topping the Studio's own ten-year record in the number of productions to be filmed, from a standpoint of expenditures involved and in scope of product.

The high-level Studio conferences decreeing the record program were presided over by President Milton R. Rackmil and attended by Board Chairman N. J. Blumberg, Executive Vice-President Alfred E. Daff, Edward Muhl, vice-president in charge of production and David A. Lipton, vice-president.

Dorothy McGuire has been set to co-star with Gary Cooper in "Mr. Birdwell Goes To Battle," which William Wyler is to produce and direct for Allied Artists release. . . . Otto Preminger has borrowed Eleanor Parker from M-G-M for a starring role as Frank Sinatra's wife in "The Man With the Golden Arm," forthcoming Carlyle Production for United Artists release. Miss Parker will play the majority of her part in a wheelchair as a Division Street, Chicago, wife, who feigns a crippling injury to hold onto her mate. The feature is scripted by Walter Newman from the novel by Nelson Algren.

* * *

Bill Elliott stars in "Calculated Risk" at Allied Artists, with Ben Schwalb producing and Beverly Garland and Tom Drake in the romantic leads. . . . June Allyson was signed to a new U-I contract by Edward Muhl, vice-president in charge of production. As her first film under the new pact, she will star with Rock Hudson in "Maracaibo," to be filmed from Stirling Silliphant's novel and produced by Howard Christie. Film is set in Venezuela and has as its principal characters an adventurer and a beautiful Pulitzer Prize winning poetess who develop a most unusual romance.

* * *

William A. Wellman's "Goodbye, My Lady," is rolling at Goldwyn Studios. Based on the James Street novel and scripted by Sid Fleischman, the Batjac production for Warner Bros. stars Walter Brennan, Phil Harris, Brandon de Wilde with William Hopper, Louise Beavers, William Frawley, Vivian Vance and Sidney Poitier in supporting roles.

* * *

U-I announced that Dorothy Malone will star with Jeff Chandler in "Pillars In The Sky," based on Will Henrys' story of the Northwest in the 1850's, which will be made in Technicolor and CinemaScope with Robert Arthur producing and George Marshall directing. At the same studio, Coleen Gray was inked to co-star with John Agar, Mamie Van Doren and Leif Erickson in "Law Man," a Technicolor western adapted from Lee Leighton's novel which won the Western Writers of America Award as the best western novel of 1953. Albert Zugsmith is producing with Charles Haas directing.

* * *

Producer-director Robert Aldrich has completed negotiations with United Artists for a new releasing deal for his Associates and Aldrich Co., under which he will make four additional independent productions for the distributor within the next 12 months. The first to go with a late fall start indicated will be "Tyranny," which A. I. Bezzerides is now writing from an original story and screen play by Aldrich. The film is located in the post-Civil War Texas when American settlers moved in and seized the territory from the Mexicans. The second project is "Kinderspiel," on which John Harding is writing the screen play of his original. Production on this feature will be launched in New England in January. Final two properties are "Potluck For Pomeroy," with Herbert Baker rewriting the screen play and original story and screen play by Robert Wallace Russell, and "Machine for Chuparosa," based on an original by Jack Wagner and Bert Hackle, which is being screenplayed by Teddi Sherman.

* * *

Crown Productions teed-off its second feature, "The Killer Is Loose," at RKO Pathe, with Budd Boetticher directing a cast headed by Joseph Cotten, Rhonda Fleming and Wendell Corey. The film, which will be a United Artists release, was scripted by Harold Medford from a "Saturday Evening Post" novelette by John and Ward Hawkins and is a suspense drama in which Corey seeks to kill Rhoda Fleming in revenge for Cotten's accidental slaying of Corey's wife.

* * *

Jack Lemmon has checked into Columbia Studios to begin extensive rehearsals for his upcoming role in the musical remake of "It Happened One Night," in which he will co-star with June Allyson. . . . Paramount Pictures signed Barbara Darrow to a long term contract and she will appear with Spencer Tracy in "The Mountain," which Edward Dmytryk will produce and direct. Miss Darrow will be the romantic interest opposite Robert Wagner, who will co-star with Tracy in the film.

* * *

Cleary-Strauss and Irwin have been retained by Homel Pictures Inc., headed by Robert Homel, Robert Lerner and Norman Elzer as national public relations counsel for the American presentation of "Samurai." Film stars Toshiro Mifune, who starred in "Gate of Hell" and "Rashomon," and Kaoru Yachigusa. It was made by Toho Co., Ltd., in Eastman color. Fine Arts Pictures will distribute.

* * *

Dean Martin and Jerry Lewis agreed to continue on as America's highest paid comedy team. Their motion picture, "Where Men Are Men," will start in early October. . . . Hugh Thomas, Jr. has sold his interests in his drive-in theatres in Sarsota, Florida and will be active in Beverly Hills with his duties as vice-president of the Makelim Organization.

* * *

Hall Bartlett has purchased the rights to film the life of South Dakota's 39-year-old Governor, Joe Foss. Foss as a Marine ace



Lunching in the Columbia commissary with Kim Novak, star of "The Eddy Duchin Story," are (l to r): Paul N. Lazarus Jr., ad-publicity vice-prexy; A. Montague, vice-prexy and gen. sales mgr.; Rube Jackter, asst. gen sales mgr., and Ben Marcus, midwest dvn. mgr.

Inside Production

Indie's Burden Growing Lighter Claims Producer William Schorr

By

Richard Bernstein

"We are in the 'drug store' period of motion pictures," Producer William Schorr stated in a Beverly Hills interview. "A picture as familiar as a 'drug store' to them is what people want to see; familiar situations well told with some fresh twists here and there. This is like seeing yourself on the screen. Story-wise, this is the period for realistic items."

Schorr has just completed producer chores on Bryna Productions' first feature for United Artists release, "The Indian Fighter," which stars Kirk Douglas and introduces Elsa Martinelli. It was directed by Andre de Toth.

The film was shot in color and in CinemaScope. Bryna Productions is Kirk Douglas' own production company, which has a contract with United Artists to deliver six films every three years.

Schorr recently returned from Europe with Douglas where he was co-producer on "Ulysses," a Ponti-de Laurentiis production, shot in Italy with Kirk Douglas starring with Silvano Mangano. The film will be released by Paramount.

Schorr believes in shooting a story on its actual location. He is a strong believer in bringing fresh sights to the motion picture audiences. He thinks that it aids greatly to the picture, because the audience enjoys seeing a locale they haven't seen before.

In "The Indian Fighter," Producer Schorr put this into practice. They scouted a long time for the proper terrain to fit the story and finally found it.

"We shot on a new location, Bend, Oregon," Schorr explained. "For 'The Indian Fighter,' we needed a certain type of fort, built to specifications. We went to the airlines to find out where we could locate the terrain that we were seeking. They suggested both North Dakota and Oregon. We contacted the Chamber of Commerce in both territories and finally, the Bend Chamber of Commerce agreed to build a fort and we agreed to pay rental. Now the fort is a show place in Bend and belongs to the Chamber of Commerce."



On "The Indian Fighter" set, for UA release, are Elsa Martinelli, star, and William Schorr, producer.

Schorr, who believes in actors fitting their parts instead of fitting the part to the actor, cast the film carefully with Douglas. In the cast are Walter Matthau, Walter Abel, Eduard Franz, Diana Douglas, Lon Chaney and Alan Hale, Jr.

The producer has an interesting story to tell as to how Elsa Martinelli garnered the leading feminine role in the film. An agent who did not handle her, came into Schorr's Beverly Hills office with some photos of her. The agent had met her in New York. Schorr and Douglas saw the photos, which had fallen on the floor, dropping out of the agent's portfolio.

Schorr managed to enter independent production and thinks that today, this phase of the motion picture industry has a big future.

"It is getting easier all the time for an independent producer to operate. The creative effort of the producer, director and star in the independent production unit allows for more freedom and scope and the motion picture financiers are becoming aware of it," Schorr stated.

Asked about doing comedies, the producer said: "comedies are the most difficult things to sustain in motion pictures. Making a farce into a successful motion picture is one of the biggest gambles today."



Barney Rose, U-I's San Francisco dist. mgr., was honored on his 35th year with U-I at a testimonial luncheon in Los Angeles, attended by 200 area exhibs. Standing (l to r): Lou Rose, Barney's twin; David A. Lipton, U-I vice-prexy; Marco Wolf, Hollywood Paramount Theatre; William Forman, Pacific Drive-In Theatres; Sherrill Corwin, Metropolitan Theatres; Rose; Charles J. Feldman, U-I vice-prexy and gen. sales mgr.; Harry Arthur, SCTOA prexy; Gus Metzger, Arcade Theatre; Edward Muhl, U-I production vice-prexy. Sitting (l to r): N. J. Blumberg, U-I board chairman; Alfred E. Daff, U-I exec. vice-prexy; Ezra Stern, Los Angeles VCI chief barker, and Edward Zabel, Fox West Coast Theatres gen. mgr.

HOLLYWOOD...

in World War II shot down 26 planes in the Solomons and Guadalcanal, tieing the record which Eddie Rickenbacker set in World War I. In 1943, Foss received the Congressional Medal of Honor. He went back to the Service in Korea, then returned to take up a career in politics. Sam Weiler will be associate producer on the film, which is planned for a late fall start and will be made in VistaVision and Technicolor.

* * *

David Diamond and Samuel Bischoff added "The Prince and the Pauper" to their production schedule for 1956. The film will follow "Screaming Eagles," which goes before the cameras Sept. 7 and "The Big Mo," also to be made for Allied Artists release.

* * *

Under the title "The Wings of the Eagle" M-G-M will film the life of the late Commander Frank "Spig" Wead, U. S. N., who, besides playing an important part in naval affairs in war and peace, also wrote the scripts of such pictures as "Ceiling Zero" and "Hell Below." "Spig" Wead was an honor graduate of the Naval Academy in 1921. Robert Taylor will play the role of the Commander; Richard Thorpe will direct, with Charles Schnee as producer. The original story has been written by Admiral John Dale Price, one of Wead's classmates at Annapolis, and William Wister Haines. Frank Fenton will write the screen play.

* * *

Negotiations were completed by Edward Muhl, vice-president in charge of production at U-I, to film "The Bill Robinson Story." Rights to film the biography of Robinson were acquired from his widow through Marty Forkins, manager, associate and mentor of "Bojangles" for more than 40 years until the time of Robinson's death, Nov. 25, 1949. The film will be produced by Aaron Roosenberg. The screen play will be prepared in consultation with Forkins.

* * *

Vera Miles was placed under contract for one picture a year for three years by C. V. Whitney Pictures Inc. Miss Miles is co-starring in "The Searchers," being made b the company from the Alan LeMay novel. The cast is topped by John Wayne, Jeffrey Hunter, Ward Bond and Natalie Wood with John Ford directing.

* * *

Wallace MacDonald will produce the film, "The Mine With The Iron Door," with a Sept. 13 starting date at Columbia. . . . Over at 20th-Fox, Henry Ephron will produce the screen version of "Carousel," with Henry King directing. The film rolls Aug. 22. . . . Fred Sears will direct "Flying Saucers" for Producer Charles Schneer at Columbia. Film rolls Sept. 7.

* * *

Robert Gordon will direct "Silent Thunder," a story by James Edwards, which will be made for Allied Artists release. Lee Blevins will produce. . . . Hugo Haas sold his second feature, "Hold Back Tomorrow," to U-I. The film, which stars John Agar and Cleo Moore, was written, directed and produced by Haas, as was "Tender Hearts," in which he additionaly starred, and which was also purchased by U-I a short time ago.

* * *

Alexander Korda will roll his Emperor Production for Columbia release, "Arms and the Man," Sept. 1.

GREAT TALENT MAKES GREAT PICTURES!



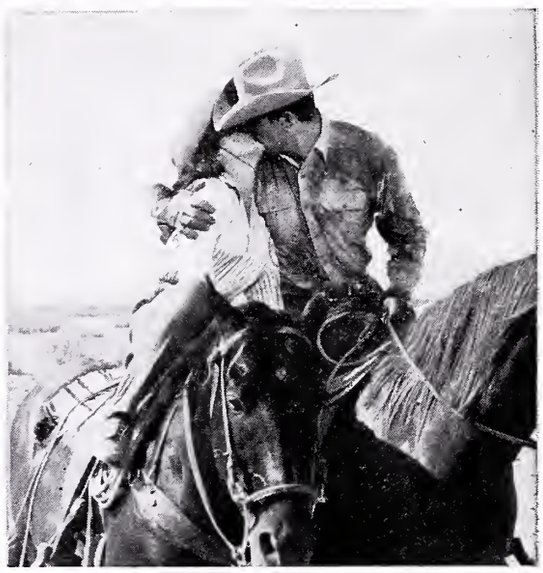
People, people, people! By the thousands they milled under the bright lights of the Fox, Frisco marquee for the World Premiere ceremonies of "The McConnell Story." On-the-spot television pickup via Steve Allen's "Tonight" brought unprecedented full hour-and-a-half N.B.C. telecast to millions across the nation. (Inset) June Allyson, who co-stars with Alan Ladd, is interviewed by Hy Averback of "Tonight" show. (CinemaScope and WarnerColor)



Back in the saddle again is John Wayne, reunited with John Ford, the director who started Duke, the Boxoffice King, on the fabulous road to fame. Here they are in Monument Valley on location for "The Searchers," first picture of C. V. Whitney's new company producing for Warner presentation. Film is based on an action-packed bestseller by Alan LeMay, famed writer of adventure drama; cast includes Jeffrey Hunter, Vera Miles, Ward Bond, Natalie Wood. *(Technicolor-VistaVision.)*



Sarita Montiel, beautiful Spanish-born star of Mexican motion pictures, arrives in Hollywood for her co-starring role opposite Mario Lanza in "Serenade," to be directed by Anthony Mann and produced for Warners by Henry Blanke. Scheduled for early production, with most of the prerecording already done by Lanza in a record-setting succession of "one-takes," much of the picture will be made on location in Mexico. *(WarnerColor.)*



On Texas plain near Marfa, Elizabeth Taylor and Rock Hudson play love scene for George Stevens' production of Edna Ferber's great novel, "Giant." Scene is tender climax to tour of vast Reata ranch on which Rock has taken his Virginia bride. Other stars of picture now shooting on Warner Bros. sound stages include James Dean, Jane Withers, Chill Wills, Mercedes McCambridge. *(WarnerColor.)*



Congratulations extended as Jack Warner and other studio toppers join "Miracle in the Rain" company in feting filming completion of Ben Hecht's classic love story starring Jane Wyman and Van Johnson. Left to right at studio set party: Cinematographer Russell Metty, Steve Trilling, Director Rudolph Mate, Miss Wyman, Producer Frank Rosenberg and Mr. Warner. Much of the picture was made in the actual New York locale of the story.

WE'RE DOING THINGS HERE AT WARNER BROS.

REGIONEWS

ALBANY

Stanley-Warner's Strand, under direction of acting mgr. Earle Rooney, advanced dates for the Will Rogers Hospital drive to coincide with the large audiences expected during the engagement of "Mister Roberts" and collected $881 in seven days. The Stanley in Utica and the Troy in Troy did likewise. . . . Warner mgr. Ray Smith and Harry Lamont, pres. of Lamont Theatres, are the driving forces behind the COMPO dues collection campaign. Quota potential for this exchange area is $5,230.

Mr. & Mrs. George Holtrey were scheduled to leave for California following closing of the Royal in Harrisville. According to local salesmen, they listed the theatre for sale with a realtor. . . . Jack Lazar darkened the Falls in Brasher Falls. . . . Anthony Quirino, owner-operator of the Crandall in Chatham, is doing his own buying and booking. First reports were that Joe Agresta, in taking over the Rialto at Massena from Elmart of Buffalo, would service the Crandall, as had Elmart. Agresta is reported to have acquired the Starlit Drive-In at Watertown.

ATLANTA

Storey Theas. of Atlanta opened their new Glenwood Drive-In, which incorporates many new features, including special device to maintain an exact focus on the 125′ screen. . . . Wm. Greene, owner of the Glenn Theatre, Decatur, Ga., filed a $1,000,000 anti-trust suit against Lam Amusement Co., Newman Theatre Co. and the eight major distributors, charging monopolistic practices forced closing of the Palmetto Theatre, Palmetto, Ga., last year. . . . Motion Picture Exhibs. of Fla. will hold their annual convention Nov. 6-8 at Roosevelt Hotel in Jacksonville, Fla., reports pres. Jerry Gold. . . . Earle Edge, co-owner of Tropical Drive-In, Sarasota, Fla., became engaged to Ida Meissner.

Plans which called for opening of the Dickson Drive-In at Dickson, Tenn. next May were speeded up and contract awarded to Capital City Supply. Mrs. Bruster, pres. of the company, announced that an early Sept. opening is now in view. . . . A. L. Morgan and James Greer are new owners of the Luverne Theatre, Luverne, Ala., taken over from Fred McLendon Theas. . . . Roane Theatre, Rockwood, Tenn., managed by W. H. Luttrell, has been redecorated and new lighting installed. . . . Lorraine Jackson has decided to remain as mgr. of the Victoria Theatre, New Smyrna, Fla. . . . Matthew Suraci sold his Jet Drive-In at Montgomery, Ala.

W. Perry Neel resigned as mgr. of Florida and State theatres in Tallahassee, Fla. to become ad. dir. for the Capital Post. . . . City Commission of Tuscaloosa, Ala. granted a permit to Robt. Cobb, for construction of a 500-car ozoner there. . . . West Hialeah Civic Assn. is against building of an ozoner in Hialeah, Fla. by George Wilby, former theatre owner in Atlanta and in Miami, Fla. . . . Bert Albright appointed mgr. of the Floyd Theatre, Avon Park, Fla.; Whitney Lindsey new mgr. of Orlando Drive-In, Orlando, Fla. . . . A sudden freak storm did considerable damage to the new 200-car Wesconnett Drive-In near Jacksonville, Fla., recently opened by T. E. Bell. . . . J. C. Farrow closed his Elmore Theatre, Eclectic, Ala.

"Phenix City Story" broke all records in three theatres in Columbus, Ga. and Phenix City, Ala. . . . L. C. Sipe will take over the Pinecrest Drive-In, New Smyrna, Fla., Sept. 1. . . . Arthur C. Bromberg, pres. of Allied Artists Atlanta branch, recuperating at home from surgery. . . . George E. Smith acquired the Palm Drive-In, Largo, Fla. from H. J. Knight. . . . Over 40 local merchants cooperated with Mgr. Pruit Hodges in celebrating the third anniversary of the Ranch Drive-In, Hartselle, Ala.

After an absence of 27 years, Paul G. Robinson returned to Homestead, Fla. to become mgr. of the new Palm Theatre, which will open in Oct., also the Seminole and Ace theatres. His uncle, J. W. English, opened the first motion picture theatre in 1919. . . . Florida State sold the Cameo in Colonialtown, Fla. to Clayton Realty for $42,000. It will be remodeled into stores. . . . New baby girls arrived at the homes of G. H. "Buck" Robuck, UA sales rep. in Jacksonville, Fla.; and Ray Edwards, sales rep. for Howco Films. . . . Clayton E. Bond, one-time buyer for Warner Theatres, died at his home in Ft. Lauderdale, Fla.

BOSTON

The Tyler Theatre, Pittsfield, owned and operated by the William Sheas, has been leased to John K. Herrick, who took over on Aug. 21. Affiliated Theas. will continue to buy and book. . . . Joseph E. Levine, pres. of Embassy Picts., made a second trip to the coast in three weeks, returning with four new pictures to distribute in this territory. . . . Louis Sternberg, son of New Eng. Theas. dist. mgr. Robt. Sternberg, was on the danger list at White Hospital, suffering from bulbar polio. He is 30 years old and a former salesman for M. P. Advertising. Another polio victim, Mrs. Edward Redstone, wife of the v.p. of Redstone Drive-In Theas., is reported out of danger.

Independent Exhibitors, the local unit of National Allied, has gone on record as strongly opposed to COMPO's new dues drive. IENE pres. Edward Lider revealed that the New Eng. territory was commended for having the finest record of contributions to fight Toll TV. . . . The Boston Licensing Board, headed by Mary Driscoll, decided that motion pictures have no place in the city's barrooms, and denied a license for showing of 16mm films at Trimount Cafe. Opponents to the petition were Frank Lyden of Allied of New Eng. and Police Comm. Sullivan.

American Theas. dist. mgr. Jim Dempsey was so pleased with the conference held for drive-in mgrs. at the Oxford Drive-In to discuss theatre and concession operations that he has scheduled another for late Aug. Plans were made for National Drive-In Week, when mgrs. will compete for prizes by conducting special activities. . . . Irving Saver, New Eng. dist. mgr. for Alexander Film Co., and salesmen Glenn Faucett, Chuck Bouchard, Harry Green, George Cohen, Sam Ruttenberg and Emil Bournival spent two weeks at the home office in Colorado Springs for the national sales convention. . . . George Caron, mgr. of the Scenic, Keene, N. H., for the past 25 years, died suddenly of a heart attack.

BUFFALO

Charles E. Kurtzman, Loew Theas. div. mgr., has added Buffalo to the cities over which he now has supervision, succeeding Frank Murphy, who since the death of Vincent R. McFaul has been supervising the Shea theatres in Buffalo and Niagara Falls. . . . Bill Colson, mgr. of the Niagara Theatre is back on the job following a hospital stay for minor surgery. . . . Downtown Buffalo theatres have entered into a package deal with WGR and WGR-TV for daily spot announcements of shows. . . . Harry Buck, formerly mgr. of the State Theatre in Conneaut, O., has been named mgr. of the Park Theatre in Westfield, N. Y.



"I Am A Camera," first motion picture to have its World Premiere in Asbury Park, N. J. in ten years, opened at Walter Reade's Mayfair Theatre there to S.R.O. attendance. L to R: Host Walter Reade is shown here with pres. Fred Schwartz, v.p.-gen. mgr. Irving Wormser, and gen. sales mgr. Arthur Sachson of Distributors Corp. of America, which is distributing the film.

CHARLOTTE

A $3,000,000 anti-trust suit was filed by Ellis Blumenthal, representing independent theatre interests in four Carolina cities, against Wilby-Kincey and the eight major distributors. Suit alleges that the theatres were forced out of business as result of defendants' refusal to supply them in a manner that would allow competition and that the W-K theatres in the area were favored. . . . C. A. Turnage sold the controlling interest in the Reita and Turnage theatres in Washington, N. C. to Stewart & Everett.

Woodrow Fussell, formerly of the Wonet Theatre, Bladenboro, N. C., joined Alexander Film Co as sales rep. . . . Bell Films, Inc., Gastonia, N. C., authorized capital stock $100,000, incorporated by C. R. Bell, D. M. Bell and G. C. Mitchell. . . . Mrs. F. E. Dyer hosted a farewell luncheon to Mrs. Grover Livingston, who is moving to atlanta, Ga., where her husband becomes branch mgr. for Warner. . . . Pete Lassiter, former exhibitor in eastern N. C., will soon become mgr. of one of the Charles Myers ozoners in Florida.

CHICAGO

B&K decided to book the Marciano-Moore teleeast on a reserved seat basis at the State Lake at $5.50 admission. The circuit's Marbro, Tivoli and Uptown will charge $3.30, with seating unreserved. Telecast has also been booked for the Essaness Crown and the Halsted outdoor theatres. . . . Atty. Seymour Simon went to Indianapolis for the Fourth Ave. Amuse. Co. and Alliance Theatres block booking suit filed against them by the government. . . . United Film Service's "leading citizens" campaign will be used in Alliance's Indiana and Illinois houses to interest leading business men and women in boosting theatre attendance. . . . Harold Abbott of Abbott Theatre Supply was in Chicago from his Tucson, Ariz. home to inspect the business outlook in the territory.

Jack Kirsch, pres. of Allied Buying & Booking, announced the addition of booker Della Gallo to take care of the organization's expanding business. Recent new clients are the Four Star, owned by Howard and Robert Lubliner, and the Rena, owned by John L. Manta, who also are members of Allied of Ill. . . . Filmack will process all NBC film taken during the Governors' Conference at Edgewater Beach Hotel. . . . Eddie Silverman, Essaness circuit owner, and Dave Wallerstein, B&K gen. mgr., went to Hollywood for preview of "Guys and Dolls." . . . Leonard E. Jacobsen, 46, sales mgr. for Ray-Tone Screen Co., Lombard, passed away.

Atty. Pat O'Brien of Sargoy & Stein filed percentage suit for Loew's, Warner, RKO and Universal against Melcher Bros. of Rockne Theatre, represented by Richard Orlikoff. Incidentally, Atty. O'Brien was recently married to Deborah Bissel of Chicago. . . . Milt Ellis, Coronado Theatre owner, Rockford, was host to film row executives at famous Wagon Wheel resort. . . . Starlite Drive-In is paying full tax on $1.25 admission, which includes miniature golf privileges. . . . Wilbur Rocke has taken over management of the Washington and Eureka theatres in Washington, Ill.

T. R. Gilliam, Fox mgr., starts territorial drive honoring William Gehring on his birthday, Sept. 8, during which theatres are asked to play Fox features and shorts. . . . Rita Jean Doerr, daughter of Alliance and MidStates chief booker John Doerr, set Sept. 24 for her marriage to John F. McDonald at St. Petrimolli Church. . . . Seven month theatre tax collections this year came to $662,772 as compared with $660,074 last year. July collections this year $85,565; last year $86,759. . . . Peoria and Belleville, Ill. adopted the one-half cent state revenue tax, which applies to concession sales in theatres.



Arriving in Chicago on his tour of 30 major cities in the U.S. and several in Canada for openings of his Mark VII, Ltd. production for Warner Bros., "Pete Kelly's Blues," Jack Webb (center) is greeted by John Balaban (right) and Nate Platt, Balaban & Katz circuit executives.

CINCINNATI

Florence Kipp, mgr. of the RKO Paramount, is conducting a series of Talent nights on Fridays from the stage of the theatre. Bob Braun, WCPO-TV and radio star, is acting as emcee. . . . Carl Braun, gen. mgr. of the Bein circuit, is in Good Samaritan Hospital for checkup and treatment. . . . Joe Joseph of the Jur Circuit, has taken over the Belpre Drive-In, Belpre, Ohio, from the Leach Bros. . . . William Garner, sales rep. for Buena Vista, down with double pneumonia, at Christ Hospital. . . . Jay Goldberg of Realart set up a five-theatre, day and date first run showing at Shor houses in Charleston, W. Va. of "Gangbusters" and "Five Guns West," believed to be the first such simultaneous showing in that area. Opening is Aug. 24, to run a week, with possibility of four day holdover.

CLEVELAND

Mgr. Irwin Solomon announced that a 50-ton air conditioner would soon be installed in the Ohio Theatre, Canton, as part of the refurbishing program currently going on. . . . The Heights Art Theatre started a summer festival of "All Time Great Movies" following the record set with the recent Guiness revivals. . . . "It Came From Beneath the Sea" and "Creatnre with the Atom Brain," in its second week at the Hippodrome Theatre did so well that mgr. Jack Silverthorne had to delay opening of "Virgin Queen."

DALLAS

Kenny Morris will continue as mgr. of the Buekner Blvd. Drive-In, according to new owner E. L. Pack. The Buckner has the world's largest fibreglass screen and was one of the first to install in-car stereophonic speakers. . . . Big D. Pictures, Inc., a newly organized film company with headquarters at 310 S. Harwood and headed by Harold Schwartz, pres.; Charles Edwards, exec. v.p., and Charles Marcus, v.p. and gen. counsel, started on exterior shots of Dallas, to be used in its first commercial film, "The Dallas Story." Plans call for a series of 39 feature length movies in color, dealing with interesting cities of America for national release by United World, a U-I subsidiary.

DENVER

A chartered plane was used to transport guests from Cheyenne, Wyo. to Denver for reopening of Fox-Intermountain's Lincoln Theatre, on which a $125,000 remodeling job had been completed. "Mister Roberts" was the opening film and pres. Frank H. Ricketson, Jr. was honored at a reception after the show. . . . Fox-Intermountain's Alladin and Esquire theatres will stage an Italian Film Festival Sept. 18-26 in connection with a $400,000 exhibit of Italian art and fashions at a local estate. The film angle will give a resume of "Fifty Years of Italian Cinema," Among important personages expected to attend is Sophia Loren, star of "Aida." . . . V. J. Dungan, 20th-Fox branch mgr. spent a few days in a local hospital for a minor operation.

Paul Campbelll recently city mgr. for Knox Theatres, Durango, Colo., bought the Ernie Pyle, Albuquerque, N. M., from Les Dollison. . . . Fay Boyd, former mgr. of the Golden, Golden, Colo., was named mgr. of the Dogie, Newcastle, Wyo., succeeding Fred Wade who resigned because of poor health. . . . Robert Patrick appointed sales rep., for Realart Pictures, which company has also taken on distribution of Carroll Pictures features for Denver and Salt Lake City. . . . E. E. Jameson, Sr., owner of Denver Shipping & Inspection Bureau, was in from his Kansas City headquarters to install Frank L. Norris, former office mgr. for 20th-Fox in K.C., as mgr. of Denver shipping, succeeding Lynn Fetz, , , , Otto W. Bartusch, 53 mgr. of the Oriental, died at his home here following a heart attack.

DES MOINES

The Princess Theatre in Sanborn was reopened by owner Dr. J. S. Sanders after being dark for eight months. It will be operated Friday and Saturday nights only nuless demand warrants opening other nights also. . . . Valley Theatre building in Eddy-

DES MOINES (cont'd.)

ville owned by Frank Reed, was damaged by smoke when some fims ignited in an upstairs room. The building is being repaired and redecorated and a Fall opening is schednled. . . . Clarion Theatre in Clarion collaborated with the local newspaper on a plan which admitted two for the price of one on certain nights npon presentation of a coupon from the theatre ad in the Monitor.

Jim Cline, former mgr. of the Ranch Drive-In in Ames, became mgr. of the Monte Theatre in Monticello upon resignation of Arlen Peahl. . . . Stephen Oellerich, mgr. of the Starlite and SkyVue ozoner in Cedar Falls, is in San Diego, Calif. attending a seminar for Naval School Administrators. Lt. Comm. Oellrich was one of 30 officers selected from the 13 states in the Ninth Naval District to participate in this program. . . . Mars Theatre in LaPorte City was closed by owner Marvin Fosse, who is now working with the Nashua Tile Co. in Nashna.

"Naughty New Orleans" was cancelled in Creston after the first night's run brought a complaint from County Attorney Arnold Kenyon. . . . Trying to beat the heat was a favorite pasttime in Iowa the past few weeks. Jim Greene, mgr. of the Grand in Estherville announced he would keep his air-conditioned theatre open after the last show on one of the hottest nights and invited residents to bring their families and blankets for a night of cool comfort.

DETROIT

The Priscilla, east side house, has been taken over by Burt Collins, a newcomer to show business whose son Norman is operating in the booth. John Crane, who operated the Priscilla for several years, is planning to move to the West Coast. . . . Betty Geary, asst. mgr. at the Michigan Theatre, switched over to the Palms in the same capacity. C. E. O'Bryan, who joined the central executive staff of UDT after managing the Palms, is vacationing. . . . Wm. Flemion, managing director of the Studio Theatre, made a trip to New York to buy product for his art house. . . . Sol Krim reports terrific business with his special engagement of "The Wizard of Oz."

Wm. Chillick of North Branch was in town to make arrangements for reopening the Strand Theatre. . . . Mitchell (Mike)



Eugene Picker (center), v.p. of Loew's Theatres, Allied Artists sales executives Morey Goldstein (right) and Arthur Greenblatt, is shown signing the exhibition contract for the Loew's State engagement of the Samuel Bischoff-David Diamond production "The Phenix City Story."



At National Screen's Eastern Regional Sales Meeting held in New York. L to R: (seated) Fred Stoloff, Boston; Harry Kirchgessner, mgr., Boston; Jack Goldstein, Buffalo; Alan Shevin; Burton Robbins; Herbert Bonn; George Nathan, Washington; Adolph Edman, Albany-New Haven; Joe Kay and Jack Levy, New York; (standing) Stanley Goldberg, mgr., Philadelphia; Ben Stern, Philadelphia; James Johnson, Pittsburgh; Perry Nathan, mgr., Pittsburgh; Carl Dolic, Pittsburgh; Maynard Sickels, Boston; Harry Low, Washington; Harp Levin, Philadelphia; Mel Schwartz, Buffalo; Al Rothschild, mgr., New York.

Victor, who ran the Astor for 30 years until its closing a few months ago, returned to Detroit after extensive eastern travels. . . . Joseph Rosen, Universal mgr., was host to exhibitors at a buffet luncheon marking kickoff of the Pete Rosian Drive. . . . Bob Vickery of the Macomb Theatre in Mt Clemens is putting up outstanding fronts to advertise coming features. . . . Elton Samuels, owner of the Pontiac Drive-In, is adding a restaurant across the street. His Brother Bernard, mgr. of the President, is convalescing after a long illness and expects to be back on the job soon.

Joseph Denniston, Monroe exhibitor, opened the new Denniston Drive-In, third in his town. . . . Carl H. Shalit central div. mgr. for Columbia, is being feted by Detroit Variety Club, of which he was a founder, upon completion of 25 years with Columbia in Detroit. . . . Mickey Rose has taken over management of UDT's Michigan; Charles Whitaker took over the Palms management and Jack Sage moved from the Michigan to the Fisher. . . . Steve Paluch is opening the new Hi-Vue Drive-In at Berry, Mich., to be booked by Bill Clark. . . . Almond Sears, operator of the Linden at Linden, is opening a new 300-car ozoner, called the Silver, near his home town.

HOUSTON

With formation of a women's auxiliary of the Variety Club in Houston, chief barker Mack Howard named Lois Barhorst chairman, Karlene Schmitt, vice-chairman; Mildred White, sec.-treas. to serve until the regular election of officers. The new group will meet the second Tuesday night each month and dues will be $6 a year. . . . Audie Murphy was in Houston for personal appearances at the Majestic in connection with his new picture, "To Hell and Back." . . . Wife of Empire Theatre mgr. George Kaczmar, San Antonio, presented him with a son,

INDIANAPOLIS

Eight Indiana theatres in the Y&W circuit have set up an Audience Awards "guessing contest" plan in cooperation with their local newspapers, according to Ray Howard, circuit supervisor. A similar plan was successfully conducted last spring by the Gary theatres in connection with the Oscar awards. . . . J. Wilber Blincoe will open the Owensboro Drive-In at Owensboro, Ky. on Aug. 28. . . . Cary Grant stopped in Indianapolis for a press luncheon while on tour to promote "To Catch A Thief," which opened at the Circle here.

Robert Trueblood is new mgr. of Alliance's South Anderson Drive-In. New mgr. of the North Anderson is Richard Lennartz. . . . Hershel Spencer, formerly with the Circle Theatre at Hagerstown, is the new mgr. of Y&W's Strand in Muncie. . . . Radiant superamma seamless screens were recently installed at the Paramount and State in Anderson. . . . Benjamin Batchfield, mgr. of the Riviera in Anderson, and Mrs. B. are in Aurora, Colo. visiting their foster son, Wm. T. Lail, who has been ill for some time. Lail contracted TB while in a prison camp for 30 months during World War II.

KANSAS CITY

Mrs. Hazel LeNoir, secy. to Arthur B. Stefano of Natl. Theatre Supply and with the Dickinson chain for 20 years, was elected to the City Council of Roeland Park, K. C. suburb. . . . New lenses were bought by Chas. Potter and Harold Lux for Frontier Drive-In, Atchison, Kans.; lenses and screen for W. M. Hilton's Pic at Satanta, Kans. . . . UA scheduled July 10 thru Dec. 31 for a Max E. Youngstein Drive. . . . Jack Webb's tour included Aug. 26 for K. C. . . . Collins Theatre, DeSoto, Mo., offered free kids' weekly shows to assist local merchants in a stay-at-home business drive.

J. S. Cohan, 20th-Fox salesman, took over Vern Skorey's duties as sales mgr. and Skorey assumed Cohan's northern Kans. territory. . . . Bernie Evans, M-G-M, arranged screening of "The Cobweb" for personnel from Menninger Institute, Topeka and Veterans' hospital employees at Dickinson Theatre, Topeka. . . . Roxy Theatre, K. C., was robbed by a gunman at cashier's cage and 45 mins. later a similar robbery was attempted at the Tower. Jean Quinley is cashier at Roxy and Marjorie Rice at Tower. . . . Skylark ozoner, Leavenworth, Kans., celebrated its 6th anniversary with a week of 3 changes in double features, daily prizes, free passes and food and Sun. night fireworks.

Lakeside Drive-In near Leavenworth celebrated 2nd anniv. with personal appearances of Joe Adelman and Alex Sadler and gifts for the small fry. Lakeside now has a clubhouse, racetrack stadium seating 15,000, a swimming pool and will have a fish-stocked lake. . . . Car giveaways are current promotions at Brookfield, Mo. at the Fox-Midwest DeGraw Theatre, managed by Gene Kincaid, and the Civic owned by

KANSAS CITY (cont'd.)

F. L. Laine and managed by John Anderson. Lee Hayob's Mary Lou and the Fox Auditorium at Marshall, Mo. also sponsored such a project to aid in attracting local business. . . . Bill Bruegging, head shipper at Paramount who retired after 37 years, was succeeded by Robt. Jackson, 2nd shipper. Larry Modlin joined the company as Jackson's replacement.

Jean Johnson is new asst. to Lloyd Morris, film buyer at Commonwealth, succeeding Lloyd Anderson who resigned to go to Florida. . . . Ken Winkelmeyer, owner-mgr. of Casino Theatre in Boonville, Mo., celebrated 21st anniv. in business by giving patrons passes to be used on their birthdays. . . . New entrants in show business are C. E. Meyer, who bought the Alvin Drive-In at Sparta, Mo. from R. L. Honeyman, and Harlon E. Armstrong, who purchased the Bunceton at Bunceton, Mo. from Klifton Altis. . . . Warren Loy is mgr. of Fox Midwest's new Fox at Nevada, Mo., where an opening banquet was held for local bus. men and Fox execs.

MIAMI

The New Regent was reopened by Florida State with great fanfare. Mgr. James Fuller conducted a tour of the house and called attention to its many new features. Dist. Mgr. Harry Botwick pointed out that when the Regent first opened in 1926, admission was 40¢ and now it will be 50¢. . . . Leon Netter, former pres. of Florida State, has purchased a home in Coral Gables. . . . Proposal to extend the functions of the Miami Board of Review to include censorship of films is opposed by the city's five commissioners. Mayor Abe Aronovitz also said he saw no need for it.

Wometco plans to open its new 700-car drive-in at Ft. Lauderdale in Oct. Joe Finch will be mgr. . . . Carl Knowles, Claughton relief mgr., was upped to mgr. of the Royal. . . . Gals in bathing suits were handing out candy and playbills announcing the opening of "Female on the Beach" at the Olympia, Beach and Gables theatres.

MILWAUKEE

Elmer Rhoden and Frank Ricketson, who attended the all-industry luncheon here in connection with COMPO's Audience Awards Poll, were assured by Angelo Provinzano, pres. of Wisconsin Allied and Ben Marcus, state co-chairman, that the plan would be backed in this area. Rhoden announced that they hoped to have a national telecast of the awards around Sept. 7. . . . The theatre run by the community of Black Creek has been closed. . . . Vic Manhardt took over the Shara Drive-In at Wautoma. Joe Woodward will do the booking and buying.

At the National Theatres meeting in Denver, Estelle Steinback, mgr. of the Fox-Garfield here, won a courtesy award for her theatre. . . . Al Jahncke, UA booker, is still recuperating from a serious operation. . . . The Fox-Palace held a midnite horror show one recent Saturday night and gave identification bracelets to girls who withstood the ordeal and remained for the entire performance. . . . Bruce Freck from Spring Green, Wis. was in town to do his buying and booking.



Producer Leland Hayward, director Billy Wilder and Grover Whelan talk over Charles Lindbergh's historic solo flight to Paris between takes of filming of Warner Bros.' "The Spirit of St. Louis" at Zahn's Airport in Long Island. The plane is a specially built replica of the original Spirit of St. Louis. Whelan officiated at Lindbergh's takeoff in 1927.

MINNEAPOLIS

Gordon and Lowell Spiess opened their Red Wing Drive-In at Red Wing, Minn. July 28. . . . The Royal at Gonvick installed a new wide screen and CinemaScope. . . . Scenic at Holdingford, Minn. installed projection equipment, a new wide screen and CinemaScope. . . . Bill Soper of Northwest Theatre Service is moving back to Los Angeles. . . . Herbert J. Buschman of Albuquerque, N. M. is the new branch mgr. for UA, replacing Abbott Swartz, resigned. . . . Marlene Hickerson, secy. at Independent Film Distribs., will be married to Bill Gibbs Sept. 3. Earl Parkins, salesman at IFD, is celebrating his 40th year in the business.

The business picture has improved and looks good for balance of the year, Harry B. French, pres. of Minn. Amuse. Co., told our IFJ correspondent. . . . New accounts taken over by Ralph Pielow's Quad-States Theas. Service include the Crosby at Crosby, N. D.; the Lyric at Ellendale, N. D.; Dacotah at Edgeley, N. D.; Gopher at Wheaton, Minn.; Town at Minot, N. D., and Corral Drive-In at Bismarck, N. D. . . . Otto Fink, owner of the Corral Drive-In at Bismarck, which was demolished in a tornado, announced that he will rebuild the stand immediately with CinemaScope and the latest equipment.

Don Levy is the new booker at Columbia, replacing Elaine Norby, resigned. . . . Marjorie Zellner is new contract clerk at Republic, and John Kovac new booking clerk at Paramount. . . . Jess McBride, Paramount branch mgr., is back from New York where he closed a deal with Minnesota Amuse. Co. (United Paramount Theas.). . . . Radio City Theatre in Mpls. and Paramount in St. Paul will telecast the Marciano-Moore championship bout on Sept. 20. Reserved seat tickets go on sale about two weeks in advance.

NEW HAVEN

Harold Cummings, former mgr. of E. M. Loew's Riverdale Drive-In, W. Springfield, Mass., was appointed resident mgr. of Hartford's first ozoner, the 2070-car Meadows Drive-In, recently opened by Smith Mgmt. Co. . . . The long-shuttered Colonial, Bridgeport, was sold by Tampco, Inc. for use as a church. . . . Alphonse J. Barone was named mgr. of the Star, Hartford, succeeding Charles Aaron, resigned. . . . Pete LeRoy, Blue Hills Drive-In, Hartford, is recuperating from surgery. . . . Arthur Alperin, Colonial, Southington, is following move adopted by the independent Lyric, Hartford, by admitting children under 12 free after 6 P.M. when accompanied by parents.

Wm. Sobel and Arnold Berger sold their Starlite Drive-In, Stamford, to Max Cohen of Cinema Circuit of N. Y., marking the first drive-in venture for Cinema. Larry Laspur will continue as mgr. . . . Irving Hillman, mgr. of the Sherman Theatre, New Haven, won top honors in the second month of the sales promotion drive conducted by Stanley-Warner. Joseph Borenstein, Strand, New Britain, was also a winner. . . . Lou Green resigned as asst. mgr. of Loew's Poli, New Haven. . . . Barbara Dolgin, daughter of Joe Dolgin of Pine Drive-In, Waterbury, is engaged to Stanley Walden, a New Yorker.

Charles Lane and Irving C. Jacocks opened their new 1000-car Summit Drive-In at Branford. . . . Paul Tolis of Kounaris-Tolis Theas., disclosed plans for a 1000-car ozoner as part of a 35-acre shopping development adjacent to the 1st-run Meriden Theatre, Meriden, operated by K-T. . . . Some managerial shifts in Menschell-Calvocoressci theatres include transfer of Art Jennings from the Music Box, New Britain, to Manchester Drive-In, Bolton Notch, succeeding Henry Pardo, who becomes concessions mgr. for Meadows Drive-In, Hartford, James Kulowski succeeds Walter Lebowitz as mgr. of the Parsons, Hartford. . . . Park City Theatre, Bridgeport, has been razed. Site will be used for construction of a store and office building.

Watch These Dates!

Aug. 15-20: Audience Collection Week to benfit Will Rogers Memorial Hospital and Research Laboratories.

Aug. 23-24. Charleston—Allied Theatre Theatre Owners of W. Va. annual convention—Daniel Boone Hotel.

Sept. 30-Oct 1: New Orleans—Women of the Motion Picture Industry national convention.

Oct. 6-9: Los Angeles—Theatre Owners of America national convention — Biltmore Hotel.

Oct. 24-25: Winchendon, Mass.—Independent Exhibitors of New England convention—Town Tavern.

Nov. 5-9: Chicago—Allied States Association convention—Hotel Morrison.

Nov. 4: New York—Motion Picture Pioneers 17th annual dinner — Waldorf Astoria.

Nov. 6-8: Jacksonville—Motion Picture Exhibitors of Florida annual convention—Roosevelt Hotel.

Nov. 6-9: Chicago—International Popcorn Association convention, Hotel Morrison.

Nov. 13-15: Charlotte—Theatre Owners of N. & S. Carolina annual convention—Hotel Charlotte.

Nov. 21-22: St. Louis — Missouri-Illinois Theatre Owners annual convention — Hotel Chase.

NEW YORK

Cinema Circuit, headed by Max Cohen, entered the drive-in field with acquisition of the Starlite, Stamford, Conn., from William Sobel and Arnold Berger. . . . Walter Reade's St. James in Asbury Park and Atlantic Drive-In in Pleasantville (just outside Atlantic City) will telecast the Marciano-Moore bout on Sept. 20. The 1800-seat St. James has been scaled at $4.40 and $3.32, while the 1000-car Atlantic will sell tickets at $3.30 with a minimum of four admissions per car. Bleachers will be erected for pedestrian admissions. . . . The Motion Picture Pioneers will this year honor Herman Robbins, National Screen chief, at a dinner at the Waldorf on Nov. 4.

Aug. 17 will be "Cinema Lodge Night" at the Giants-Brooklyn night game at the Polo Grounds, where 1,000 reserved seats have been taken over for one of the Lodge's fund-raising projects. Tickets have been priced at $1 over regular admission of $2.10. Burton E. Robbins, National Screen v.p., is serving as chairman of the event. . . . Isabelle Austin announced her resignation as pub. dir. of the Roxy Theatre and will make her headquarters at 350 W. 57th St. until further notice. . . . Richard Davis, pres., and John G. McCarthy, board chairman of United Motion Picture Org., sailed for Europe where they will attend the Venice Film Festival and visit other film centers to look over and negotiate for outstanding pictures.

Some Loew managerial changes include transfer of Seymour H. Graff from Loew's Premier to Loew's Orpheum; Wm. Kleuert from Loew's Fairmount to the Premier; Mary F. Kirkwood, temporary relief mgr., assigned as mgr. of Loew's Inwood. . . . The entire 51st St. wing of the third oor of the Capitol Theatre Bldg. was acquired by Mel Gold Productions. Gold, who formed the company a little more than a year ago, was formerly ad-pub director for National Screen. . . . A subscription series of six programs of new and old films, seldom or never shown in this country, will be presented by the Museum of Modern Art Film Library every other Thurs. evening, beginning Oct. 6. Tickets are $10 for the series.



Cracking the whip in United Artists' "Coats Off" Drive in honor of v.p. Max E. Youngstein is the company's western div. mgr., James Velde, who shows the kind of action he wants as he gets things moving in the Denver branch. On the receiving end are, (l to r): salesman Bill Sombar, branch mgr. Bud Austin, salesman Herb Bushman and west coast dist. mgr. Ralph Clark.

OKLAHOMA CITY

A new baby sitting and cut rate bus fare plan, inaugurated by the Downtown Merchants Assn., includes free admission to children under 12 at the Harber Theatre between 9:30 a.m. and noon. E. L. Thorne, city mgr. for Cooper theatres, reports good attendance and expects the plan to gain in popularity. The program will be in effect Saturdays for an indefinate period. . . . D. J. Tullius, Warner branch mgr., called a meeting of branch mgrs. and salesmen to set up the COMPO dues drive. Each salesman was given his assignments with necessary equipment for success of the drive.

The projection room of the Ritz Theatre, which Milam Steele closes during the summer when he operates his Lakeside Drive-In, was damaged by fire to the extent of $10,000. Damage to the building, which is owned by Mrs. Fred Stafford, was estimated at more than $1,000. The Ritz is a Pawnee landmark, built around 1895. . . . Enid detectives were holding a teen-ager for questioning while they continued their investigation of the $750 burglary at the Esquire Theatre. . . . Arthur Armstrong equipped his Rio Theatre, Grandfield, for CinemaScope showings. . . . O. B. Philpot advised that he was closing his Cameo Theatre, Tulsa, until Sept. 15.

United Theatre Owners of Okla., at its first board meeting since merger of ATO of Okla. and TOO, appointed the following committees: Membership — Bernard McKenna, Okla. Theatre, Norman; Bill Slepka, Jewel, Okemah; Don Cole, Bison, Buffalo. Grievance: H. D. Cox, Caddo, Binger; C. F. Motley, Video Ind. Theas., Okla. City; Glen Thompson, Thompson Theas., Okla. City; Barl Snyder, Jr., Cove, Apache and Bellaire, Tulsa, and Bernard McKenna. . . . Raymond Sparks eliminated his Wed-Thurs. change at the Majestic Theatre, Altus. . . . Fred Rogers closed and dismantled his "69" Drive-In at McAlester, Okla.

PHILADELPHIA

Audie Murphy will be in town Aug. 26 for three personal appearances at the Mastbaum and to help in exploitation of "To Hell and Back." . . . Bob Hannover's Byrd Theatre has shuttered. . . . The local UA exchange came out second best in the national "United Artists Week" contest and entire staff received two weeks extra salary. . . . Mike Badami, former mgr. of the Carman, is now managing S-W's Astor. . . . Screen Guild is running a sales drive from Sept. 15 to Nov. 1 and for two week periods will honor booker Rose Kaplan, star salesman Harry Brillman and branch mgr. Joe Engel. . . . Proposed 5% tax on gross receipts of boxing bouts on closed circuit TV in Pa. was eliminated from final version of the boxing code which was passed by the State Assembly.

Dave Weinstein, gen. mgr. of Sam Frank Ents., is the proud father of a baby girl. His wife, the former Margaret Vigna, mgr. of the Roxy in Camden, N. J., is back at work. . . . Elmer Hirth, former buyer for S-W and Wm. Goldman, is now with A. Boyd Ents. in an executive capacity. . . . 20th-Fox is honoring sales mgr. Wm. Gehring in a sales drive from Sept. 4-10. . . . Eddie Gabriel's Capital Film Ex. is handling local distribution of a short subject, "The Rocket," also combination "Boy's Prison" and "Killer Bait." . . . Dave Rosen is handling "Hiroshima" and "The Red Shoes."

Competitive bidding was attacked in an anti-trust suit filed by the Reo Amuse. Co. against the eight major distributors on behalf of its Fans Theatre. Plaintiff seeks injunctive relief and an unspecified amount in damages. . . . Paul Kleiman's Reo Film Distribs. is distributing a short subject entitled "Rock 'N RollRevue" in the Washington, D. C., and Philadelphia territories. Max Miller, UA publicist, underwent minor surgery. . . . Variety Tent 13 will hold its annual golf tournament and dinner on Sept. 30. Cecil Felt is chairman of the event.



Adolph Zukor (center), board chairman of Paramount Pictures, receives from His Excellency Baron Silvercruys, Belgian Ambassador to the U.S., insignia of the Order of Leopold as Mrs. Zukor proudly looks on. Zukor was made a Chevalier of the Order by King Baudouin of the Belgians in recognition of his services to international understanding and the high quality of his company's productions.

Sidney Samuelson, pres. of AITO of E. Penn., told exhibitors not to contribute to COMPO, claiming that neither the distributors nor film producers have backed up the fight against Toll TV. . . . The Keswick in Glenside, Pa. was reopened. . . . "The Burglar," a pictnre being filmed here, is having its rushes screened at Lou Cohen's Vine St. screening room. . . . At Universal, Ed Potash becomes sales mgr.; Sieg Horowitz takes over as upstate salesman; Richard Melvin becomes city salesman; Bernard Golden, formerly student salesman, takes over the N. J. and Del. territories.

Stanley-Warner winners of the Spring Movie Festival for June were Lew Black, Warner in Wilmington, Del., with 1st prize of $100 bond; $50 bonds to Syd Poppay, Strand in York, Pa.; Al Plough, Stanton; Dom Lucente, Broadway; Vince Olanin and Ray Powell, Warner in West Chester; $25 to Joe Forte, Waverly; Iz Perlin, Stanley, Camden, N. J.; Bob Kessler, Penn.; Abe Zayon, Grove; Ben Blumberg, 69th St., and Bill Youts, Ambler. Cinerama prize of $200 wrist watch went to Helen Vortz, Warner in Reading, Pa.

PITTSBURGH

V. L. (Doc) Wadkins resigned as booker for the Manos circuit, and with his family will move to Richmond, Va. . . . Saul Perlman resigned from Allied Artists to join the Screen Guild here as booker and city salesman. . . . Joseph Scanlon, Jr. was appointed mgr. of the Fulton. He's been with the Shea circuit in Ohio for the last 20 years. . . . Floyd (Fritz) Klingensmith resigned his sales post with Columbia Pictures. . . . I. T. (Ike) Sweeney, longtime Republic head in Pittsburgh, has been named sales mgr. here for Allied Artists under branch boss Abe Weiner.

(*Continued on page* 31)

Independent Trade Reviews

"It's Always Fair Weather"

(M-G-M) CinemaScope-Eastman Color 102 Min.

Cast: Gene Kelly, Dan Dailey, Cyd Charisse, Dolores Gray, Michael Kidd, David Burns, Jay C. Flippen.

Credits: Produced by Arthur Freed; Directed by Gene Kelly and Stanley Donen; Story and screen play by Betty Comden and Adolph Green; Songs by Andre Previn, Comden and Green; Dances and musical numbers staged by Kelly and Donen.

Metro has a prize musical in "It's Always Fair Weather." Picture is a rare delight: it combines heart-warming with sometimes caustic humor for sprightly and highly ingenuous effects. The overall pacing is swift. Songs pop up all over the place, dances are top-notch, the vocalizations are superb. "Fair Weather," in fact, runs a very breezy course with nary a weak spot in its 102 minutes of gorgeous CinemaScope and Eastman Color footage. With release set for the Labor Day holiday, it's safe to predict that "Fair Weather" will usher in the fall season with a tremendous burst of box office sunshine.

The star value is all one could ask for. Gene Kelly, Dan Dailey, Cyd Charisse and Dolores Gray have ample opportunities to display their many talents. Michael Kidd, the choreographer, is also on hand to furnish a few terpsichorean turns and some clever comedy bits. At least two of the songs, "Baby, You Knock Me Out," rendered by Miss Charisse in Stillman's Eighth Ave. Gym to a group of plug-ugly prizefighters, and "Thanks A Lot, But No Thanks," which Miss Gray handles with a line of male chorus boys on the side, are sure-fire Hit Paraders. Kelly rates kudos for both his dancing and collaboration in staging the numerous musical numbers of the picture. Always a delight to the eyes, his high-stepping in "Fair Weather" rings the bell twice. He starts the picture with a novel dance in which one foot is fastened to the handle on the lid of a garbage can. Highly capable assistance is offered during this number by the Messrs. Dailey and Kidd. Kelly's solo consists of a waltz and tap dance executed on roller skates. It's a sure show-stopper.

Not to be outdone by the master, the others have their dancing moments as well. These interludes are invariably gay and lilting. When "Fair Weather" punctuates itself for plot and comedy, the laughs fall frequently and uproariously. In the realm of romance, Kelly and Miss Charisse engage in a clever free-for-all in words, and not a little heart is injected for that sentimental, but effective, touch.

The principals partake of a wild 12 hours in New York during the course of the narrative. Kelly, Dailey and Kidd are three ex-GIs re-uniting in a Third Ave. bar 10 years after V-E Day. Over the decade just past, their lives have changed considerably. Thus at their reunion, each is strained by the personality of the other two. Via humorous special effects photography, utilizing song, dance and lyric for highly novel effect, the story introduces the veterans to a madcap television show, which stars Miss Gray. The show is one of those "This Is Your Life" affairs, and the vets are set up as the unwitting subjects. In the hours between the arranging of the program and the time of telecast, Kelly and Miss Charisse run through a series of wild shennanigans involving phoney prizefighters and wicked mobsters. Along the way, a bevy of stinging jibes at video advertising are delivered. The climax, a roughhouse affair, finds the principals in slapstick combat with the mobsters at a swank East Side TV emporium. This, plus the romantic clincher, puts the lid on one of the most delightful musical comedies to reach the screen in a long, long time.



Dan Dailey, Gene Kelly, Michael Kidd, Dolores Gray and Cyd Charisse are the performers in this scene from Metro's "It's Always Fair Weather," in CinemaScope and Eastman Color.

"Love Is A Many Splendored Thing"

(20th-Fox) CinemaScope-De Luxe Color 105 Min.

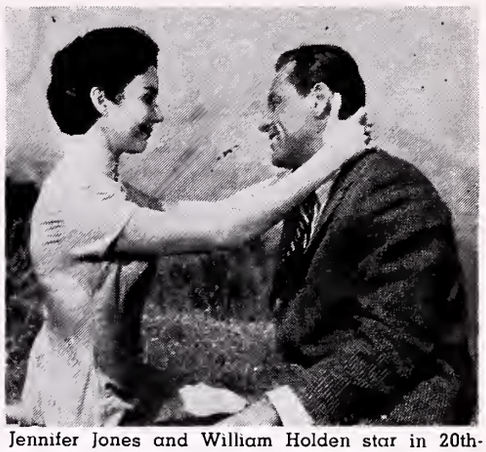
Cast: William Holden, Jennifer Jones, Torin Thatcher, Isobel Elsom, Murray Matheson, Virginia Gregg, Richard Loo, Soo Yong, Philip Ahn, Jorja Curtright, Donna Martell.

Credits: Produced by Buddy Adler; Directed by Henry King; Screen play by John Patrick; Based on the book by Han Suyin; Song by Sammy Fain and Paul Francis Webster.

This tender tale of love between an American newspaperman and a Eurasian woman doctor is one of those rare romances that succeeds in punching across a maximum of emotion with the utmost conviction. Dramatically, the picture is a success. It should attract female patrons by the millions and win the hearts of even the toughest male members of the general audience as well. The love story in "A Many Splendored Thing" is one of great beauty, much intelligence and plenty of heart. Reaction from all circles will be great. Set in Hong Kong in the days preceding the Korean conflict, when that Chinese city was the depot of refugees from the Communist provinces, the picture brings to the fore a compelling set of world-wide and personal situations alike. William Holden and Jennifer Jones, top-cast as the pair in love, blend perfectly into this environment to wrest every bit of emotion from the proceedings. CinemaScope photography and De Luxe Color tinting score as visual aids, helping to capture the atmosphere of Hong Kong.

The picture was based on the true-life account of the story's romance as written in the best-selling book of last season by Han Suyin, the heroine. The widow of a Nationalist General, she has forsaken romance for the calling of medicine as the picture opens. Into her life comes Holden, an American correspondent, unhappily married to a woman who won't divorce him. A love between Miss Jones and Holden slowly blossoms. Eventually, they decide to marry. The situation becomes more complex when Holden fails to get a divorce, and the Korean war breaks out. Holden is assigned to cover the shooting. His letters to Miss Jones register as tender tomes of love but he loses his life without ever having an opportunity to see her again.

The main situations, as described above, are powerfully rendered in terms of romance. Tears are certain to be shed, and the distaff side will find much to talk about in "A Many Splendored Thing." Key word-of-mouth subject should be the affair between a white man and a Eurasian. In the picture, much attention is called to this factor in the dialogue of the supporting cast members. Here Torin Thatcher and Isobel Elsom, as directors of the hospital in which Miss Jones works, give incisive portrayals. Told with much adult flavor, "A Many Splendored Thing" should score a resounding click in the general market. Certainly the title song, which is played in the picture, will prove of incalculable aid in selling this one.



Jennifer Jones and William Holden star in 20th-Fox's CinemaScope-De Luxe Color romance, "Love Is a Many Splendored Thing."

"The Girl Rush"

(Paramount) VistaVision-Technicolor 84 Min.

Cast: Rosalind Russell, Fernando Lamas, Eddie Albert, Gloris DeHaven, Marion Lorne, James Gleason, Robert Fortier.

Credits: Produced by Frederick Brisson; Directed by Robert Pirosh; Screen play by Pirosh and Jerome Davis; Based on a story by Phoebe and Henry Ephron.

A frothy entertainment, "The Girl Rush" spotlights the performing of Rosalind Russell and Gloria DeHaven, some colorful Las Vegas settings, and an appealing Technicolor-VistaVision production. It is being launched with a heavy publicity and exploitation barrage, and contains eight lilting songs. Production numbers, as staged by Robert Alton, are plush, lush and entertaining, and are keyed by Miss Russell's tremendous stage presence. Her great talents as a film comedienne are apparent in some of the better sequences of the film as well as in some of the production numbers, in which she acquits herself outstandingly. Film's weakest link is the story line, which serves to lend a frantic, rather than diverting, air to the proceedings.

The main plot line has to do with Miss Russell's attempts at modernizing a rundown Las Vegas hotel, which she has inherited. Supplying comic relief here is James Gleason, who is teamed with Marion Lorne of the "Mr. Peepers" video show. Fernando Lamas is the leading man, who also owns the fabulous Fla-



Topliners in Paramount's "The Girl Rush," filmed in VistaVision and Technicolor, are Rosalind Russell, Fernando Lamas, Gloria DeHaven and Robert Fortier.

mingo Hotel, which Miss Russell mistakenly thinks belongs to her. Romance between Lamas and Miss Russell follows, with Eddie Albert, son of a wealthy hotel owner, helping out in the comedy department. After several misadventures, things work out well for all concerned. Miss Russell and Lamas clinch; Miss De Haven marries Albert, and Gleason ends up with Miss Lorne.

Boosting the location appeal of "Girl Rush" are actual sites in that gambling capitol. These are shown off brilliantly, and aid the production in achieving a rich visual splendor. Of the generally superior songs in the film, "Occasional Man" runs ahead of the others. "Take A Chance," another winning number, is utilized also as musical theme for the proceedings.

"The African Lion"

(Buena Vista) Technicolor 75 Min.

Credits: A Walt Disney Presentation; Associate producer, Ben Sharpsteen; Directed by James Algar; Written by Winston Hibler, Ted Sears, Jack Moffitt and Algar; Photographed by Alfred G. and Elma Milotte.

After spending three years in various sections of the African Plain, a couple of Walt Disney's photographers have emerged with an intriguing and often fascinating account of wild animal life. Buena Vista is releasing the footage as a True-Life Adventure feature under the title, "The African Lion." It was photographed in excellent Technicolor and captures much of the wild and forsaken atmosphere of the terrain, inhabited solely by the beasts of the jungle. A narration strives to lend a dramatic viewpoint to the proceedings, but all too often the sequences appear to repeat each other in content.

Among the highlights of "Lion" are scenes which depict the necessary slaughter of lesser beasts by the lions for food. At each such feast, the entire lion colony gathers for spoils. Hovering above, and darting evilly and majestically from the treetops for their shares, are the vultures. Crowding the sidelines, waiting impatiently for their chances at a bite or two, are the jackals and other assorted hangers-on. Also interesting are sequences showing the family life of the lion. This king of beasts is described as a rather lazy feline, who attacks only when hungry. Toward the end of the film, a sequence in which a horde of locusts appears to ravage the plain and molest the animals, stands out in great splendor. Ensuing torrential rains destroy the insects and restore order to the law of the jungle.

"Desert Sands"

(UA) SuperScope-Technicolor 87 Min.

Cast: Ralph Meeker, Marla English, J. Carrol Naish, John Smith, Ron Randell, John Carradine, Keith Larsen, Jarl Victor, Otto Waldis.

Credits: A Bel-Air Production; Executive Producer, Aubrey Schenck; Produced by Howard W. Koch; Directed by Lesley Selander; Screen play by George W. George, George F. Slavin and Danny Arnold.

The ever-popular saga of the French Foreign Legion gets still another treatment in UA's "Desert Sands," photographed in Superscope and Technicolor. Although this Schenck-Koch production adds nothing new to the tradition of Legion pictures, it should have success as a programmer with less discriminating audiences. It is an exploitable action picture heavy with violent clashes, and the marquee boosts an interesting star-duo in Ralph Meeker and Marla English, who is set for a build-up from UA. Performances are generally satisfactory, with John Carradine and especially Keith Larsen scoring heavily as a pair of villains. Add "Desert Sands" to the growing list of films that cleverly advance their plots for a few minutes before opening credits are shown.

Many of the familiar Sahara elements are here, weakened somewhat by an implausible romance between Meeker as the indestructible commandant and Miss English as an Arab princess, and by an actor with an off-again, on-again British accent. We meet again the small Legion outpost, awaiting relief, attacked by a band of renegade Arabs. The script-writers have provided a tough sergeant, the cocky kid from Texas; the Cockney; the Englishman in disgrace, etc., and have provided a screen-full of treachery, ambush, and bloodshed. In the end, love conquers all, and the Legionairres are victorious.

"Francis Joins The Navy"

(Univ.-Int'l.) 80 Min.

Cast: Donald O'Connor, Martha Hyer, Richard Erdman, Jim Backus.

Credits: Produced by Stanley Rubin; Directed by Arthur Lubin; Screen play and story by Devery Freeman.

The latest in the "Francis, the Talking Mule" series finds Donald O'Connor, the animal's confidant, trying to get his pal released from duty in the Navy because Francis is really an Army mule. From complication to complication, each daffier than the preceding one, the story runs. Those who like screwball farce will go for "Francis Joins the Navy." It is not the funniest of the series, but it will fill the bill where and when comedy is needed. Besides O'Connor, who plays a dual role, good performances are given by Richard Erdman and Jim Backus. Martha Hyer is cute as the romantic vis-a-vis of O'Connor.

O'Connor, an Army officer, tracks down Francis, the mule, in a Navy training center where the animal is being auctioned off as surplus. O'Connor, however, is prevented from buying Francis when a semi-insane sailor, also played by O'Connor, steals his wallet. A case of mistaken identity ensues with the Army O'Connor landing up in a psychiatric ward. Upon his release, Francis convinces him to stay with the Navy until an escape can be made good. O'Connor soon distinguishes himself as a true Navy man and, with the aid of the Navy O'Connor, saves the day on maneuvers. Francis, of course, becomes a naval hero.

"The Naked Street"

(United Artists) 84 Min.

Cast: Farley Granger, Anthony Quinn, Anne Bancroft, Peter Graves, Else Neft, Sara Berner, Jerry Paris, Mario Siletti.

Credits: Presented by Edward Small; Directed by Maxwell Shane; Screen play by Leo Katcher and Shane; From a story by Katcher.

A moderately exciting gangland melodrama, concerning the efforts of a boss mobster at righting the wrongs in the love life of his sister, is unfolded in "The Naked Street." Starring Farley Granger, Anthony Quinn and Anne Bancroft, picture boasts enough name value to lift playing time above the program slot in many situations. Effective portrayals by the main characters add a measure of punch to the proceedings. Quinn, as the boss mobster, carries the melodramatic burden and his tangles with the police provide the action. An occasional narration, which serves to link up the sometimes diffuse elements of the plot, is delivered by Peter Graves, who also appears as a crime-crusading reporter.

In an attempt to wrest added conviction for the narrative, the characters are cloaked in stereotyped roles. Quinn, as the story begins, intimidates the witnesses in a murder trial in order to win freedom for Granger, a young hoodlum with whom Miss Bancroft, Quinn's sister, is in love. The pair marry but the expected offspring is born dead and Granger turns to crime once more. Quinn frames Granger for murder and the latter sets in motion a plan for revenge. Although Granger is executed, Quinn meets his come-uppance during a pursuit by the police. A clinch between Graves and Miss Bancroft appears in the offing.

"Night Freight"

(Allied Artists) 79 Min.

Cast: Forrest Tucker, Barbara Britton, Keith Larsen, Thomas Gomez, Michael Ross, Myrna Dell.

Credits: A William F. Broidy Picture production; Produced by Ace Herman; Directed by Jean Yarbrough; Written by Steve Fisher.

It is the actors that save this film, which isn't too sturdy a programmer. The script and story-line are old-hat with the rivalry between the heavy and the hero a silly one at best. The romantic triangle between Forrest Tucker, Keith Larsen and Barbara Britton reaches ridiculous proportions during some of the supposed dramatic portions. Starting off with a good title, it is a tribute to the acting abilities of Miss Britton, Tucker, Larsen and Thomas Gomez, that they succeed in injecting interest in the proceedings for the audience through their thesping.

Former truck line owner Forrest Tucker has an idea to haul loaded trucks on the flat cars of his short line railroad. He is opposed in this by Thomas Gomez, who in the past had driven Tucker out of the truck line business. Barbara Britton, a cocktail waitress, who is supposedly in love with Keith Larsen, meets his brother, Tucker and quits her job to keep house for Larsen and Tucker. She falls in love with Tucker and Larsen goes to work for Gomez and helps him sabotage Tucker's railroad. When Mike Ross plants a bomb on the wrong train, which is carrying explosives, Larsen teams up with Tucker to find the bomb while they hiball the train out in clear country. Tucker disarms the bomb and he and Larsen are heroes. Tucker gets Barbara and Larsen gets Myrna Dell, another cocktail waitress.

"The Divided Heart"

(Republic) 89 Min.

Cast: Cornell Borchers, Yvonne Mitchell, Armin Dahlen.

Credits: Produced by Michael Truman; Directed by Charles Crichton; Written by Jack Whittingham.

There is a great deal of universal appeal in this tale, based on a true experience, of a young boy torn between two families. A British film, it relates how an American military court in Occupied Bavaria tries to untagle a complex mess which World War II created. The boy was born to a Yugoslav family, torn from his widowed mother in infancy, and adopted by a German family soon after. Years later, the blood mother discovers the whereabouts of the lad and wants him back. At this point, the story begins. Via straight action and flashback, events take on a highly-charged degree of emotion. Expert direction underplays the drama to achieve a maximum of response from the audience. When seen by this reviewer at the Trans-Lux Normandie Theatre, N.Y.C., the audience was noticeably and audibly lost in their handkerchiefs.

Picture's solid emotional core should assure it of a broad play-off, far surpassing that of the usual British import. Although the name value of the players is slight for American audiences, the actress who portrays the German mother, Cornell Borchers, is being given a considerable publicity build-up here. With both art house and general audiences, word-of-mouth on "Divided Heart" should be strong. Climax of the story is provocative, and patrons will go away talking up the outcome: to which set of parents, and to which nation, does the boy belong.

A NEW POLICY

With this issue, THE INDEPENDENT launches a new policy designed to aid its exhibitor-readers in collating Trade Reviews and Production Charts into one separate section. The perforations appearing on the margins of this page, the preceding one, and those of following pages, are designed to simplify the clipping of this material for future use by theatremen.—The Editors.

FEATURES—Calendar of Current Releases

(As far ahead as it is possible to obtain them)

ALLIED ARTISTS

Release Date	Release No.	Production	Time (min.)	Cast
May	5516	Las Vegas Shakedown	79	Dennis O'Keefe, Coleen Grey
May	5517	Skabenga (Eastman color)	61	Documentary
June	5518	Lord of the Jungle	69	J. Sheffield, Wayne Morris
June	5519	Fingerman	82	Frank Lovejoy, Peggie Castle
June	5521	Case of the Red Monkey	73	Richard Conte, Rona Anderson
July	5520	Wichita (Tech.-CinemaScope)	81	Joel McCrea, Vera Miles
July	5524	Betrayed Women	64	Carole Mathews, Beverly Michaels
July	5522	Spy Chasers	61	Leo Gorcey, Huntz Hall
Aug.	5523	The Warriors (Tech.-CinemaScope)	85	Errol Flynn, Joanne Dru
Aug.	5525	The Phenix City Story	87	Richard Kiley, Kathryn Grant
Sep.	5526	Night Freight	80	Forrest Tucker, Barbara Britton
Sep.	5527	The Body Snatchers	83	Kevin McCarthy, Dana Wynter
Sep.	5528	Son of Slade	80	John Ericon, Mari Blanchard
Oct.	5529	Jail Busters	61	Leo Gorcey, Huntz Hall
Oct.	5530	Time Slip	71	Gene Nelson, Faith Domergue
Oct.	5531	Gun Point (Tech.)	80	Fred MacMurray, Dorothy Malone

BUENA VISTA DISTRIBUTING CO.

June		Dave Crockett, King of The Wild Frontier (Tech. Widescreen)	95	Fess Parker, Buddy Ebsen
July		Lady and The Tramp		Cartoon Feature
Oct.		The African Lion (Tech.)		True Life Adventure
Jan. '56		The Littlest Outlaw(Tech.)	75	Pedro Armendariz, Joseph Calleia

COLUMBIA

May	724	The End of the Affair	106	Deborah Kerr, Van Johnson
May	728	Tight Spot	97	Ginger Rogers, Edward G. Robinson
May	739	Cell 2455 Death Row	77	William Campbell, Marian Carr
May	743	Seminole Uprising (Technicolor)	74	George Montgomery, Karin Booth
June	742	Five Against the House	84	Guy Madison, Kim Novak
June	738	Prize of Gold (Tech.)	98	Richard Widmark, Mai Stevens
July	747	Chicago Syndicate	86	Dennis O'Keefe, Abbe Lane
July	746	Creature With the Atom Brain	70	Richard Denning, Angela
July	732	It Came From Beneath the Sea	80	Faith Domergue, Kenneth Fahey, Ian Keith
Aug.	801	The Man From Laramie (Tech.-CinemaScope)	104	James Stewart, Cathy O'-Rooney, Don Taylor,
Aug.		Bring Your Smile Along (Tech.)	83	Frankie Laine, Keefe Brasselle
Aug.	807	The Night Holds Terror	86	Jack Kelly, Hildy Parks
Sept.	806	Special Delivery	86	Joseph Cotten, Eva Bartok

FILMAKERS

Apr.	6068	Mad At The World	72	Frank Lovejoy, Keefe Brasselle, Cathy O'Donnell
Aug.		Bold and the Brave		Wendell Corey, Mickey Rooney, Nicole Maurey

I. F. E.

American Dialogue

April		Wayward Wife	95	**Gina Lollobrigida**
May		"Love in the City"	90	English commentary & subtitles.
May		Outlaw Girl	76	Silvana Mangano
May		Green Magic (Color)	85	Documentary with English commentary
Oct.		Maddalena (Tech.)	90	Marta Toren, Gino Cervi
Dec.		Neapolitan Carousel (Tech.)		Sophia Loren, Leonide Massine

LIPPERT PICTURES

May	5413	Air Strike	67	Richard Denning, Gloria Jean
May	5414	Phantom of the Jungle	75	Jon Hall, Anne Gwynne
June	5418	King Dinosaur	59	Bill Bryant, Wanda Curtis
July	5416	The Lonesome Trail	73	Wayne Morris, John Agar
Aug.		Simba (Color)		Dirk Bogarde

METRO-GOLDWYN-MAYER

May	525	The Prodigal (Cinema-Scope-Eastman Color)	115	Lana Turner, Edmund Purdom
May	526	The Marauders	81	Dan Duryea, Jeff Richards
June	527	Love Me Or Leave Me (Eastman Color)	108	James Cagney, Doris Day, Cameron Mitchell
June	528	Moonfleet (CinemaScope-Eastman)	89	Stewart Granger, Viveca Lindfors
July	529	Interrupted Melody (CinemaScope-Eastman)	106	Eleanor Parker, Glenn Ford, Roger Moore
July	530	"The Wizard of Oz" (Reprint) (Tech.)	102	Judy Garland, Roy Bolger, Bert Lahr, Jack Haley
July	531	The Cobweb (CinemaScope-Eastman)	124	L. Bacall, R. Widmark, C. Boyer
Aug.	532	The Kings Thief (CinemaScope-Eastman)	78	Edmund Purdom, Ann Blyth, David Niven
Aug.	533	The Scarlet Coat (CinemaScope)	104	Cornel Wilde, Anne Francis
Sept.		It's Always Fair Weather	102	Gene Kelly, Dan Dailey, Dolores Gray, Michael Kidd
Sept.		Svengali	82	Hildegarde Neff, Donald Wolfit
Sept.		The Bar Sinister	88	Jeff Richards, Jarma Lewis

PARAMOUNT

May	5425	Strategic Air Command (VistaVision-Technicolor)	114	James Stewart, June Allyson
June	5411	Hell's Island (VistaVision-Technicolor)	84	John Payne, Mary Murphy, Francis L. Sullivan.
June	5412	The Far Horizons (VistaVision-Technicolor)	108	Fred MacMurray, Charleton Heston, Donna Reed
July	5413	The Seven Little Foys (VistaVision-Technicolor)	93	Bob Hope, Milly Vitale.
Aug.	5414	We're No Angels (VistaVision-Technicolor)	103	Humphrey Bogart, Aldo Ray, Peter Ustinov
Aug.	5415	You're Never Too Young (VistaVision-Technicolor)		Dean Martin, Jerry Lewis, Diana Lynn, Nina Foch
Sept.	5501	The Girl Rush (VistaVision-Technicolor)		Rosalind Russell, Fernando Lamas, Gloria DeHaven, Eddie Albert
Sept.	5502	To Catch A Thief (VistaVision-Technicolor)		Cary Grant, Grace Kelly
Sept.	5503	Ulysses (Technicolor)	104	Kirk Douglas, Silvana Mangano

RKO-RADIO

May	510	Quest for the Lost City (color)	60	Dana & Ginger Lamb
May	575	Bringing Up Baby (Reissue)	102	Katherine Hepburn, Cary Grant.
May	576	I Remember Mama (Reissue)	119	Irene Dunne, Barbara Bel Geddes, Oscar Homolka.
June	513	Son of Sinbad (Tech.-Superscope)	88	Dale Robertson, Sally Forrest, Vincent Price
June	577	The Big Street (Reissue)	88	Henry Fonda, Lucille Ball
June	514	Wakamba (Tech.)	65	African Adventure.
June	515	Pearl of the South Pacific (Tech.-Superscope)	86	Virginia Mayo, Dennis Morgan

FEATURES—Calendar of Current Releases

(As far ahead as it is possible to obtain them)

REPUBLIC

Release Date	Release No.	Production	Time (min.)	Cast
May	5405	The Eternal Sea	103	Sterling Hayden, Alexis Smith
May	5404	Santa Fe Passage	90	John Payne, Faith Domergue
May	5434	I Cover The Underworld	70	Sean McClary, Joanne Jordan
May	5435	Don Juan's Night of Love	71	Raf Vallone, Silvana Pampanini
June	5436	City Of Shadows	70	Victor McLaglen, John Baer
June	5406	The Road to Denver	90	John Payne, Mona Truman
June	5437	Double Jeopardy	70	Rod Cameron, Gale Robbins
July	——	Lay That Rifle Down	—	Judy Canova, Robert Lowery
July	——	The Green Buddha	—	Wayne Morris, Mary Germaine
July	——	Mystery of the Black Jungle	—	Lex Barker, Joan Maxwell
July	——	Magic Fire	—	Yvonne De Carlo, Carlos Thompson, Rita Gam
July	——	Cross Channel	——	Wayne Morris, Yvonne Furnaux
July	——	Headline Hunters	——	Rod Cameron, Julie Bishop
Aug.	5407	The Last Command	110	Sterling Hayden, Anna Maria Alberghetti, Richard Carlson.
Aug.	——	Twinkle In God's Eye	——	Mickey Rooney, Coleen Grey
Aug.	5408	The Divided Heart (Rank)	89	Cornell Borchers, Yvonne Mitchell
Aug.	——	Flame of the Islands	——	Yvonne De Carlo, Zachary Scott, Howard Duff
Aug.	——	Secret Venture	——	Kent Taylor, Jane Hylton
Sept.	——	A Man Alone	——	Ray Milland, Mary Murphy
Sept.	——	Man to Man	——	Rod Cameron, Julie London
Sept.	——	The Vanishing American (Trucolor)	——	Scott Brady, Audrey Totter, Forrest Tucker
Sept.	——	Jaguar	—	Sabu, Chiquita, Touch Conners
Sept.	——	Track the Man Down	——	Kent Taylor, Petula Clark

TWENTIETH CENTURY-FOX

Release Date	Release No.	Production	Time (min.)	Cast
May	515-7	Daddy Long Legs (CinemaScope-De Luxe)	126	Fred Astaire, Leslie Caron, Thelma Ritter
May	508-2	The Adventures of Sadie (Color)	88	Joan Collins, Kenneth More, George Cole
June	513	The Magnificent Matador (CinemaScope-Tech.)	94	Maureen O'Hara, Anthony Quinn
June	514	Soldier of Fortune (CinemaScope-De Luxe)	96	Clark Gable, Susan Hayward
July	506	Life in the Balance	74	Ricardo Montalban, Anne Bancroft, Lee Marvin
July	512	The Living Swamp	33	Documentary
July	518-1	How to Be Very Very Popular (CinemaScope-De Luxe)	89	Betty Grable, Sheree North, Bob Cummings
Aug.	519-9	The Virgin Queen (CinemaScope-De Luxe)	92	Bette Davis, Richard Todd, Joan Collins
Aug.		Love is a Many Splendored Thing (CinemaScope-De Luxe)	102	William Holden, Jennifer Jones
Sept.	520-7	The Left Hand of God (CinemaScope-De Luxe)	——	Humphrey Bogart, Gene Tierney
Sept.		Seven Cities of Gold (CinemaScope-De Luxe)	——	Richard Egan, Michael Rennie, Rita Moreno
Sept.		The Tall Men (CinemaScope-De Luxe)	——	Clark Gable, Jane Russell, Robert Ryan
Oct.		The Girl in the Red Velvet Swing (CinemaScope-De Luxe)	——	Ray Milland, Joan Collins, Farley Granger
Oct.		The View from Pompey's Head (CinemaScope-De Luxe)	——	Richard Egan, Dana Wynter, Cameron Mitchell

UNITED ARTISTS

Release Date	Release No.	Production	Time (min.)	Cast
May	5513	Kiss Me Deadly	105	Ralph Meeker, Albert Dekker
May	5514	The Tiger and the Flame (Tech.)	97	Mehtab, Sohrab Modi
May	5515	Robbers' Roost	82	George Montgomery, Richard Boone
May	5516	Top of the World	90	Dale Robertson, Evelyn Keyes
June	5521	Summertime	99	Katherine Hepburn, Rossano Brazzi
June	5519	The Big Bluff	70	John Bromfield, Martha Vickers
June	5520	The Sea Shall Not Have Them	91	Michael Redgrave, Dirk Bogarde
June	——	Othello	92	Orson Welles, Suzanne Cloutier
June	5512	Break to Freedom	88	Anthony Steel, Jack Warner
July	5511	Not as a Stranger	135	Robert Mitchum, Olivia de Haviland, Frank Sinatra
July	5522	The Man Who Loved Redheads (Tech.)	89	Moira Shearer, John Justin
July	5523	Shadow of the Eagle	92	Richard Greene, Valentina Cortesa

UNIVERSAL

Release Date	Release No.	Production	Time (min.)	Cast
May	521	Revenge of the Creature (3-D)	82	John Agar, Lori Nelson.
May	522	Revenge of the Creature (Standard)	82	
May	523	Cult Of The Cobra	82	Richard Long, Faith Domergue
May	524	The Looters	87	Rory Calhoun, Julie Adams
June	526	Abbott & Costello Meet The Mummy	79	Bud Abbott, Lou Costello, Marie Windsor
June	525	Man From Bitter Ridge (Color)	80	Lex Barker, Mara Corday, Stephen McNally
June	527	This Island Earth (Tech.)	87	Jeff Morrow, Faith Domergue
July	529	Ain't Misbehavin! (Tech.)	82	Piper Laurie, Rory Calhoun, Jack Carson
July	530	The Purple Mask (Tech.-CinemaScope)	80	Tony Curtis, Colleen Miller, Angela Lansbury
July	528	Foxfire (Tech.)	92	Jeff Chandler, Jane Russell, Dan Duryea
Aug.	532	One Desire (Tech.)	94	Anne Baxter, Rock Hudson, Julie Adams
Aug.	533	The Private War of Major Benson (Tech.)	105	Charlton Heston, Julie Adams
Aug.	534	Frances In the Navy	80	Donald O'Connor, Martha Hyer
Sept.	535	The Shrike	88	Jose Ferrer, June Allyson
Sept.	536	Female on the Beach	97	Joan Cawford, Jeff Chandler
Sept.	537	The Naked Dawn Tech.)	82	Arthur Kennedy, Betta St. John

WARNER BROS.-FIRST NATIONAL

Release Date	Release No.	Production	Time (min.)	Cast
May	410	Jump Into Hell	93	Jack Sernas, Kurt Kaznar, Arnold Moss
June	416	The Sea Chase (CinemaScope-WarnerColor)	118	John Wayne, Lana Turner, Tab Hunter
June	417	Tall Man Riding (WarnerColor)	83	Randolph Scott, Dorothy Malone, Peggie Castle
July	419	Land of the Pharoahs (CinemaScope-WarnerColor)	105	Jack Hawkins, Joan Collins, Dewey Martin
July	420	The Dam Busters	102	Richard Todd, Michael Redgrave
July	418	Mister Roberts (CinemaScope-WarnerColor)	123	Henry Fonda, James Cagney, William Powell
Aug.	421	Pete Kelly's Blues	95	Jack Webb, Janet Leigh

PITTSBURGH (cont'd.)

Anti-picketing and damage suits by the Ranalli Drive-In against AFL Local 171 were dismissed. . . . Hymie Wheeler resigned from Screen Guild to join the United Artists sales staff. He takes over post vacated by Milton Broudy. . . . Frank J. (Bud) Thomas has come back to Film Row to do the booking and buying for several district theatres. He had been in Cleveland recently working for the Milton Mooney cooperative outfit. . . . Al Kartek opened his new 1000-car Echo Drive-In on Route 51, Large, Pa.

PORTLAND

Both the Liberty and Roxy theatres will feature telecasts of the Marciano-Moore championship bout on Sept. 20, reports Will Hudson, new mgr. for Hamrick Theatres. While the Roxy has big screen TV equipment, a special screen will be installed in the Liberty for the occasion. . . . Kenny Hughes, veteran theatre mgr. under the Evergreen banner, celebrated his 20th wedding anniversary. . . .Lew Metzlaar, well known booker formerly with Evergreen, is now associated with Oregon Theatre Co-Operative, Portland. . . .Hildy Peterson, mgr. of Northwest Releasing, was given a surprise luncheon on completing 10 years service on film row.

Wm. H. Thedford, pres. of Evergreen Theatres, advises that his company has tackled the problem of diminishing returns by cultivating young audiences, which he feels is a good investment. In a series of 12 matinees made available to youngsters for $1.50, 50¢ of which goes to co-sponsor a charity group in each theatre, some 203,000 children are now attending the programs in the circuit's 13 houses. . . . Dick Goldsworth is new mgr. of Evergreen's Rex Theatre, Eugene, which was recently modernized. . . . Paul LaRiviere, mgr. of the Family Drive-In at Tualatin, Ore., has started a branch of the Isaac Walton League.

ST. LOUIS

The 500-seat State Theatre at Alton, Ill., operated by Floyd Hauhe and Vernon Miller since last April and closed down on Aug. 1, may not reopen. . . . Vernal Elliott leased the 375-seat Louise Theatre at Louisville, Ill. and plans to reopen it in Sept. . . . Construction on the 700-car Shop City Drive-In, E. St. L., and the 1000-car Cahokia Drive-In in the Alorton section of St. Clair Co., Ill was resumed following settlement of strikes by carpenters and sheet metal workers. . . . Mrs. Harry W. Dillon, who with her husband operated the Dillon Theatre at Morehouse, Mo., passed away.

The South Twin Drive-In at Paducah, Ky., which holds 600 cars on one side and 400 on the other, had its grand opening on Aug. 9. It is owned and operated by Columbia Amuse. Co., headed by Leo Keiler. . . . Columbia Piets. very successful in this area with saturation bookings for the combination of "It Came From Beneath the Sea" and "Creature With the Atom Brain." TV spot announcements over a 10-day period helped. . . . Joe Schoenhoft, who resigned as southern Mo. salesman from M-G-M, entered his new sales duties with E. R. Moore Mfg. Co., makers of caps and gowns. . . . John Zickos, 62, owner of the Gem Theatre here at one time, died of a heart attack.

The defendant film companies in the $300,000 anti-trust suit filed by Pauline C. and Earl E. Williams, former owners and operators of the Venita Theatre at Herculaneum, Mo., have asked for dismissal on grounds that there is no basis to support such action and that the statute of limitaions applies. . . . Francis David closed his 337-seat State Theatre at Hamilton, Ill. because of lack of business and says that reopening is uncertain. . . . The Sheraton Hotel will be included in closed circuit telecasts of three important football games on the U. of Notre Dame schedule this fall, acording to a recent announcement. Admission will be $4 a head.

Tommy Williamson, RKO mgr., presided over a meeting called for the purpose of furthering the collection of COMPO dues and to discuss COMPO's audience participation plan. Edw. B. Arthur represented exhibitors. . . . The immeasurable value of a good movie house in a community was stressed by Ray Colvin, St. L. ex. dir. of Theatre Equip. Dealers Assn., before the Vandalia Rotary Club. . . . Frederick Stevens, 76, partner in Banner Sign System which includes many theatres among its customers, died of a cerebral hemorrhage.

Coy Blythe, mgr. of the Roxy at Shelbyville, Ill., is also mgr. of the Kay Drive-In there, recently purchased by Frisina from the Mark D. Stewardson family. . . . The former Ann Weeks, daughter of the Charles Weeks, Jr., operators of the Weeks Theatre in Dexter, Mo., and her new husband, Lt. John Deghuee of the Air Force, are stationed in Fairbanks, Alaska. . . . Jimmy Frisina, buyer for Frisina Amuse. Co. and former Ill. amateur golf champion, was a participant in the recent Tam O'Shantor golf tournament in Chicago.

SALT LAKE CITY

The Empire Theatre at 158 S. State is being dismantled. It was last managed by Robert Braby, who is now booker for United Artists. . . . Irving Gillman is experiencing good results with his "International Festival" at the World Playhouse, which will continue through August. . . . Universal mgr. C. R. Wade and mgr. Art Sutton of the Gem Theatre are cooperating in a campaign on "The Private War of Major Benson" with a contest which will award a $50 bond to the winner. . . . Jack Webb will appear in person simultaneously with the opening of "Pete Kelly's Blues" at the Utah on Aug. 30.

M-G-M mgr. Carl Nedly is on a trip to Los Angeles to attend a special meeting there. . . . Frank H. Smith, Jr., booker for Allied Artists, is spending his vacation at home, having recently become the father of a baby boy. . . . Russ Daughterman, who with Bus Campbell operates the local Associated Films exchange, is on a business trip to Denver, Colo.

SAN FRANCISCO

Lewis Vaughan, mgr. of Lippert's Starlite Drive-In, Medford, Ore., transferred to the Mooney Park Drive-In at Tulare, Cal. . . . The Castroville Theatre, Castroville, Calif. closed. . . . Eddie Smythe, Universal office mgr., is back after three months of illness.

SEATTLE

Emeries Evans has been named gen. mgr. of Evergreen theatres in Aberdeen and Hoquiam, Wash. . . . The Marciano-Moore championship bout on Sept. 20 will be telecast at Hamrick's Orpheum and Music Hall theatres in Seattle and at the Temple in Tacoma.

WASHINGTON

The local Variety Club held a luncheon for the ladies on Aug. 20 in the Terrace Room of the Shoreham Hotel, to serve as a kickoff for the annual Welfare Awards Drive. Heading the committee of women are Mrs. Sara S. Young and Mrs. Mamie E. Lipskey, co-chairmen, and Mrs. Frank M. Boucher and Mrs. Clark M. Davis, special committee co-chairmen handling outside organizations. Attending the luncheon were Alvin Q. Ehrlich, chief barker; Morton Gerber, Welfare Committee chairman; George A. Crouch and Nathan D. Golden, Welfare Committee vice-chairmen; and Frank M. Boucher, Jack Fruchtman and Phil Isaacs, co-chairmen of the Ways and Means Committee. Last year, the Variety Club expended $45,036.64 in its charitable endeavors.

Industry Trading Heavy In Market

WASHINGTON. — Associated Motion Picture Industries bought 2,300 shares of Republic Pictures common to bring its total holdings to 190,084 shares. Louis K. Sidney sold his entire holdings of 500 shares of Loew's, Inc., common. Lawrence Hoguet sold his entire holdings of 150 shares of Skiatron Electronics and TV common.

These transactions were among an unusually large number reported by the Securities and Exchange Commission on stock transactions by corporation officers and directors, covering the June 11-July 10 period.

John Balaban acquired 7,500 shares of American Broadcasting Paramount Theatres common, his only holdings, and the purchase of 1,500 shares of the same stock by James L. Brown and 12,500 shares by Edward L. Hyman and represented their only holdings.

Leonard H. Goldenson acquired 50,000 shares of AB-PT common to bring his holdings to 52,450 shares along with 250 shares he owns jointly with his wife. Walter W. Gross and Robert H. O'Brien each added 12,500 shares to 100 shares they already held. Simon B. Siegel also already owned 100 shares and added 5,000, while Robert M. Weitman bought 12,500 shares and owned 12,533 at the end of the period.

Options Exercised

All of the AB-PT dealings represented the exercise of stock options.

Jack Cohn sold 100 shares of Columbia Pictures common and retained 71,086 shares. He is trustee of 1,590 shares and voting trustee of 58,929 shares. Abraham Montague sold 1,250 shares of the same stock and held 11,672 shares, while Abraham Schneider sold 1,875 shares and held 21,747.

Willard W. Keith bought 3,000 shares of National Theatres common, to bring his holdings to 5,000 shares. E. C. Rhoden bought 10,000 shares to bring his holdings of the same stock to 34,800 and bought 36,000 shares for his holding companies to bring his holding company total to 46,225 shares of National Theatres common.

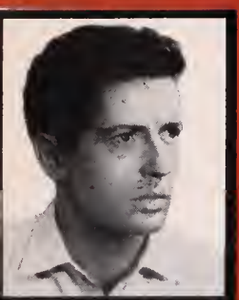
Arthur E. Bell exercised stock options covering 200 shares of RKO Theatres common, while William W. Howard exercised options covering 2,000 shares. Bell also sold 100 shares and held 300 at the end of the period. Howard sold 2,000 shares and owned 2,500. Louis Joffe sold 400 shares of the same stock and retained 400 shares. Thomas F. O'Connor bought 1,800 shares for a total holding of 4,100. Sol A. Schwartz added 5,000 shares to bring his total to 16,000. William F. Whitman bought 1,600 shares and held 3,985 shares of RKO Theatres common at the end of the period.

THERE'S *Violent Action!*

AND *Dishonored Love!*

IN EVERY JUNGLE-ALLEY ALONG...

THE NAKED STREET



FARLEY GRANGER
star of "The Girl In The Red Velvet Swing", as the young hoodlum!



ANTHONY QUINN
star of "The Magnificent Matador", as the underworld's "big fixer"!



ANNE BANCROFT
star of "New York Confidential", who paid the bitter price of dishonor!



EDWARD SMALL PRESENTS

"THE NAKED STREET"

STARRING

FARLEY GRANGER · ANTHONY QUINN · ANNE BANCROFT

with ...ER GRAVES · ELSE NEFT · SARA BERNER · JERRY PARIS · MARIO SILETTI

Directed by M... ...NE · Screen Play by MAXWELL SHANE and LEO KATCHER · From a Story by LEO KATCHER

thru UA

THE Independent FILM JOURNAL

DEVOTED to the BEST INTERESTS of the MOTION PICTURE INDUSTRY

In this issue

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WASHINGTON OFFERS RADIO-RECORD HOUSES FINANCIAL AIDES?

DIVORCED CIRCUITS' EXPANSION MOVES GETTING COURT NOD

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HET LUCE HEARS ON "JUNGLE" BAN

[illegible] CHICKEN, NYLONS, PIECE WARS PREDICT SWEAWAYS?

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LOCKED IN!

IT is obvious that the industry must be ready with plans for a campaign to repeal the remainder of the Federal admissions tax when Congress convenes in January of next year.

The industry is not ready.

Yet, the last few days have witnessed public utterances by influential Congressmen, including a member of the powerful House Ways and Means Committee, that further tax reduction in personal income and excises in 1956 is inevitable.

The impending announcement by Secretary of the Treasury Humphrey of a badly-kept secret, that the budget is almost in balance, has already unleashed the floodgates for the efforts of many other industries to be included in excise tax reductions and

(See Page 3)



"KEEP THIS UNDER YOUR HAT!"

Remember our prediction! The folks who are packing theatres for "Love Me Or Leave Me" have another great treat. Next at Music Hall, N. Y. Soon Everywhere! Read the trade notices below:

"Top-notch musical. Excellent boxoffice outlook." —*VARIETY (Weekly and Daily)*

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"Fast-paced musical. Slick pic. As up-to-the-minute as tomorrow morning's newspaper." —*HOLLYWOOD REPORTER*

"Sock musical comedy entertainment. A standout musical show." —*FILM BULLETIN*

"Record-breaking destiny. Will bring customers back to see it again and again." —*M. P. DAILY*

"Lively, star-studded CinemaScope musical." —*BOXOFFICE*

"Will send audiences home happy and smiling." —*SHOWMEN'S TRADE REVIEW*

"Prize musical. Rare delight. Ushers in fall season with boxoffice sunshine." *INDEPENDENT FILM JOURNAL*

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EXTRA! TERRIFIC TV PROMOTION! Watch M-G-M's 98 big-stations network TV coverage through Dave Garroway's "TODAY" and Steve Allen's "TONIGHT." Also, Hal March, M. C. of TV's top "$64,000 Question" is in "It's Always Fair Weather" and he tells his 55 million viewers about it! Plus nationwide saturation radio campaign adjacent to local weather reports. Also, more than 100 million readership in M-G-M's famed national magazine "Picture of the Month" columns.

September 3, 1955
Vol. 36 No. 4

THE Independent FILM JOURNAL

Editor: MORTON SUNSHINE

DEVOTED TO THE BEST INTERESTS OF THE MOTION PICTURE INDUSTRY

Locked In!

(Continued from cover)

eliminations to be proposed for next year.

Many State Federations of Labor have passed resolutions for the complete elimination of the admissions levy. They are going all out.

Is the motion picture industry to do nothing?

The COMPO triumvirate has not yet set a meeting date but it can logically be expected to act with some dispatch to consider the Pinanski proposal for an all-out tax repeal campaign, which was given further impetus this week by the action of the MMPTA in urging COMPO to undertake this effort.

A veto can tie COMPO's hands.

That such a veto is dangerously within the realm of credibility is apparent from the statements of particular Allied leaders who have gone out on a limb and are preaching the gospel that the exhibitors will not get the benefits of tax repeal; that its members are exempt anyhow and selfishly will not aid such an effort, and, finally, that the campaign does not stand a chance of success.

We would like to refute these arguments one by one.

According to Pat McGee, co-chairman of COMPO's successful tax drive in 1953, he retains at least 60 percent of the tax savings afforded from that campaign. "Any one who wants to consult his auditors will find himself in that same position. We did gain. We didn't keep it all. We weren't supposed to keep all of our tax saving. The distributor is entitled to his fair share," McGee added. From our own survey, we have good reason to believe that this is accurate. Therefore, exhibitors are receiving substantial benefits from tax reduction and to say otherwise is a bare-faced fabrication.

As to "not standing a chance," it should be remembered that we didn't stand much of a chance in 1954, according to the experts, and we did succeed. Those who prefer silence at a time like this are selling the industry short.

And, may we ask, how many members of Allied are there who have a 50 cent admission who would like to raise their prices to 55 or 60 cents and find that they are locked in to present scales because they could not possibly obtain the benefits from such an increase?

A period of inflation may also lie ahead.

There is no monopoly of tax exemption to Allied members. A substantial number of them are certainly subject to the tax provisions of the law and would benefit in great measure from total repeal.

There are growing signs that the Allied rank-and-file are not in accord with the expressed viewpoint and it is quite possible that the COMPO triumvirate will shortly be in a position to make a unanimous recommendation for an all-out industry campaign. There are also indications that any attempts to side-track such a campaign at the Allied convention in Chicago in early November will, of necessity, bring on a battle royal.

When it comes right down to the basic question, we can't see how any exhibitor could take an active stand against tax relief that would not place him in a most unenviable position.

IF, BY ANY STRETCH OF THE IMAGINATION, COMPO FINDS THAT IT HASN'T THE POWER TO AUTHORIZE A TAX REPEAL CAMPAIGN BECAUSE OF THE DEFECTION OF ONE ORGANIZATION, IT MUST PROMPTLY CALL AN EMERGENCY MEETING OF ALL CONSTITUENT ORGANIZATIONS SO THAT THE REMAINDER OF THE INDUSTRY CAN TAKE UP THE CUDGELS FOR NECESSARY RELIEF, COME JANUARY.

"Oscar" For Doob

Oscar Doob, associated with Loew's for a period of 26 years, retires at the end of this week. A great many of us are personally aware of his tremendous energy, capacity and wisdom, applied with equal vigor to the solution of industry, as well as company problems, to say nothing of his role with the War Activities Committee and the March of Dimes. Retirement is not for this man. The industry can expect to hear of new Doob exploits. Howard Dietz calls him "the noblest showman of them all." He's right.

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McGee, Shor Shovel Coals On TOA-Allied Controversy

DENVER.—Not National Allied, but Theatre Owners of America best represents the interests of the small exhibitor. Furthermore, not National Allied but TOA was mainly responsible for the fact that 9,000 small theatremen benefited from the repeal of the 20 percent Federal admission tax during the last COMPO tax campaign. This view was put forward this week in a hard-hitting statement issued by Pat McGee of Denver, TOA vice-president and co-chairman with Col. H. A. Cole of Dallas during the 1954 tax campaign.

McGee was apparently riled at Allied's pose as champion of the small exhibitor, and angered at statements by Cole and Trueman Rembusch, Allied officials, decrying the suggestion of Sam Pinanski of Boston that COMPO embark on another drive to repeal the remaining ten percent tax. McGee's statement, he said, represented official TOA sentiment.

More Pinanski Support

Meanwhile, Pinanski's suggestion, which has already received considerable exhibitor support, received further encouragement from the Metropolitan Motion Picture Theatres Association, as president Emanuel Frisch called upon COMPO to immediately organize a campaign for the complete elimination of the tax on movie tickets.

McGee denied the Allied charge that a new tax campaign would benefit only the distributors, as did the previous repeal. "Of course, this just isn't so," he said. "It is true that film rentals went up, but they would have gone up anyway, and I still retain at least 60 percent of the tax saving. Anyone who wants to consult his auditors will find himself in that same position. . . . We weren't supposed to keep all of our tax saving. The distributor is entitled to his fair share."

McGee said it was a "matter of record" that "through his personal efforts" tax relief was provided for the 9,000 small theatres, "for which Allied wishes to take the credit for saving." To substantiate his claim, McGee released a photostat of a telegram he had sent on March 6, 1954 to COMPO special counsel Robert W. Coyne.

Amendment Adopted

The message contained reference to an amendment excepting theatre admissions up to 60 cents which Sen. Robert S. Kerr of Oklahoma placed in the Senate Finance Committee. The amendment was adopted.

"Through parliamentary procedure," McGee recalled in his statement, 'it was sent back to a conference with the House Ways and Means Committee and they compromised at 50 cents."

McGee's wire added that he "personally" wanted the amendment "to keep faith with thousands of small town exhibitors who face tax-free and other athletic activities on part of local schools through high school grades plus county fairs and other tax-exempt competitors."

"It pains me particularly," McGee said in his statement, "to see my personal friends, Trueman Rembusch and Colonel Cole, taking the position which apparently is official, that

(*Continued on page 23*)

WASHINGTON.—TOA, 20th-Fox president Spyros P. Skouras and the recent exhibitor-distributor conferences have just received the "gloves off" treatment from National Allied president Rube Shor in a long three-page letter to TOA president E. D. Martin.

Shor said he was "astounded" at statements attributed in the trade press to TOA officials, who expressed regret that Allied had decided to go to the Government rather than enter into a new series of grievance talks with distribution executives.

"Never Gave Impression"

The Allied president explained that, despite reports to the contrary, his organization never gave TOA the impression that legislative action in Congress would be permanently abandonded. "The Allied representatives agreed to form a Joint Committee," Shor said, "in hopes that this display of exhibitor unity would impress the film executives.

"Meantime, legislative activities of the kind contemplated by the Emergency Defense Resolution were suspended as Allied could not at the same time seek by peaceful negotiation and by Congressional action. But as you well know, the Allied representatives did not abandon the legislative program, nor could they have done so, since it was a part of the larger program adopted by the Board. And certainly nothing was said that would justify you or your associates in thinking that this program would remain indefinitely in suspension in case the New York negotiations proved fruitless or unsubstantial."

"To be brutally frank," Shor wrote, "I do not think the Joint Committee accomplished any more (if as much) than was gained by the Allied Committee a year ago. It all adds up to temporary relief for only smallest exhibitors, by some of the companies, without formal commitments, so that the vague promises can be easily broken."

Fox "Most To Blame"

In Shor's opinion, 20th-Fox was "most to blame" for the breakdown of negotiations. Shor said that Spyros Skouras "promised us virtually everything we asked for and he gave Al Lichtman credit for his company's willingness to arbitrate film rentals up to $100.00. He criticized us for not being prepared and expressed surprise that we did not ask for more. . . . And he assured us that in a very short time he would announce 20th's new policies in the trade press.

"Meanwhile, he asked us to keep secret his oral commitments until he could clear the details with Lichtman." Shor further complained that 20th refused to issue a statement of policy prior to the Allied board meeting in July despite several requests to do so by Allied officials.

"I realize now that history was merely repeating itself," Shor wrote. "If you followed the proceedings before the U.S. Senate Small Business Committee, you will recall (Allied general counsel) Myers' well documented testimony that Allied was lured into the arbitration negotiations in 1952 by

(*Continued on page 23*)

Awards Poll Pledged Circuit Participation

Circuits all over the country are hurrying to sign up for COMPO's Audience Awards Poll, as a minimum of 8,000 registrants by election time was predicted by COMPO special counsel Robert W. Coyne. Among the large circuits which have recently agreed to participate are these:

Loew's; Interboro; Associated Prudential; Rugoff & Becker; Century; Randforce; Fabian; Video Independent; Indiana Illinois; Walter Reade; United California; Martin; Paramount Gulf; Lockwood & Gordon; American; and Stanley Warner.

Also, Fox Inter-Mountain; Gibraltar; Cooper Foundation; Stewart & Everett; Stellings-Gossett; Commonwealth; New England; Loew's in Boston and Providence; Poli-New England; Wilby-Kincey; Neighborhood Group; Pitts; Florida State; Talgar; Georgia; and Butterfield.

Hit Luce Ukase On "Jungle" Ban

Arthur M. Loew, president of Loew's International, announced in a blistering statement this week that he has filed a "vigorous protest" with Secretary of State John Foster Dulles over the manner in which "Blackboard Jungle" was withdrawn from the Venice Film Festival despite M-G-M's opposition. His protest was filed "in the hope that our industry will never again be subjected to such unwarranted personal censorship at the hands of our diplomatic representatives."

Loew said: "We wish we did not believe the cabled reports that Mrs. (Ambassador Clare Booth) Luce uttered a ukase to the Festival authorities commanding that the invitation . . . be withdrawn. She said failure to comply would result in her stalking out as a guest of the Festival and furthermore she threatened that in such event she would create the biggest scandal in motion picture history."

"Proud of the Picture"

"We of M-G-M are proud of the picture," Loew said. "It has received critical acclaim and in the matter of patronage is one of the year's best. The basic question is whether any American representative abroad may enforce censorship by threat and by the exercise of the power of his political office." "Interrupted Melody" replaced "Jungle."

Soon after Loew's statement, another top M-G-M executive laced into Ambassador Luce. Dore Schary, studio production chief, said in Hollywood that Mrs. Luce's imposition of "her personal authority" to prevent exhibition of the film was "outrageous."

"If it was her intention to hide the fact that there is a juvenile delinquency problem in this country, that is the sheerest kind of hypocritical nonsense," Schary said. "I think we can take more pride in the fact that steps are being taken to rectify the conditions which caused juvenile delinquency."

"Blackboard Jungle" was invited to the Festival by the authorities; it will be shown at the current International Festival in Edinburgh on September 11. Two years ago, Mrs. Luce objected to Festival entries, "The Bad and the Beautiful," and "Pickup on South Street," and stayed away from the fete.

Divorced Circuits' Expansion Moves Getting Court Nod

New York Federal Judge Lawrence E. Walsh, over the protests of Wometco circuit of Miami, this week approved Loew's Theatres acquisition of a 1,300-seat theatre now under construction in Coral Gables, Florida. The house, which is four miles from downtown Coral Gables, will operate on a first-run policy, and marks the divorced circuit's third theatre acquisition since its divestiture under the consent decree.

Following the decision, president George J. Schaefer of Sun-Red Inc., which owns the building, announced that Loew's had exercised their option to lease the theatre.

Meanwhile, National Theatres bid for permission to acquire a group of seven Utah theatres will receive a New York Statuatory Court hearing on Sept. 2, according to the Justice Dept. Five of the theatres are in Salt Lake City and suburbs, including two downtown first-runs, the Uptown and Rialto. The chain also seeks to acquire theatres in Murray and Provo, Utah.

Shor "Favors Decrees"

At the same time, National Allied president Rube Shor, in a letter to E. D. Martin, urged the TOA prexy to "favor decrees" that would put an end to further acquisitions of theatres by divorced circuits. Allied counsel Abram F. Myers has been influential in having interested exhibitors notified of proposed acquisitions, so they might make their opposition known.

Robert Wright, representing the Wometco Circuit, headed by former TOA president Mitchell Wolfson, argued that the newcomer not be allowed to show first-run. His company had a 600-seat theatre only four blocks away from the theatre in question, he said, and Wometco had never been able to get first-run.

Government attorney Maurice Silverman contended that a new theatre in the city would increase competition, and if it were not given a first-run policy, the Court would be giving preference to the existing four first-runs. An interested spectator at the proceedings was Fred Pride, of Dwight, Royall, Harris, Boegel and Casky, who will represent National Theatres at its hearings.

Flood-Wrecked Theatres Offered Financial Assist By Washington

With the full extent of the damage caused by the Northeast's most terrible flood still being assessed, the Federal Government is offering financial assistance to those damaged theatres in the wake of the rampaging waters. Few of the theatres affected were covered for loss by flood insurance.

So heavy was the destruction that the Federal Government is considering entering a cooperative venture with insurance companies. Together they would offer economical flood insurance which would form a bulwark against future disasters.

Damage to theatre property was estimated this week as high as $3,000,000 but "hidden" losses may possibly be even higher. Attendance has been terrible in the devastated areas. Entire towns were wrecked, people made homeless, and unemployment in the cities hardest hit was reported at the half-million mark.

Flood Relief Shows

Other theatres are expected to follow the lead of the Howard, Lawrence, Rivoli and the Dixwell Playhouse, New Haven area theatres of the Fishman chain, who ran a very successful two-and-a-half hour weekend flood relief show. All local exchanges contributed by donating films gratis. The admission price was two cans of food.

In Waterbury, Connecticut, as in other areas, representatives of the Small Business Administration, Department of Commerce, are granting "on the spot" loans of up to $20,000 to qualified applicants, including exhibitors. Applications for higher amounts are being referred to Washington.

A Commerce Dept. spokesman stated that collateral is a secondary consideration in the granting of a disaster loan. The Department will examine the earnings record of the applicant, determine the Government's chances of getting the money back, and decide on a loan amount accordingly. The spokesman stressed that assistance would be in the form of loans, not grants, although a "liberal" yardstick is being used.

Other states where special offices have been established to facilitate the granting of loans are as follows:

Connecticut — Hartford, and emergency temporary offices opened at Putnam, Torrington, Waterbury; Massachusetts—Boston, and temporary offices at Essex, Springfield, Suffolk and Worcester; New Jersey—New York, or temporary offices in Hackettstown and Trenton; New York—New York, Syracuse, or temporary offices in Kingston and Port Jervis; Pennsylvania—Philadelphia or Pittsburgh, or temporary offices in Easton, Scranton and Stroudsburg.

According to the present SBA rules, money is available at an interest rate of three percent, unless a loan is available from a bank at a higher rate of interest. In this event, the theatre owner is not eligible for SBA assistance. Loans are repayable in 20 years when granted for reconstruction purposes, and in 10 years when made to replace inventory.

The larger circuits whose theatres were damaged by the flood waters have not yet indicated whether they would attempt to borrow money for refurbishing or go into their reserves.

Drive-ins Worst Hit

On the whole, drive-ins were most seriously damaged by the flood, although onrushing water did not spare four-wall theatres either.

In Connecticut, the Watertown Drive-in, Watertown was completely destroyed, with only the screen tower left standing. Owners of the Torrington Drive-in, Torrington found everything ruined but the projection equipment. The Center, Derby, was flooded to the roof of the concession stand. The Strand in Winsted had water over the orchestra seats; air conditioning and heating units were reported ruined.

In Hartford, the deluxe Meadows Drive-in had opened a week before the floods, at a cost of $550,000. Closed down during the weekend after the storms with water four feet high in the projection room, the Meadows was scheduled to reopen at press-time.

Many Theatres Closed

In Massachusetts, several drive-ins were closed, with reopening dates uncertain. These include the Quaker, Uxbridge, totally destroyed with the concession stand and projection booth washed away; the Skyview, Brockton; Sturbridge, Sturbridge; Sutton, Sutton; and Oxford, Oxford. The Rialto and Park Theatres, outside of Worcester, were also damaged. The Park, owned by Kenneth Porkay, had water marks as high as the marquee.

In Boston, Film Exchange Transfer Co., largest of the film delivery services, worked around the clock to deliver the prints on schedule. Except for disaster areas where martial law was enforced, all drivers were able to get through to the theatres although detours of several miles were sometimes necessary.

In Philadelphia, the hardest hit area was Stroudsburg, with the Scranton-Wilkes Barre section also severely damaged. The Burlington Drive-in, Burlington, N.J. was reported to be under five feet of water. In New York, the Overlook Drive-in, Poughkeepsie was flooded, with water reaching the projection booth. The Copake, Copake was also flooded and proprietors Edward McIntyre and his sister, Inez Ferguson were

(*Continued on page* 23)

Fried Chicken, Nylons, Price Wars Presage Giveaways?

HOLLYWOOD.—Are theatre "giveaways" coming back? The possibility of using premiums to stimulate attendance will be explored at the forthcoming National Theatres convention at Colorado Springs, Colo., Sept. 12-15, according to Stan Brown, writing in NT's house publication.

In the meantime, some drive-ins are already giving away such unusual premiums as fried chicken and nylon stockings.

The latest come-on reported was the fried chicken offered at the Kenner Drive-in in New Orleans. The ozoner is advertising half a fried chicken free per car, with no limit on the number of occupants in the auto, all for a flat $1.60 per car admission charge.

A drive-in in Toledo, meanwhile, fighting a price war in a highly competitive area, has continued to slash admission prices and institute "gimmicks" to secure patronage. Prices have fallen from 75 to 35 cents in the region, and the Millbury Drive-in, near Woodville, is distributing free nylons to its female patrons every evening. The drive-in also has begun "Buck Night," admitting an entire car-load of passengers for one dollar.

Asks Brown: "Are *we* missing a bet in small situations by not giving some thought to premiums? Look around in your local markets, check the dozen of food items and other merchandise which carry some gimmick given to induce a purchase.

"Time was when 'Dishes on Wednesday Night' appeared on thousands of theatre marquees. Would a weekly 'Silverware,' 'Hosiery,' or 'Cosmetics' night prove the solution to getting people back into many of our theatres?" National Theatres managers are urged to forward their ideas to Harold Rice of Intermountain Theatres, who will head the discussion of the topic.

Tremendous 'Want-to-See' Public Awaits "Guys And Dolls" —Dietz

"The statistics developed by this survey indicates a 'want-to-see' that makes 'Guys and Dolls' just about the most pre-sold movie in the last decade." That was Howard Dietz speaking, and he, of course, is the M-G-M vice-president and director of advertising, publicity and exploitation.

The veteran executive has supervised a July survey which covered more than 15,000 persons in 52 cities. The idea: to learn (a) how much the public was aware of the title of Sam Goldwyn's latest extravaganza, and (b) how eager they were to see it. On both counts, the results were most encouraging, especially since the film won't have its first public showing until November.

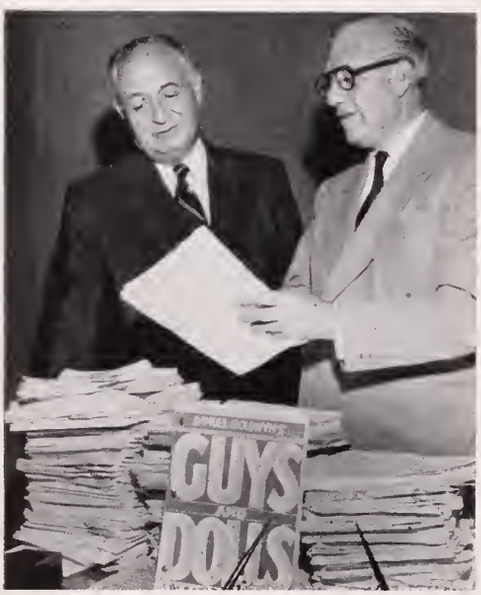
It was indicated by the survey that 95.5 percent of the women interviewed answered "yes" to the question, "Have you heard of 'Guys and Dolls'?" The men didn't do quite as well, with 89 percent answering affirmatively on the same question.

Publicity Explained

One reason for the public's awareness of the title, thinks M-G-M, is that "Guys and Dolls" has played as a road show, a stock company, summer theatre, tent show or Civic Auditorium attraction in most of the cities in which the survey was made.

Of the men and women queried whether they knew "Guys and Dolls" was being made into a movie, an average of 65 percent answered they knew about the transition from stage to screen. In some cities, the figure ran much higher. Many knew the names of the stars—Marlon Brando, Frank Sinatra, Jean Simmons and Vivian Blaine—and this awareness is seen by M-G-M as an indication that their long-range publicity campaign to this point has been highly successful.

Teen-agers interviewed and asked "Are you curious to hear Brando sing?" were almost unanimous in their affirmative replies. Among the adults, 82.5 percent said "yes." Also, 93 percent of the females and 91 percent of the males expressed a keen desire to see the film. Metro expects the average to be even higher when the studio begins to supplement its publicity campaign with nationwide advertising and promotion.



Oscar Doob, M-G-M executive (left), and Howard Dietz, vice-president of advertising, publicity and exploitation for the company, study "Guys and Dolls" survey sheets. The Samuel Goldwyn production is being readied by Metro for release.

The world premiere of "Guys and Dolls" is slated for the Capitol Theatre in New York on November 4, and a second opening will be held at B&K's Chicago Theatre, Chicago, on November 11. The Paramount in Los Angeles is also set to open the $5,500,000 film on November 16. In case *you* haven't heard, the picture was directed by Joseph L. Mankiewicz and cost $5,500,000 to produce. Frank Loesser, who originally wrote the music and lyrics for the stage production, has added three new songs for the Samuel Goldwyn film version.

Censorship Asked For Juveniles' TV

Government censorship of television programs which might be viewed by children has been virtually demanded by the Senate Juvenile Delinquency Subcommittee, under the chairmanship of Sen. Estes Kefauver (D., Tenn.) The subcommittee asked in its TV report that the FCC be given authority to levy fines and revoke licenses for violations of "an established code." Congress was also requested to authorize creation of a Presidential Commission, to study all "mass media," including movies, for detrimental effects on children.

Most objectionable TV programming consists of old Hollywood films, filled with crime, violence and sadism, the report said. Even so, the MPAA Code works better than the TV Code of Good Practice, the subcommittee asserted. They complained that neither the NARTB nor individual stations sufficiently publicized the TV Code, that many stations don't subscribe, and that many who do subscribe disregard it completely.

The report said that no other medium impresses children as much as TV, but admitted that no connection between crime shows and juvenile delinquency could be proved. However, disturbed children might be led to act anti-socially, the subcommittee said.

F & M Launch Credit Plan

HOLLYWOOD.—The Fanchon & Marco circuit has made an unusual deal with a credit-card organization to accept members' signatures instead of cash at the box office. According to John Gageby, manager of the Paramount, circuit flagship, indications of hypoed business thus far are promising. F&M pays the Trip-Charge Corp. 10 percent commission for the collection.

Seidelman Forms Firm

Sam Seidelman, formerly head of foreign operations of Eagle Lion Films, has formed Mexfilms, Inc., to handle distribution of Mexican-made features in Spanish-language theatres throughout the U.S. and Canada. Mexfilms has acquired distribution rights to 60 new Mexican features, including two films in CinemaScope, three in Superscope and five in color.

Zanuck Praises New Fox 55mm. Process Rushes

Darryl F. Zanuck, vice-president in charge of production at 20th-Century-Fox, has seen the first rushes of the 55 mm. "Carousel," and described the new process "as revolutionary in definition and audience participation as the original CinemaScope." Zanuck gave immediate approval for the acquisition of 25 additional 55mm. cameras, and said that a third production in the new process would be announced shortly. The first two are "Carousel" and "The King and I."



DARRYL F. ZANUCK

Sinatra Sued

Meanwhile, Frank Sinatra has been slapped with a $1,000,000 breach of contract suit by 20th-Fox for walking off the lot of the Rodgers & Hammerstein stage musical now being fashioned into CinemaScope as well as into Fox's revolutionary new 55mm. technique for roadshow attractions. Gordon MacCrae has replaced Sinatra in the leading role of the $4,000,000 film.

"According to reports," the studio stated, "Sinatra has stated he was being required to act in two pictures for the price of one. The studio refutes this as contrary to fact. 'Carousel' is the only picture in which Sinatra was to appear, although two types of cameras are being used."

Studio spokesmen explained that the use of varying types of cameras is not unusual. It was explained that while the 55mm. film will be reduced to 35mm. proportions for standard CinemaScope projection, a 35mm. camera was used for "protection purposes," in case anything should possibly go wrong with the new 55mm. camera. The entire "Carousel" would not have to be performed twice, it was stated.

Goldwurm, Siodmak Plan European Films

Co-production of two films, to be made in Europe within the next year by Jean Goldwurm, distributor-exhibitor, and Robert Siodmak, producer-director, was announced this week by Times Film Corp., distribution company headed by Goldwurm. Films will be shot in two versions, of which one will be English, with an eye towards the U.S. market, where Times Film would release the pictures.

Each of the two films will have at least one American star, it was noted, with Siodmak and an American writer doing the scripts for both. Several properties are currently under consideration by the pair, and an announcement of acquisition is anticipated shortly, Times Film revealed. The venture represents Goldwurm's entrance to the production field.


If you think I'm wonderful, wait till you see MY SISTER EILEEN*
Wait till you see MY SISTER EILEEN*
Hey boss, if you think she's cute— wait till you see MY SISTER EILEEN
Wait till you see MY SISTER EILEEN*
VENUS
A slick chick, Mr. Murgatroyd But you should see MY SISTER EILEEN*
Please, Sir, go see MY SISTER EILEEN*
MENU
A mere bagatelle, Oswald! wait till you see MY SISTER EILEEN*


Here's
MY
SISTER
EILEEN

You haven't seen anything until you've seen

"MY SISTER EILEEN"



Eileen's mad about boys!

Her sister's glad about boys!

Eileen's boy-friends are mad at each other!

The landlord's just plain mad!

CINEMASCOPE

...and you'll be mad about the funniest, freshest, Technicolor filmusical that ever Cinemascoped joyously across the screen!

There's Nothing Like Love
•
Give Me A Band And My Baby
•
It's Bigger Than You And Me
•
I'm Great
•
As Soon As They See Eileen
•
Got No Room Mr. Gloom

MY SISTER EILEEN

STARRING

JANET LEIGH · JACK LEMMON · BETTY GARRETT

WITH ROBERT FOSSE · KURT KASZNAR · RICHARD YORK · LUCY MARLOW

Screen Play by BLAKE EDWARDS and RICHARD QUINE · Based upon the play, "My Sister Eileen", by Joseph Fields and Jerome Chodorov

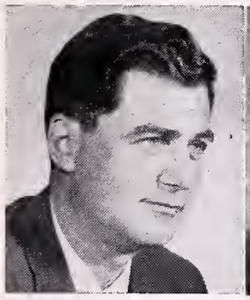
Produced by FRED KOHLMAR · Directed by RICHARD QUINE · A COLUMBIA PICTURE

Color by TECHNICOLOR

make a DATE with MY SISTER EILEEN from Columbia

New Positions . . .

JONAS ROSENFIELD JR. has been appointed to the newly created position of executive assistant to Paul N. Lazarus Jr., vice-president in charge of ad-publicity-exploitation at Columbia Pictures. Rosenfield leaves his post as public relations vice-president of IFE Releasing Corp. The company released him from a two-year pact in view of the extraordinary opportunity afforded him by Columbia, at which Rosenfield will assume duties Sept. 6.



JONAS ROSENFIELD



SANFORD WEINER

SANFORD "SANDY" WEINER, formerly vice-president at Manor Films, has been appointed general sales manager of Continental Distributing Inc.

OSCAR DOOB, ad-publicity executive with Loews Inc., has been elected to the board of directors of American News Co.

DAVID E. (SKIP) WESHNER has been retained by Aubrey Schenck and Howard W. Koch as producer's representative for current and all forthcoming Bel-Air productions for UA release.

SONNY SCHLANGER, district mgr. for Fabian Theatres in Staten Island, N.Y., will assume the duties of Albany division mgr., replacing Saul J. Ullman, who has taken a six-month leave. ADRIAN ETTLESON, district mgr. for Clifton, N.J., replaces Schlanger in the Staten Island post.

CHARLES LEVY, formerly ad-publicity-exploitation director for Walt Disney Prods., has been retained as special consultant for the Cinema-Vue Corp., distributor of films for TV.

J. A. CHILDS, sound engineering specialist for Altec Service Corp. for several years, has been appointed technical supervisor for Todd-AO, with present headquarters in New York.

PHILIP B. RAUE has joined the legal department of Buena Vista Film Distributing Corp. Raue has been with the law firm of Donovan, Leisure, Newton and Irvine.

EDMUND C. GRAINGER JR., resumes his association as tax consultant with O'Brien, Driscoll & Raftery, having resigned as special assistant to the U.S. Attorney General.

JOSEPH BISDALE was promoted to head Paramount's print department, succeeding G. Knox Haddow, deceased; John Wright was upped to Bisdale's former post as chief assistant to Oscar A. Morgan, short subjects sales manager, and Robert Grinstead becomes head shorts department contract analyst.

RECORD RANK EARNINGS

LONDON.—All-time record earnings were reported for the past fiscal year for the J. Arthur Rank Organization's motion picture and theatre consolidation at 8,727,035 pounds sterling, or $24,435,698.

Washington Closeups

Excise Repeal Asked

Repeal of all wartime excise taxes and restoration of others to 1939 levels was called for in a special Congressional Record insertion by Rep. John D. Dingell (D., Mich.), second ranking majority member of the powerful House Ways and Means Committee, which considers such legislation.

Damages Resolution Adopted

The House Small Business Committee adopted a resolution calling for retention of mandatory treble damages in private anti-trust suits, according to Committee Chairman Wright Patman (D., Tex.). Patman made the action public in a special Congressional Record insertion.

The House Judiciary anti-monopoly sub-committee last session held hearings on a measure which would have given judges discretion to award less than treble damages where violations are found to be "not wilful." Patman testified against the bill at that time. The anti-monoply sub-committee took no action on the measure before adjournment.

UHF Progress Noted

The FCC's third survey of post-freeze television stations shows that the newer outlets, and especially UHF stations, are still finding the going tough. Only 18 of 122 UHF stations showed a ten-month profit and another 15 showed at least one profitable month. Many UHF stations have petitioned the FCC for approval of pay-television, arguing that such programming will be their only salvation.

Amusement Taxes Listed

Amusement enterprises paid $12,678,000 in sales and gross receipts taxes and $4,496,000 in licenses to the states in fiscal year 1955, ending June 30, according to the Census Bureau. The figures compared with a total of $11,338,000 in sales and gross receipts taxes and $4,845,000 in license taxes the previous year.

Overseas Income Mulled

A Treasury Department explanation of new administration proposals for more favorable tax treatment of income earned abroad by U. S. corporations appears to leave motion pictures out in the cold again. Receipts from exports are barred from the more favorable treatment, which would seem to exclude film rentals. Production or manufacturing abroad is also barred when there is substantial importation to the U. S. This would seem to ban film production abroad.

"Blue" Ban Opposed

Urging the Supreme Court to declare the Kansas censorship laws unconstitutional, Holmsby Prods. and United Artists, distributors of "The Moon is Blue," asked that the state's banning of that film be overturned, and also that the question whether a state may constitutionally apply a system of prior censorship to films be settled.

DISTRI-BITS

Parsons Becomes Indie

HOLLYWOOD.—After 12 years as a contract producer at RKO, Harriet Parsons is forming her own company and will go into independent production. She has optioned several story properties, among them the life story of Mickey Walker, written by Douglas Morrow. The story of Walker, one of the great prizefighters and now a painter, has been presented twice in the past six months on "This Is Your Life." Morrow will write the screenplay.

Billboards on "Trial"

"Trail" will receive an extraordinary billboard campaign, according to an M-G-M announcement. For the first time in many years, the company will adopt a special posting campaign for 24-sheets keyed a month in advance of openings in 18 territories. There will be a total of 855 24-sheets used, 398 where illumination prevails and 457 where the boards are not illuminated by special lighting effects.

AA Pays Dividend

Allied Artists has declared a regular quarterly dividend of 13¾ cents per share on the company's 5½ percent cumulative convertible preferred stock. Payment is to be made on Sept. 15 to stockholders of record on Sept. 2.

"Sinbad" Sales Halted

Howard Hughes' "Son of Sinbad" will not be sold by the RKO sales force for the time being. An announcement from Daniel O'Shea, RKO president, indicated that after an examination of the controversial picture, the studio would decide whether to make changes, withdraw the film entirely, or resume selling "as is." Meanwhile, bookings already contracted for will be played off. "Sinbad" was approved by the PCA, but has been condemned by the Catholic Legion of Decency.

"Aida" in Drive-In

IFE's "Aida" will have its first drive-in engagement this week when the opera picture, starring Sophia Loren, opens at the Kingston Drive-in Theatre, Kingston, Mass. Designed as a test engagement and tagged "Opera Under the Stars," "Aida" will be presented with musical short subjects. According to IFE sales chief Bernard Jacon, this is the first of a series of drive-in deals.

Columbia Lists Shorts

Four serials and 97 short subjects will be released by Columbia Pictures during the 1955-56 season, according to Maurice Grad, short subjects sales manager. The two-reeler, "Wonders of Manhattan," said to introduce a new technique in travelogues, will feature narration consisting of lyrics, sung by Bill Hayes of "Ballad of Davy Crockett" fame.

Theatre Managers Warn Staffs To Avoid Patron Complaints

Seems like more than the usual number of complaints are making the rounds of the trade about poor service in motion picture theatres. The volume of sound, we hear, ranges from ear-shattering to completely inaudible. Multi-million dollar productions are screened out of focus and simply stay that way. Then too, there is grumbling with respect to lack of courtesy and inadequate conveniences.

In other words, operating standards in many theatres are far from perfect, and in those borderline cases where a disgruntled customer must decide between an evening with TV or at the movies, the film theatre will suffer.

In this context, the dated but still appropriate letter sent by John Balaban of B&K, Chicago, to his managers, and now being widely circulated by National Allied units throughout the country, takes on added significance. It begins: "I'm a Nice Guy."

"I am one of those nice patrons who never complains about anything. For instance . . . when I telephone the theatre to find out what's playing . . . or when the feature starts . . . I don't get mad when I'm answered by a grouchy voice.

"If the cashier is surly . . . or accidentally gives me the wrong change . . . it doesn't rile me, because I'm a nice patron. And when an usher doesn't offer to show me to a seat, I don't mind. I just wait until my eyes become accustomed to the darkness and find my own seat.

"It's the same way when I go to the concession stand. If the attendant takes her own sweet time, then serves me with an air of utter boredom. . . . I always smile cheerfully, because I'm an easy-going patron. If there are some rowdy kids, or grown-ups, sitting near me. . . . I don't ssshhh them indignantly, I don't like to complain about such things. I just sit and suffer.

"If the sound is not loud enough, or it's too loud. . . . I never raise a stink about it. I figure somebody'll get around to adjusting it soon. If the show is not as colossal as it was advertised. . . . I don't mind. I like movies.

"I Never Come Back!"

"When I go to the rest rooms and find dirt all over the place . . . lights burned out . . . no towels. . . . I don't say anything to the manager. I wouldn't want to hurt his feelings, or create an unpleasant situation. That's the way I am.

"No. . . . I never complain about bad service in the theatres. I never argue or criticize. I'm just a 'nice' patron.

But I'll tell you what else I am: *I'm the patron who never comes back!*

"In other words, I'm a dissatisfied patron. And I'm not alone. There's a mob of us. Maybe we're that 'lost audience!'

"Sometimes I wonder why theatres spend so much money trying to get patrons back, when they could have kept us, in the first place—with just a little courtesy!

"Courtesy and hospitality is our very life. A clean orderly house is comforting and warm. Let's make our patrons feel wanted and welcome."

Fox Reports Decline In 26-Week Earnings

Twentieth Century-Fox's consolidated earnings for the 26 weeks ended June 25 have shown a decline from the similar period of 1954. The company reports a new figure of $2,790,800, amounting to $1.06 per share on 2,644,486 common shares, compared with $3,096,545 or $1.17 per share for the same number of shares last year. Earnings for the second quarter ended June 25 showed a rise, amounting to $1,366,989, equal to $.52 per share, compared to $1,048,515 or $.40 per share for the same period a year ago.

A quarterly cash dividend of $.40 per share on outstanding common stock of 20th-Fox has been declared, payable Sept. 30 to stockholders of record on Sept. 16.

Kingsley Heading Col's New Foreign Subsidiary

Columbia Pictures will officially announce next month the appointment of Edward L. Kingsley as head of Distributors International, a special subsidiary designed to handle the distribution of foreign product in the U.S., it was reported. Now head of Kingsley International, distributors of foreign films, Kingsley will continue that association after his appointment to the Columbia post.

He is expected to assume his new duties after his return from the Venice Film Festival on Sept. 12. Apparently the new Columbia subsidiary will be similar in setup to the Universal section which handles the distribution of J. Arthur Rank product in the U.S., and foreign films will not be incorporated in the regular Columbia line-up.

Dembow Tribute Set By National Screen

George F. Dembow, new president of the National Screen Service, will be honored by a nation-wide sales drive to be known as the "George F. Dembow Tribute," according to an announcement from Burton E. Robbins, vice-president in charge of sales. The Drive will run for 15 weeks from Sept. 5-Dec. 15.



GEORGE F. DEMBOW

Robbins stated that regional meetings held with home office executives and field personnel during August have prepared the groundwork for the drive. Special accessories have been designed for N.S.S. branches throughout the country, and the drive will be additionally backed by trade press advertising and publicity.

In The Press . . .

"WHAT HAPPENS WHEN A THEATRE CLOSES?" People of a community suddenly awaken to the value a show house provides to community life and welfare. In towns where theatres locked their doors, these were common reactions:

1. Chambers of Commerce and civic organizations attempted to raise money to underwrite the operation so it could be reopened;

2. Residents of an entire trading area went elsewhere to see movies and began shopping out of town;

3. Without the flash of lights on a theatre marquee, a business section had a cast of gloom in the evening;

4. The word "closed" on the marquee haunted progressive minded individuals. They know that a town which cannot support a theatre is considered quite dead;

5. Families looking for a home in a good community oftentimes consider a show house along with schools, churches, and medical facilities. When a town becomes a good place to live, the real estate has value;

6. The pay roll of a theatre cannot help but be missed in a town;

7. Funds spent for advertising, fuel, lights, water, and improvements at a theatre are a husky contribution to the economy of any community;

8. Every city is anxious to have entertainment and recreation so youth are not obliged to drive away for pleasures.

Usually, local movie owners do not want sympathy. They do need and appreciate patronage and support so they can stay in business and make a community a better place to live, however.

Almost every small theatre has spent considerable money in recent months for equipment so that wide screen pictures can be seen at home. Are the movies really getting better all the time? Ask yourself that question frequently. If you cannot give an honest answer, take the family out for a treat at the show house tonight.

—"Courier-Wedge," Durand, Wisc.

* * *

Three rising "new faces" who will surely be acclaimed in the Audience Awards Poll, are given the red-carpet treatment in current issues of mass-circulation magazines.

The rags-to-riches story of Ernest ("Fatso") Borgnine, who has skyrocketed from obscurity to stardom in less than three years, is detailed by Dean Jennings in a full-length feature in the Aug. 27 "Saturday Evening Post." Joan Collins, termed "England's newest glamour export," gets a three-page layout in the current issue of "Look"; and Sheree North gets a similar spread in the new issue of "Redbook."

* * *

"Last week this newspaper's movie critic said of an acting effort of William Holden's that he appeared 'bored' throughout, and there we believe lies the great tragedy in the current shortage of new stars. The old established box office names are being literally and figuratively worked to death by the major studios which insist on 'names' as box office insurance."

—Joe Hyams, "This is Hollywood," in "The New York Herald Tribune."

A STATEMENT OF POLICY:

"They don't come any bigger than THE TALL MEN"



please turn . . .

We have just screened "The Tall Men" and I am delighted to tell you it is a brilliant entertainment achievement . . . an attraction with absolutely unlimited boxoffice potential.

I consider it the greatest picture 20th has produced since "The Robe."

It is without qualification the best Western anyone has ever made.

"The Tall Men" unfolds the epic, pulse-stirring story of the opening of the historic Bozeman Trail from Texas to Montana.

As Black Ben Allison, ex-Quantrell Raider turned bad man, Clark Gable gives his finest performance since "Gone With the Wind." Jane Russell's portrayal of Nella Turner is nothing short of sensational—and her rendition of the contagious title song is an unforgettable thrill in itself. The chemical combination of Clark Gable and Jane Russell confirms Darryl F. Zanuck's unerring showmanship touch.

Robert Ryan is tremendous as Montana Stark, with whom Gable forms a strange partnership. Cameron Mitchell, who co-stars as Gable's quick-tempered young brother, brings a conviction and intensity to his role that marks him for certain stardom in his own right.

"The Tall Men" is the saga of an unprecedented adventure, and at the same time it grippingly relates a man's love for a woman, a brother's



love for a brother, and the true bond between men who stand together under all circumstances.

I know you have seen amazing CinemaScope footage in such attractions as "Three Coins in the Fountain," in "Soldier of Fortune" and in "Love is a Many-Splendored Thing." But you've never experienced anything as startlingly beautiful and panoramic as the snowstorm scenes, the Jayhawker battle and the cattle and horse stampede sequences of "The Tall Men." They simply defy description.

Everyone connected with "The Tall Men" has done an outstanding job. The screen play by Sydney Boehm and Frank Nugent is packed with thrills. The taut, suspenseful direction by Raoul Walsh ranks with his best accomplishments. The production by William A. Bacher and William B. Hawks is tremendous.

Because "The Tall Men" is such an extraordinary picture, we are formulating special plans for handling it. We will accept a few pre-release engagements in a few specially selected situations the latter part of September.

I urge you to see your 20th branch manager right away and ask him to show you "The Tall Men" immediately he receives a print. You'll see for yourself why they simply don't come any bigger than "The Tall Men" and why we expect that its grosses will rank with the greatest in motion picture history.



Al Lichtman, 20th Century-Fox

On Audie Murphy Tour

Texas Showmen Plug "To Hell" And Back Comes U-I Admiration

At the luncheon hosted for the trade press by Universal Pictures on behalf of Audie Murphy and U-I's prize military recruit, "To Hell and Back," several king-size bouquets were thrown at Bob O'Donnell's Interstate Theatres in Texas. "Hell" premiered at 22 of O'Donnell's theatres down there, and the resultant excitement has the folks at Universal walking on air.

Charles Simonelli, eastern U-I ad-publicity manager, was talking. "Interstate has just played eight top pictures. And all of them had tremendous exploitation campaigns. James Stewart came down for "The Man from Laramie." Jack Webb showed up to plug "Pete Kelly's Blues." But we were impressed because when the U-I team arrived, we were treated like ours was the only film ever to play in Texas!"

A Laurel Suggested

According to Simonelli, Interstate should get a laurel wreath for showmanship, and for giving the idea of exploitation more than mere lip-service. "They have a *full-time* publicity man in their four biggest cities," he said, giving the underscored words great emphasis. "The publicity man does publicity and nothing else. Because Interstate accepts their obligation to help sell the picture, they spend considerable time at staff promotion meetings. They didn't meet us at the station and say, 'What are you going to do for us?' They had suggestions to make, and activities to contribute." (For a sampling of some suggestions, see below.)

Both Simonelli and Charles J. Feldman, U-I vice-president and sales manager, wanted everyone to know that the picture's popularity will not be restricted to those 22 situations in Murphy's native state of Texas. The autobiographical film has already done smash business throughout the country. One example: the first Eastern opening, at the Centre Theatre in Atlantic City, accounted for a smash $2,307 gross.

Feldman predicted, with the air of a man who knows what he's talking about, that "To Hell and Back" will be a Big Picture everywhere. Said he: "It's exciting to realize that. It reminds us of something we all know about this business—that when a picture has the right elements, the rewards can be very great."

Star Audie Murphy was much in evidence at the luncheon, enthusiastic and prepared to pitch in to make "Hell" as much as a success in the East as it has been below the Mason-Dixon Line. Murphy again impressed the trade press as a helluva nice, modest and amiable fellow, and left them feeling that success this time was certainly hitting the right guy.

He's been so pleased by the U-I selling job on "Hell," he said, that he's thinking about producing his first Audie Murphy Production on the Universal lot and having U-I release and merchandise the film. Before that, however, the public will get to see Murphy in U-I's "The World in His Corner," and in another film he will make for the same studio this year.

The Medal of Honor winner said he had been greatly encouraged by the huge Texas turnouts, mainly because some had warned him that the public is tired of war pictures. 'Taint so, he said. Furthermore, half of the attendance was female, which he also found encouraging.

Manual Available

Not every exhibitor can get Murphy for a series of personal appearances to push "Hell and Back" when it opens in his home town, but the U-I Campaign Book for five Texas openings will give the exploitation-minded theatre-owner plenty of ideas to set into motion.

In San Antonio, Houston, Dallas, Galveston and Ft. Worth, Murphy embarked on comprehensively-planned, day-long activities that covered every promotional medium.

In Galveston, a radio station contest involved the identification, by title, of songs that were popular ten years ago, or during the period of Murphy's military service.

Dozens of other suggestions are noted in the Campaign Book; its' yours for the asking from Universal.

Right Hand Aides Push "Left Hand"

Exhibitors can glean more than a few promotional aides for runs of "The Left Hand of God" from the varied assortment of publicity and exploitational items prepared by 20th-Fox for runs of this feature. Due to the inspirational nature of the theme, the national Catholic press has endorsed the film. Leading Catholic clergy, laymen and editors attended previews of the film at the home office, thereby opening the door to nation-wide publicity. Local level support of a similar nature can be obtained by holding screenings for like parties preparatory to the run. It would probably be of additional benefit to invite representatives of the Catholic War Veterans, Knights of Columbus, the Christophers, the Catholic Travel League and the National Catholic Welfare Conference. Sermons, articles and speeches can be the result.

Book Drive Set

Since the picture was adapted from the best-selling novel of the same name, it may be advantageous to exploit the new Pocket Book edition of this tome. The 25-cent reprint boasts a photo of Humphrey Bogart on its cover, and is boosted by a series of flyers and posters which are being supplied booksellers the nation over. In line with 20th-Fox's adopted policy of promoting via television, several TV slides and telops for 10-second spots have been prepared. In addition, the film company is making available, free of charge, two video trailers to aid local level penetration, along with a complete radio campaign on vinylite records.

Extra airwaves build-ups for the film can be had by alerting disc jockeys on local stations to a recording of the song, "Loaf of Bread," as rendered in the picture by Humphrey Bogart and Gene Tierney. Sheet music, published by Leo Feist, Inc., can be employed also for local level promotions. Rounding out the list of available ballyhoo items on the film is a two-color herald, which can be obtained either with the theatre's name imprinted, or without imprint.

The world premiere of the picture, scheduled for Sept. 21 at New York's Roxy Theatre, will connect with numerous Catholic press organs. The debut will be a benefit.



Universal-International's "To Hell and Back," which recounts Audie Murphy's experiences as the nation's Number One war hero, was premiered in 22 Texas houses of Robert J. O'Donnell's Interstate Theatres circuit. Murphy toured the region, helping to give the mammoth, multi-theatre campaign a major promotional assist. LEFT: Murphy, second from left, in Houston with (l to r): Raymond Willie, Interstate Theatres assistant general manager; Frank Starz, Interstate's advertising manager, and Conrad Brady, Interstate's advertising-publicity representative in Houston. RIGHT: San Antonio's main stem was thronged on premiere day as Murphy, in cowboy garb, greeted the crowds from horseback as he strode past the Majestic.

HOLLYWOOD

. . . on the wire

RICHARD BERNSTEIN, *Editor*
Hollywood Offices:
8245 Beeman Avenue
North Hollywood. Tel.:
ROgers 7-2347



Among those present at a birthday luncheon for Herbert J. Yates, Republic Pictures president (center), were James R. Grainger, formerly Republic's sales chief (left), and Jack E. Baker, Republic's studio vice-president.

BaumgartenPlanning Action Picture Slate

HOLLYWOOD.—E. J. Baumgarten has announced the formation of a new producing-distributing company, Associated Film Releasing Corp. Baumgarten, president of the new company, outlined plans for 8-10 outdoor action pictures to be ready one every six weeks starting in October.

In addition to heading AFRC, Baumgarten will continue as president of Lippert Pictures until that company has completed the release of J. Arthur Rank's Eastman color production, "Simba," set for September openings throughout the country.

Meanwhile, Robert Lippert, with whom Baumgarten has been associated, announced his intention of going into production and financing, and divorcing himself entirely from distribution. Lippert will act as packager of various properties, but not for about another year. At that time, he said, he could "adequately handle" about six pictures a year, with budgets from $500-600,000.

Anamorphic Process Adopted By Republic

HOLLYWOOD.—Republic Pictures will enter the field of anamorphic wide-screen processes with a French lens called Cinepanoramic. The lens, said to be adaptable to all existing motion picture cameras, is used as a front lens in conjunction with standard back lenses.

Dan Bloomberg, head of research and engineering at Republic, helped to develop the lens in association with the French manufacturer, Distribution Internationale Cinematographique of Paris. The process is said to have the same ratio as CinemaScope and will be used in filming "The Maverick Queen," starring Barbara Stanwyck, Barry Sullivan and Scott Brady.

Oil, Gas From Fox Lots For Sale Soon: Skouras

Oil and gas sales from the 20th-Fox studios property should begin within the next 60 days, according to a statement issued by president Sypros P. Skouras. Report is that six producing wells have been successfuly completed on the studio property, and that connecting pipe lines for both oil and gas production are in the process of completion.

Barbara Stanwyck, Barry Sullivan and Scott Brady were signed by Republic to star in "The Maverick Queen," the Zane Grey western classic, which will roll Sept. 6 at Durango, Colo., with Joe Kane directing and serving as associate producer. The screen play is by Kenneth Gamet and DeVallon Scott. The film will be lensed in Trucolor by Consolidated.

* * *

Joseph Pevney will direct "Congo Crossing," which will star Virginia Mayo and George Nader at U-I. The film, which will be in Technicolor, will be produced by Howard Christie and will roll Sept. 23. . . . James Mason was signed by 20th-Fox to a three-way contract to produce, direct and write. Mason will also star in "Jane Eyre," which the studio will remake. . . . Robert Haver and Maury Dexter have formed Haver-Dexter Productions and will put their first feature film, "The Earps of Tombstone," before the cameras Oct. 15. The film will be released by Gibraltar Motion Picture Distributors, GMPD's president, Sam Nathanson announced.

* * *

E. J. Baumgarten announced the formation of a new motion picture production-distribution company under the name of Associated Film Releasing Corp. Baumgarten, president of the new company, outlined plans for eight to ten outdoor action pictures to be ready for release one every six weeks starting in early October with "Two Gun Lady," starring Peggie Castle, Marie Windsor, William Talman and Joe Besser. Second production on the AFRC schedule will be "Last of the Desperados," now shooting and starring James Craig. A complete distribution setup has been arranged by Baumgarten, covering domestic, Canadian and foreign. In addition to his heading AFRC, Baumgarten will continue as president of Lippert Pictures until that company has completed the release of J. Arthur Rank's "Simba," which is set for Sept. openings.

* * *

Columbia producer William H. Wright left Hollywood to confer with author James Bishop and Father John J. Cavanaugh, president of the Notre Dame Foundation and the former president of Notre Dame University, on the preparation of "The Notre Dame Story," as a forthcoming Columbia production. Bishop, author of the current best seller, "The Day Lincoln Was Shot," will prepare the screen play treatment of "The Notre Dame Story." Columbia executive producer Jerry Wald emphasized that the film will not be a football story, despite Notre Dame's historic gridiron reputation, but will be a true, dramatic and emotional story of university life, covering a span of years.

* * *

Russ-Field Productions "The Big Play," for United Artists release, will roll Nov. 15 with Robert Waterfield as executive producer and Harry Tatelman as producer. Screen play for the Jane Russell starrer is by Jesse Lasky Jr. . . . Otto Preminger has borrowed Kim Novak to co-star with Frank Sinatra and Eleanor Parker in his forthcoming production, "The Man With The Golden Arm." Film will be released by United Artists. Miss Novak, who recently completed "Picnic" at Columbia, in which she co-stars with William Holden, is currently co-starring with Tyrone Power in "The Eddy Duchin Story."

* * *

Arthur Hornblow Jr., producer of "Oklahoma," signed a contract with Magna Theatre Corp. whereby commencing Jan. 1, 1956, he will serve as a consultant producer for the organization. Hornblow will have a non-exclusive deal with Magna, enabling him to participate in his own production plans. He plans to do two films within the next year and a half, one of which will be filmed abroad and the other made at an American studio.

* * *

Marge and Gower Champion formed Enterprises Inc., as a production company... Lou Krugman signed for a role in "The Rains of Ranchipur." . . . Don Porter snagged the co-starring role opposite Eve Arden in "Our Miss Brooks" at Warner Bros. Charles Watts inked to play the judge in George Stevens' "Giant."

* * *

Sidney Sheldon and Robert Smith announced the formation of their own independent production company to co-produce and co-write "The Buster Keaton Story." Sheldon will also direct the film, which will go before the cameras in early 1956. The pair have acquired the rights to all the famous Keaton routines. The film will open in Keaton's early circus days, trace his romance with Natalie Talmadge and go through the stock market crash and the emergence of talking pictures in the 30's.

* * *

Fess Parker will star in a Civil War espionage story for Walt Disney, "The Great Locomotive Chase," to be produced in CinemaScope and Technicolor, Disney announced. Larry Watkin, who authored the story for the film, will produce. Pete Lyon will direct. The film will be shot on location in Georgia at the scene of one of the wildest railroad chases in history. Parker will portray the courageous James J. Andrews, who tried to cut short the Civil War by leading a handful of disguised Union soldiers far behind the Confederate lines in a daring attempt to cripple the South's vital military transport system.

* * *

Jack De Witt has been signed by Columbia Pictures to prepare an original screen play, "I Sold My Baby," an expose on the baby adoption racket, which will be added to Wallace MacDonald's schedule. . . . U-I will produce "Battle Hymn," story of Col. Dean Hess' wartime experiences. Ross Hunter will produce. Col. Hess is the flying parson who took an important part in the Korean campaign.

* * *

United Artists has concluded an agreement with producer-director David Miller's DM Productions, Inc., under which Miller will produce two top-budget films for UA

(*Continued on page* 20)

Another chapter in the UNBI

"TO HELL A

HISTORY MAKING OPENING DAYS BECOME HISTORY MAKING RECORD WEEKS!

Universal International

LIEVABLE BUT TRUE story of

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Print by TECHNICOLOR

BIGGEST OPENING week IN ENTIRE 37 YEAR HISTORY
OF CENTER THEATRE, ATLANTIC CITY

BIGGEST OPENING week IN ENTIRE 32 YEAR HISTORY
OF MAJESTIC THEATRE, HOUSTON

BIGGEST OPENING week IN ENTIRE 30 YEAR HISTORY
OF ARCADIA THEATRE, HARLINGEN

BIGGEST OPENING week IN ENTIRE 28 YEAR HISTORY
OF WORTH THEATRE, FORT WORTH

BIGGEST OPENING week IN ENTIRE 26 YEAR HISTORY
OF MAJESTIC THEATRE, SAN ANTONIO *

BIGGEST OPENING week IN ENTIRE 25 YEAR HISTORY
OF TEXAS THEATRE, SAN ANGELO

BIGGEST OPENING week IN ENTIRE 25 YEAR HISTORY
OF UPTOWN THEATRE, VICTORIA

BIGGEST OPENING week IN ENTIRE 25 YEAR HISTORY
OF ARCADIA THEATRE, TEMPLE

BIGGEST OPENING week IN ENTIRE 20 YEAR HISTORY
OF CENTER THEATRE, CORPUS CHRISTI

BIGGEST OPENING week IN ENTIRE 9 YEAR HISTORY
OF VILLAGE THEATRE, PORT ARTHUR

BIGGEST OPENING week IN ENTIRE 3 YEAR HISTORY
OF ECTOR THEATRE, ODESSA

also ALL-TIME RECORD WEEKS: Arlyne, Longview; Jefferson & Liberty, Beaumont; Brunson, Baytown; Crim, Kilgore; Texan, Greenville; Morley, Borger; State, Galveston; Plaza, Laredo; Yucca, Midland.

*Biggest non-holiday week

George Gobel's Manager Details Careful Ascent Of Comic's Star

By
Richard Bernstein

"A comedian must be ready and have the right vehicle when he enters motion pictures," David O'Malley, who is George Gobel's manager and who is partnered with Gobel in Gomalco Productions, stated in his Paramount Studio office, where Gomalco is making "The Birds and the Bees," based on "The Lady Eve" as the comedian's initial screen vehicle for Paramount release.

The relationship between O'Malley and Gobel is one of the most interesting ones in present day show business. O'Malley, whom Gobel refers to as "Mr. O," first met Gobel when the comic was discharged from the Air Corps as a lieutenant.

"George had a decision to make," O'Malley recalls. "Whether to be a professional comedian, a pilot or go to Radio Station WLS in Chicago and sing hillbilly songs. He was sent to me by some show people, and he told me that he wanted an evaluation on his chances as a comedian. Two nights later, I put him on a show, in which he used some Army material, and I saw that here was a talent."

O'Malley's guidance of this talent, avoiding the shoals and pitfalls, is show business history today. Bringing Gobel along slowly in nightspots and theatres, O'Malley carefully piloted his entry in TV. He turned down format after format for a George Gobel TV show.

"I didn't want situation comdies for George," he explains.

Talent Showcased

"I wanted a format which would represent his best talent," O'Malley continued. "His best talent is his close-up charm, his off-beat expressions and his nuances. The format had to give him scope, as well as show him off for what he is, a wholesome, sincere guy."

Gobel and O'Malley finally got the format and the rest can be called "the rise of one of TV's newest comedians." Gobel caught on immediately in TV and is today one of the biggest draws on video. His show is produced by Gomalco Corp.

It was only natural that with the tremendous impact Gobel has made on the American public through the TV screen, he would be an excellent catch for motion pictures. O'Malley had scores of motion picture properties submitted to him and Gobel. As O'Malley puts it: "All the studios were aware of the new personality in the entertainment field, George Gobel."

Once again, O'Malley and Gobel were extremely careful. They finally agreed, along with Paramount Pictures, that a re-written version of "The Lady Eve," considerably changed to allow for the Gobel personality, would be a strong initial motion picture vehicle for George.

In the film, which is in VistaVision and Technicolor, Gobel plays the son of a packing tycoon, who is ashamed of the way his father earned his fortune. He is a scientist as well as a millionaire, and upon his return from a trip to Africa, he becomes the human target for some beautiful young ladies, one of whom is Mitzi Gaynor. The film is being



DAVID O'MALLEY

produced by Paul Jones and directed by Norman Taurog.

In answer to the question, "Do you think that there are other comedians with talent around?" O'Malley said: "There are a lot of undiscovered comedians around. Today, there is no proving ground and schooling for comedians, like vaudeville was in years gone by. In order to develop today, a comedian has to play night clubs and the young comedian has trouble finding a spot. For the young comedian, the rise is slow and difficult."

O'Malley pointed out that Gobel's rise was slow and he stressed that an ascendency to stardom in this manner is a good one, because the full impact of success doesn't hit the individual at once.

Material is the most important thing for a comedian, O'Malley said. A comic has his own style and his material must be comfortable for him. The script for "Birds and the Bees" was written by Sidney Sheldon, who has patterned it to fit George Gobel and has given him latitude to do his own particular type of characterization.

"Our concern is the second picture," O'Malley stated. "The first picture has to be good so there will be a demand and interest for a second picture. A good initial film will make the public want more of Gobel."

O'Malley stated that he hopes to stay in independent film production working in conjunction with a major studio with Gomalco having the setup it has now. He stressed that Paramount is wonderful to work with and he is very happy with their association.

"Follies," "Wife" From AA

Allied Artists will distribute "Paris Follies of 1956," a musical in color, starring Forrest Tucker, Margaret Whiting, Dick Wesson, Martha Hyer and Barbara Whiting, and "Wicked Wife," a drama. The musical was made by Ohio Films and "Wicked Wife's" release was through Trans-Lux Pictures Corp.

HOLLYWOOD...

(*Continued from page* 17)

release instead of the one for which he originally contracted. The two films are: "The Silver Nutmeg," based on Norah Lofts' best-selling novel, and "The Short Weekend," a suspense drama with a Spanish background based on a novel by T. S. Strackan. . . . Producer-writer Sidney

• • •

Joan Fontaine has been set for a co-starring role with Mario Lanza in the Warner-Color musical drama "Serenade." She joins a stellar cast which to date also includes Sarita Montiel and Vincent Price. Much of "Serenade" will be filmed on location in Mexico with Anthony Mann directing and Henry Blanke producing for Warner Bros. . . . Leigh Snowden was handed the feminine starring role opposite Jeff Morrow and Rex Reason in U-I's "The Creature Walks Among Us." In the film, she will play Morrow's wife who is in constant fear of him because of his cruelty. The film starts this week with William Alland producing and John Sherwood directing.

* * *

This week Producer-writer Sidney Harmon and United Artists just concluded an agreement for the releasing company to finance and distribute three motion pictures which Harmon will produce. The first of the trio, "Men at War," is an original by Harmon of a boy who goes into battle seeking the father he never had. The film will go into production late next month. The other two films will be announced soon.

* * *

Jack Warner announced that Nancy Kelly has been signed to play her original Broadway role of the mother in the film production of "The Bad Seed." Mervyn LeRoy will produce and direct this story for the studio. Miss Kelly, whose portrayal of the mother won her the Antoinette Perry Award, will arrive in Hollywood in the near future for the assignment.



On the set of Metro's "Kismet," with Howard Keel, star, are Herman Ripps, Loew's, Inc., assistant eastern sales manager, Mrs. Ripps, who is the former Marigold Ball of the home office publicity department, and their three children, Michael (left), Hillary and Paul.

THESE GUYS KNOW WHAT GETS THE DOLLARS!

(These exhibitors came to the Coast to see a rough cut of Samuel Goldwyn's greatest attraction "Guys And Dolls.")

DAVE WALLERSTEIN, ***Balaban & Katz***
"A tender and moving love story so well portrayed by Marlon Brando and Jean Simmons makes this more than an outstanding musical, it gives it universal human appeal. Congratulations to all for a wonderful picture."

EDDIE ZABEL, ***National Theatres***
"It's a helluva good picture. It will make a lot of money. I enjoyed it very much."

SOL A. SCHWARTZ, ***RKO Theatres***
"It was well worth going 3000 miles to see 'GUYS AND DOLLS.' Brando sensational, Sinatra terrific and wait until you see Jean Simmons and Vivian Blaine. There is only one Sam Goldwyn and he has done it again."

EDDIE SILVERMAN, ***Essaness Theatres***
"The industry is indeed fortunate that it can look forward to the greatest musical ever made, 'GUYS AND DOLLS.' It doesn't seem possible that Sam Goldwyn will ever reach greater heights."

CHARLES MOSS, ***Moss Enterprises***
"One of the greatest pieces of entertainment I have ever seen. The offbeat casting resulting in superb performances demonstrates the terrific vision and genius of Mr. Samuel Goldwyn."

JERRY ZIGMOND, ***Paramount Theatres***
"An exceptional picture. It will rank as one of the major entertainment attractions for a long, long time to come."



Samuel Goldwyn's "GUYS AND DOLLS" starring MARLON BRANDO · JEAN SIMMONS FRANK SINATRA · VIVIAN BLAINE · with Robert Keith · Stubby Kaye · B. S. Pully Johnny Silver · and The Goldwyn Girls · Written for the Screen and Directed by Joseph L. Mankiewicz Music and Lyrics by Frank Loesser · Choreography by Michael Kidd · In CinemaScope · Photographed in Eastman Color · Distributed by M-G-M

EXPLOITATION HIGHLIGHTS of the week



John Balmer, city manager for Walter Reade's Asbury Park Theatres, dreamed up a "Marilyn Monroe Double" contest for the Mayfair Theatre run of 20th-Fox's "The Seven Year Itch." The winner passed out back scratchers to passers-by from a boardwalk stroller.



Keeping in pitch with the Roaring Twenties atmosphere of "Pete Kelly's Blues," the Jack Webb production which Warner Bros. is releasing, famous band leader Paul Whiteman, himself an exponent of jazz, drives up to the Victoria Theatre in a 1925 vintage touring car for a Jazz Matinee showing of the film.



Flanking five Goldwyn Girls who arrived from the Coast to launch a nation-wide tour for "Guys and Dolls," a Metro release, are Emery Austin, M-G-M exploitation head (left) and Mitchell Rawson, home office publicity department.



The United Artists release of "Gentlemen Marry Brunettes" received a major promotional boost via the presence of 14 pretty finalists in the company's $75,000 "Miss Exquisite Form" contest, posing atop the Pepsi-Cola "waterfall" on Times Square. The film company gave the contest nation-wide publicity.



Magna Theatre Corp. staged an "Oklahoma!" song fest up in Central Park, and among the highlights of the Sunday afternoon were LEFT Richard Rodgers, who composed the songs for the show and the Todd-AO movie, leading a U.S. Navy band, and RIGHT Eddie Fisher, popular singer, rendering numbers from the film with Shirley Jones, picture's star.



Case in point of how a film company's press book can really help sell a picture is illustrated by this novel eyechart, based on plans suggested in the Republic pressbook on "Doctor in the House," popular British picture. To date, many theatres have set up the chart in front of the lobby displays, and attention from passersby and patrons immediately results. Sam Shumer, Bellevue Theatre, Upper Montclair, N. J., publicity director, furnishes this version of the eye chart.



M-G-M collected nine canine critics in its home office projection room for a special showing of "The Bar Sinister," dealing with the life of a Bull Terrier, who gave the Metro film the highest award—four woofs. With exception of the English and Brindle Bulls on the right, all were Bull Terriers.

News In Brief . . .

Prudential Settling Suit

Associated Prudential Theatres has settled with all the majors except Columbia and United Artists in its $2,664,000 anti-trust action against Loew's Inc., its subsidiaries and the other majors, charging unreasonable restraint and monopoly. Negotiations are under way with Columbia and UA.

Under the terms of the settlement, Prudential's theatres in Bayshore and Patchogue, Long Island, will be able to secure films 14 days after openings on Broadway. Three other Prudential houses, the Babylon, Amityville and Lindenhurst, will have availability seven days after opening in Bayshore.

Exhibs Elect Schultz

CHARLESTON, WEST VA.—Don Schultz of Fairmont is the new president of West Virginia Allied Theatres Association. Also elected at the closing session of the organization's convention held here were: Donald Kessling, first vice-president; H. J. Gilbert Sr., second vice-president; Hal Gilbert, secretary-treasurer, and Max Matz, outgoing president, chairman of the board.

Popcorn Forum Set

Plans for a three-day concession forum at their forthcoming convention have been announced by International Popcorn Association, National Allied, TESMA, and TEDA. Lee Koken, RKO Theatres, New York, senior director of IPA's theatre-concession segment, will serve as chairman, and IPA president Bert Nathan will participate as moderator and discussion leaders. Convention will be held at the Hotel Morrison, Chicago, Nov. 6-9.

"Panic" Aides Signed

Said to be the first independent feature to be slated for VistaVision, "Panic," which Wolf-Parker Productions intends to film in New York this winter, will have George Justin as production manager and Torben Johnke as director of photography. According to Van Wolf, who will produce "Panic," Johnke is the owner of the only VV camera not controlled by Paramount Pictures, which has exclusive rights to the process.



Mark Richman (left), Phyllis Love and Anthony Perkins, Broadway actors, arrive on the Coast for roles in Allied Artists' film, "Friendly Persuasion," which William Wyler is producing and directing.

Southern Trust Suits Demand $9,000,000; Other Actions Listed

The filing of two new anti-trust suits, asking a combined total of $4,500,000 in damages, brings to a total of $9,000,000 the amount in damages sought by Southern exhibitors intsigating trust action against distributors.

In one of the most recent actions, B&B Theatres Corp., operating the Peachtree Art Theatre, Atlanta, is demanding $3,000,000 from the defendants: Atlanta Enterprises, Inc.; Georgia Theatre Co.; Publix-Lucas, Inc.; Wilby-Kincey Service Corp.; Robert B. Wilby; Evans Amusement Corp.; Tenth Street Theatre Corp.; West End Theatre Co.; East Point Amusement Co.; Rhodes Theatre Operation Co.; Loew's, Inc., of Georgia; Loew's, Inc., of Delaware; Evans Theatre Corp., and the eight major distributors.

Another recent action finds William Greene and his wife, Lavada Ann Greene, operating the Glenn Theatre, Decatur, Ga., asking damages of $1,500,000 from the eight majors and Atlanta Enterprises, Inc.; Georgia Theatre Co.; Publix-Lucas, Inc.; Wilby-Kincey Service Corp.; Robert B. Wilby; Rhodes Theatre Operating Co.; Story Theatre, Inc.; Loew's, Inc., of Georgia; Evans Theatre Corp.; Earl Howard, Earl Hatheock and George Gaston.

The pair of suits filed earlier were instigated by Ellis Blumenthal of Charlottee, operating four North Carolina houses, for $3,000,000, and William Greene of Decatur, Ga., operating the above mentioned Glenn, for $1,500,000.

Jersey Suit Settled

An anti-trust suit charging favored treatment in runs and clearances, brought against the eight majors, Walter Reade Theatres, Plainfield Operating Co., and other exhibition companies by operators of the Court Theatre, Somerville, N.J., has been settled for an undisclosed sum in New York Federal Court. Sompru Theatre Co., operator of the theatre prior to 1943, had sought $639,000 and the Brookpu Theater Co., operator since 1943, had asked $592,000.

Small Exhib Concern Of TOA: Pat McGee

(*Continued from page* 4)

they must go to the Government to get relief and thev don't think COMPO has done the job proper to COMPO."

The Cooper Foundation executive also denied that exhibitors are "fighting each other." "A few exhibitors," he said, "are creating a perennial turmoil but that doesn't extend to all exhibitors. Our share of the box office today is quite small. Just the same, it remains a good business."

In San Francisco, the Northern California Theatre Association, in its monthly bulletin, advised that despite exhibition's differences of opinion and "radicalism and too often inexcusable lack of interest in COMPO," members should let their "good sense" be their guide in sending in a fair contribution to COMPO.

Shor Tackles Skouras

(*Continued from page* 4)

Skouras' assurance that he favored and would support arbritation of film rentals."

Shor also said that recent statements attributed to TOA implied that the organization is going ahead with an arbitration system that does not provide for arbitration of film rentals or selling policies. "This is entirely out of line with statements which you made to us and to the trade papers at the the time of our joint meetings," Shor complained.

E. D. Martin was not available for comment on Shor's letter at press-time.

Aid For Flooded Houses

(*Continued from page* 5)

marooned inside for 11 hours.

Theatres were placed into use in some areas as emergency stations where the homeless were housed. One ozoner near Boston, the Edgmere Drive-in, located on Route 20, the main highway to New York, was in a dry spot and became a haven for stranded motorists. Owner Peter Marrone's concessions building operated day and night.

Ozoner Files Action

TAMPA, FLA. — A Lakeland drive-in has filed suit charging that two competitors joined with three major distributors in an attempt to force it out of business. The Filmland Drive-in asserted that the Silver Moon Drive-in and the Lakeland Drive-in were premitted by Warners, 20th-Fox and Universal to show the same picture on the same dates, to the exclusion of Filmland. The plaintiff seeks $100,000 in damages from Federal Court here.

Texas Injunction Denied

HOUSTON.—I. B. Adelman, owner of the Delman Theatre, has been denied an injunction sought against five major film companies and Interstate Theatres for certain alleged discriminatory distribution practices. His plea was turned down by Judge Lamar Cecil in Federal Court, Beaumont.

A Federal Court jury here awarded Adelman $60,000 in damages in his anti-trust suit claim that the distributors and Interstate had discriminated against his theatre from 1946-48. The injunction was asked by Adelman in the same suit.



Leo Jaffe, Columbia Pictures vice-president (center) meets Mike Frankovich, new managing director of Columbia Pictures of Great Britain, in London. Looking on is Irving Allen of Warwick Productions.

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twisted streets
and
twisted lives!

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ADVENTURE THRILLER

rifled with action that explodes with climactic desert battle scenes!

WRITE TODAY for the special campaign book!



SUPERSCOPE

GAZI

ICHARD CARLSON · MALA POWERS

Distributed by RKO RADIO PICTURES

ENDRE BOHEM and LOUIS VITTES • Based on a Story by JEFF BAILEY • Produced by SAM WIESENTHAL and EUGENE TEVLIN

REGIONEWS

ALBANY

Saul J. Ullman, Fabian executive, has taken a six-month leave of absence from the division managership for health reasons. Sonny Schlanger moved in from the Staten Island district to take over. . . . Ernie Stautner, co-owner of the Sara Pla Drive-In, between Lakes Placid and Saranac, left to rejoin the Pittsburgh Steelers of the National Professional Football League while his partner, Ed Hoffman, carries on. . . . United Artists leased part of the quarters formerly used by Stanley-Warner on the second floor of the Strand Theatre bldg.

The $1,500,000 anti-trust suit brought in 1950 by Aleck Papayanakos, owner of the American in Canton against Schine Chain Theas., involving their Pontiac and Strand in Ogdensburg, plus the eight major distributors, will come to trial in Fed. Dist. Court at Albany or Utica the first week in Jan. A pre-trial conference is scheduled for Utica Sept. 23-24.

ATLANTA

Hubert Mitchell of Mitchell Industries installed new projection equipment in his Ranch Drive-In, Hartselle, Ala., and went all out in a week-long celebration of its third anniversary. . . . Lack of business closed the Show Palace, Augusta, Ga., and the State, Loutta, Tenn. . . . Coral Way Drive-In at Coral Gables, Fla. is undergoing complete remodeling. . . . Fines of $100 and $50 respectively were imposed on Claude E. Ambrose, mgr. of Bessemer Drive-In, Bessemer, Ala., and asst. mgr. J. J. Smitherman for showing of nudist film, "Garden of Eden." . . . George E. Smith acquired the Palm Drive-In at Largo, Fla. from H. J. Knight.

Opening of the new 700-car ozoner under construction at Ft. Lauderdale, Fla. is set for Oct. . . . Eugene "Casey" Jones was upped from asst. to mgr. of Wilby-Kincey's Tiger Theatre, Auburn, Ala., succeeding Gus Coates, who resigned to enter business in Louisville, Ky. . . . Following complete remodeling, the Marrh Theatre, Augusta, Ga., reopened under new management. T. W. Owing is mgr. of the house. . . . National Theatre Supply installed CinemaScope in the Vernon Theatre, Vernon, Fla. . . . Bartell Broadcasters of Milwaukee have purchased WBGE and WBGE-FM for more than $100,000, according to announcement by Henry W. Lanham, gen. mgr. of the radio station. . . . Hugh L. Hoddleston took over the Victoria Theatre, Algood, Tenn., from Joe Demonbreum.

P. B. Henn, N. Car. theatre owner, has acquired the Blair Theatre, Blairsville, Ga. . . . E. E. Whitaker, operation mgr. of Georgia Theas., was named to the International Board of Variety Clubs and, as International representative, will be in charge of Atlanta, Miami, Charlotte and Jacksonville zones. . . . Al Morgan of Fred T. McLendon Theas. reports closing of the circuit's house in McKenzie, Ala. . . . Olin Evans will soon open his Starlight Drive-In at Florala, Fla., which was destroyed by fire sometime ago. . . . Hudson Edwards, who resigned as mgr. of Dixie Drive-In a year ago to enter the outdoor advertising field, was named pres. of the firm which purchased Turner Advertising Co.

W. B. Smith sold his Erin Theatre at Tennille, Ga. to T. J. Brett, Jr., owner of the Arcade at Sandersville. . . . Paul Lycan installed new wide screen and other improvements in his Midway Drive-In, Tarpon Springs, Fla. . . . Danny Deaver, former mgr. of Normandy Outdoor Theatre, Jacksonville, is now sales mgr. of Philip Kafka Photo Reproduction Co., which specializes in picture blowups for theatres. . . . Charlie Lester, southern dist. mgr. for National Screen, and the Mrs. are back after a European vacation. . . . Otto Miller resigned from Benton Film Express.

BOSTON

"To Hell And Back" played one evening's performance only on Aug. 30 at the Keith Memorial Theatre to coincide with the VFW national convention, which was honoring Audie Murphie here. Aug. 30 was to be kickoff date for run of the film but it was postponed to Sept. 7 in order to hold over the successful run of "Love Is A Many Splendored Thing." . . . Wm. Moran, business agt. of Fitchburg Local of IATSE, was reelected a v.p. of the Mass. AF of L. The chief projectionist at the Fitchburg Theatre has been active in promoting theatre attendance through his addresses to locals of all crafts throughout central Mass.

The regional meeting of Rhode Island exhibitors, to be conducted by Ind. Exhibitors, was indefinitely postponed due to the floods. . . . After a successful summer season of Shakespearian plays on stage of the Brattle Theatre, Cambridge, owners Bryant Haliday and Cyrus Harvey, Jr. inaugurated an International Film Festival to usher in the fall season. . . . The Jimmy Fund trailer produced by Ralph Wheelwright of M-G-M, starring James Cagney, is being shown in more thaan 800 theatres throughout New England. . . . Charles Wilson, Allied Artists head booker, has been ordered by his doctor to take a month's rest at home. . . . RKO salesman Dave Grover is having a series of X-rays for a troublesome kidney ailment which may necessitate an operation.

Edward W. Lider, pres. of IENE and gen. chmn. of its forthcoming convention at Toy Town Tavern, Winchendon, Oct. 24-25, appointed the following state chairmen: Mass. —Roy Burroughs, Edward Redstone, Ray Feeley, Edwin Fedeli; N.H.—Henry Gaudet, Ambrose McLaughlin, Beryl Aldrich, Marie Bruno; Maine—Roy Hammell, Frank LePage; Vt.—Andrew Tegu, Edwin Morgan, James Fountain; R.I.—Ted Rosenblatt, Melvin Safner, Meyer Stanzler. Norman Glassman and W. Leslie Bendsley are co-chairmen for the convention. . . . The State Senate gave initial approval to an amended bill which would restore the law covering licensing of Sunday entertainment, with the exception of motion pictures.



Pictured at National Screen Service's Mid-West Regional Sales Meeting in the Windy City's Sheraton-Blackstone Hotel, (l to r): FRONT ROW—Irving Marcus, Cleveland; Stanley Malinowski, Ivan Clavet (mgr), Richard Watson, Detroit; A. J. Winningham, Louis Patz (mgr), Sid Levy, Kansas City; Wm. Bein (mgr), Cincinnati; Burton E. Robbins, v.p. in charge of sales, N.Y. MIDDLE ROW—John Mednikow (mgr), Milwaukee; Jay MacFarland (mgr), Gilman Braaton, Minneapolis; Max Mazur, Chicago; Sid Ross, Sam Haber, Walter Dills, Cincinnati; Abe Madison, Indianapolis; Herb Washburn (mgr), St. Louis; Joseph Parenza, Des Moines; Nat Barach (mgr), Cleveland. REAR ROW—Stanley Levine, Chicago; Jack Greenberg, Mpls.; Herman Booth, Ted Liebtag (mgr), Indianapolis; Ben Lass, Gene Beckham, St. Louis; Izzy Sokolof, Omaha; Wm. Luftman, Milton Feinberg (mgr), Des Moines. Not shown, but in attendance, was Arthur Manheimer, mgr., Chicago.

BUFFALO

The Coca-Cola Co. is seeking an injunction in Federal Court here, enjoining Philip Kates, doing business in Rochester as Theatre Confections, from allegedly dispensing a different beverage when customers ask for Coca Cola. Kates operates food and drink concessions at some 32 drive-in theatres around Batavia, Auburn, Troy and other localities in N.Y. state and Pa. . . . Elmart Theatres, Inc. closed its offices in the Walbridge Bldg. and it is understood that all theatres controlled by Elmart have either been sold or leased to other parties.

Jules Curdey of the Haven Theatre, Olean, and Gus Nestle of the Wintergarden, Jamestown, won $25 Bonds for showmanship in Stanley-Warner's "Spring Movie Festival." . . . Billy Keaton, past chief barker of Variety Tent 7, and his wife Reggie are leaving Radio Station WGR, with which they have been associated for

(*Continued on page* 28)

TRAILERS FIRST!

Trailers, First, TV Last in Ad Media Results for Small Situation, N. T. Finds

LOS ANGELES, May 8.—Television advertising isn't effective for all situations; for instance a small theatre 70 miles from the TV station. National Theatres' house organ, "The Showman," reports its research division learned that from Harold Burnett, manager of the Fox Granada, Mt. Vernon, Ill. He used a questionnaire during the run of "Bad Day at Black Rock" to find out if the St. Louis TV campaign on the picture had helped him. He received 842 answers to the question, what form of advertising brought them to the theatre. They were as follows:

Trailers, 312; local newspaper, 224; local radio station, 111; word of mouth, 85; national magazines, 56; other advertising, 33; television, 21.

—MOTION PICTURE DAILY, Monday, May 9th, 1955



NATIONAL Screen SERVICE
PRIZE BABY OF THE INDUSTRY

BUFFALO (cont'd.)

many years. . . . A 1,500 lb. safe in a second floor office of UPT's Seneca Theatre resisted efforts of burglars to smash it open. It contained no money—just tickets and business records, according to mgr. Charles A. McKernan.

CHARLOTTE

Proposal that Sunday movies be legalized in Statesville, N.C. was defeated in a referendum asked for by the Playhouse management, who contended that local residents take in Sunday movies at the two drive-ins on the outskirts of Statesville and other nearby cities. . . . George V. Jenkins of Henderson, N.C., owner of a drive-in at South Hill, Va., passed away. . . . Jimmie L. Austin, Clinton, N.C. theatre mgr., with his brothers Albert G., George T. and John Blaney Williams have purchased radio station WRRZ, Clinton, for $90,000.

Mr. & Mrs. C. J. Golforth are new owners of the Skylite Drive-In at Granite Falls, S.C., formerly owned by Jack E. Moore. . . . The M-G-M gang entertained Mr. & Mrs. Barney Ross at the Airport's Dogwood Room. Ross resigned from the company to go to Atlanta as sales supervisor for Warner Bros. . . . H. H. Everett of Everett Thea. Ents. was elected chairman of the executive committee of Union National Bank. . . . Arthur Sklar was upped from office mgr. to sales mgr. at Warner's. Bob Heffner, head booker, took over as office mgr.

CHICAGO

David Watts will represent the Speigel estate in the Essaness anti-trust suit against the film companies, scheduled to open Sept. 12 before Judge Wm. Campbell. This triple damage action, placed at $24,000,000, is the largest filed in Chicago courts. Edward Blackman heads the Essaness legal staff. . . . Miller and Hauhe have closed the State Theatre at Alton, Ill. . . . Jack Rose of the Manta-Rose circuit was winner of the Variety Club's annual golf tournament. Sylvan Goldfinger, Telenews div. mgr. was a hit as toastmaster at the dinner.

The Halsted Drive-In has set admission for the Marciano-Moore bout at $3.30 each. This is the first outdoor showing of a fight telecast in the area. . . . Vernal Elliott, owner of the Clayton Theatre, has added the Louise in Louisville, Ill. to his management. He will reopen the house in Sept. . . . National Thea. Supply completed installation of Shelby Screen steel tower for the Peoria, Ill. Drive-In, managed by Ralph Lawler. . . . J. M. McKernan joined the sales staff of Universal. . . . The wife and daughter of Hugh Haglin, mgr. of Nate Slott theatres, were recalled from a European trip when Haglin entered Ill. Central Hospital for surgery.

Henry Brown joined the Piccadilly Theatre managerial staff. . . . James Bikos, veteran theatre owner, entered St. Luke's Hospital for medical checkup. . . . Teitel Film Co. took over distribution of "Gate of Hell" for Indiana, Wisconsin and Chicago territories. . . . James Shields, B&K office mgr., estimates circuit audience collections at $30,000 for LaRabida fund. . . . Negotiations under way for "Oklahoma" to be shown at loop McViekers Theatre. . . . Walter E. Heller & Co., who financed a large number of films in recent years, have declared a two-for-one stock split.

CINCINNATI

All officers of W. Va. Allied were re-elected with exception of the following directors: Albert Aaron, Charleston, replaces E. R. Custer; G. C. Porter, replaces C. D. Crawford and John Goodno, Huntington, replaces G. B. Lively. Ruben Shor, pres. of National Allied, reported that the W. Va. group unanimously endorsed COMPO's Audience Poll but were advised not to go along with dues drive at this time. James W. McDonald, gen. mgr. of Theatre Owners Corp. was one of the Cincinnati contingent who attended the convention. . . . Arey Miles is installing CinemaScope in his Eminence Theatre, Eminence, Ky.

The Lyric Theatre, Carlisle, Ky., was taken over by Walter Wyrick, Ky. exhibitor. . . . Dorman Law notified film row offices that he dismantled his Perry Theatre, New Lexington, O. Law operates a theatre in Roseville. . . . Mrs. Herman Hunt, pres. of the Variety Club Ladies Auxiliary, presented proceeds of the VCLA Spectacular of 1955, in the sum of $1,701.24, to dough guy Wm. Onie for the Variety Foundation of Retarded Children Fund. . . . Carl Braun, gen. mgr. of the Bein circuit, returned to his desk for limited activities.

Mid-West Thea. Supply equipped the following new ozoners recently opened: Lake, Mt. Orab, O.; Maek, Irvine, Ky.; Park, Maysville, Ky. . . . Bert Hukle, Huntington, W. Va. exhibitor, paid his first visit to the row after being hospitalized for injuries in an auto accident. . . . Charles Purvis opened his new Starglo Drive-In at Monroe, O. . . . Charles Weigel, who recently took over the Kentucky Theatre in Latonia, Ky., and had it renovated, is now operating seven days instead of week-ends. . . . Betty Turner, Paramount booker, received a gift of jewelry from the Paramount Pep Club upon her return after a leave of absence due to illness.

Ernest Turner reopened his theatre at Drift, Ky. to full-week operation. . . . The recently opened Hiland Drive-In Manchester, Ky., was equipped by National Theatre Supply, which also equipped the new ozoner in Marietta, O., set to open Sept. 1. . . . Fox branch mgr. Robert C. McNabb is spending several hours a day at his desk and is in fine spirits. . . . Another addition to the family of Tony Knollman, Fox office mgr., makes it two of each for the Knollmans.

Watch These Dates!

Sept. 15: New York—Variety Club, Tent 35, annual golf tournament — Vernon Hills Country Club, Tuckahoe.

Sept. 30-Oct 1: New Orleans—Women of the Motion Picture Industry national convention.

Oct. 6-9: Los Angeles—Theatre Owners of America national convention — Biltmore Hotel.

Oct. 24-25: Winchendon, Mass.—Independent Exhibitors of New England convention—Toy Town Tavern.

Nov. 4: New York—Motion Picture Pioneers 17th annual dinner — Waldorf Astoria.

Nov. 5-9: Chicago—Allied States Association convention—Hotel Morrison.

Nov. 6-8: Jacksonville—Motion Picture Exhibitors of Florida annual convention—Roosevelt Hotel.

Nov. 6-9: Chicago—International Popcorn Association convention, Hotel Morrison.

Nov. 13-15: Charlotte—Theatre Owners of N. & S. Carolina annual convention—Hotel Charlotte.

Nov. 21-22: St. Louis — Missouri-Illinois Theatre Owners annual convention — Hotel Chase.

DENVER

Merf Evans, former theatre mgr., expert on projection, has been experimenting on lenses and developed one that will produce a Cinerama-type projection and cost the theatre around $200. . . . Robert Patrick, film distributor, and Lynn Fetz, who recently resigned as mgr. of Denver Shipping & Inspection Bureau, have organized the Denver Film Center and will offer shipping, inspection, storage, lot shipping, etc. to exchanges and theatres in the area. . . . Robert Hill, Columbia branch mgr., was elected chief barker of Variety Tent 37, to succeed John Denman, who is moving to Salt Lake City.

Neil Ross, who recently resigned as city mgr. for Fox Intermountain, Delta, Colo., has been named exploitation and publicity mgr. for Civic Theas. He will also manage their Oriental in Denver. . . . Herbert Martens bought the Julesburg Drive-In, Julesburg, Colo. . . . The Frank H. Ricketsons III became the parents of Frank H., IV. New arrival is the grandson of Frank H. Ricketson Jr., pres. of Fox Inter-Mountain. . . . Harold Remp, recently with Lee Theas., has been named mgr. of the Belle, Belle Fourche, S.D., a Black Hills house, succeeding R. W. Buckley, resigned.

Canon City, Colo. will be the scene of



Universal executives and stars helped make opening of the company's new Los Angeles exchange a memorable occasion. Seen here (l to r) are: F. T. Murray, mgr. of branch operations; Morrie Weiner, in charge of industry relations; actor George Nader (seated); Edward Muhl, v.p. in charge of production; actress Barbara Rush; L. A. branch mgr. Abe Swerdlow (seated); pres. Milton R. Rackmil; Charles J. Feldman, v.p. & gen. sales mgr.; actress Kathleen Case; Barney Rose, dist. sales mgr., and N. J. Blumberg, board chairman.

DENVER (cont'd.)

shooting of "Back of Beyond," scheduled to start Sept. 26. It will be produced by Wm. O'Sullivan for Republic, with Wm. Whitney directing. . . . F. M. Peterson and Q. Lamar opened their new 320-car Valley Drive-In, Hotchkiss, Colo. . . . Clarence Calland, owner of the Iris, Edgemont, S.D., opened his new 300-car Atomic Drive-In there. . . . Winners of the golf tournament at the Variety Tent 37 all-day picnic were Jack Felix, Pat McGee and Geo. (Scotty) Allan.

DETROIT

Atty. Thomas McConnell of Chicago filed anti-trust case in Detroit for Jack Loeks Ents., operating Midtown Theatre in Grand Rapids and Beltline Outdoor Theatre, asking $700,000 damages against W. S. Butterfield Circuit and six leading film distributors. . . . Edmund London, partner in London Circuit, was married at Newcastle, Pa. to Susanne Blau. . . . James Langston, operator of Skytop Drive-In at St. Louis, Mich., is starting a new 500-car project at Edmore, to be called the Edmore.

Richard Gierucki, formerly of the Senate, is new mgr. of the Seville, succeeding Raymond Skakandy, who took over the Rex in place of Ray Laurain. . . . Joseph H. Adelman, mgr. of the Hollywood for many years, is now managing the new Van Dyke Drive-In for Detroit Thea. Ents. Geo. Masouredis moved from the Victory to the Hollywood, with Jack Rose replacing him at the Victory. . . . E. Clyde Adler was reelected pres. of IATSE Local 812. . . . Mel E. Donlon of the Beverly Theatre reelected pres. of the Nightingales Club, Film Row bowling organization. . . . Floyd A. Pumford, former operator, and Donald Lewis Sr. of the Bel-Air Drive-In both died suddenly from heart attacks.

Allied of Mich. will hold a regional meeting at Midland, Sept. 11, with David Newman, counsel for Cooperative Theas., as guest speaker. . . . Sam Barrett, gen. mgr. of Cooperative, named chairman of ticket sales for the Carl Shalit testimonial dinner. . . . Bernard Samuels, for 15 years with Affiliated, joined Clark Thea. Service. . . . Russ Russo, asst. mgr. at the Music Hall, left to manage the Ambassador Theatre, St. Louis, for the Cinerama organization. . . . Bill Green, regional exploi. dir. for Cinerama, was named a Kentucky Colonel by Gov. Wetherby. . . . Bernard Brooks, ill for several months, is joining the staff of Clark Thea. Serv. His daughter Barbara is on the office staff of Affiliated.

Cohen Circuit opened the new Van Dyke Drive-In northeast of Detroit, and Butterfield opened the Vista at Grand Rapids. . . . Dillon M. Krepps, mgr. of the United Artists Theatre and a member of the Mich. Boxing Commission, furnished his theatre for selection of Miss International Boxing Gloves of 1955 in connection with the International Convention. . . . Harry Holboth was honored by a surprise party at his Midway Theatre in Davison to celebrate 43 years in the business. Arrangements were handled by mgr. Harold Muir.

HOUSTON

At recent meeting of the local WOMPI's, of which Laura Knopp is pres., plans for a box supper to be held in Sept. at the Operators club were outlined by arrangements committee Ethel Kirby and Lucile Gramillion. . . . Pat Kennedy, former theatre operator at Coleman, passed away. . . . Tower Theatre's Mae Coats has been promoted to asst. mgr. of the Almeda Theatre, both Interstate operations. . . . Warner, M-G-M, Paramount, Universal and Allied are reliably reported to have reached an agreement to build a single exchange in Houston. . . . King Center Drive-In's new "brighter-vision" screen went into operation with opening of the first drive-in run of "Mr. Roberts."

New mgr. at the Venus is B. G. Chapell. Venus operator M. H. Brown, on recent visit to the Kidde Machine Corp. factory in Bloomfield, N.J., learned how to use automatic film splicers. . . . Joe Velenti added managership of the Uptown Theatre to his other, the Iris. . . . Lou Baxley, well known in theatre circles here, is the new distributor for Barbematic barbecue machines. . . . The Joy Theatre offers a special family bargain of 10¢ for one adult upon presentation of coupon from a newspaper; kids under 12 free with parents.



Magazine and newspaper supplement color covers of Columbia's fast rising star, Kim Novak, are pointed out to the actress by Howard LeSieur, ad-pub-exploi. director. The covers are a key aspect of the campaign which is helping to take the young star to the top. Miss Novak dropped into the office while in N.Y. for location work on "The Eddy Duchin Story."

INDIANAPOLIS

When the Paramount in Anderson recently installed a Radiant Superamma Seamless screen, furniture store dealer Jim McDonald asked mgr. Daniel J. Kerski if he might have the old CinemaScope screen for the Knightstown Children's Home, where he was raised. Alliance's S. J. Gregory gave his consent and T. S. Dariotis, who supervises all circuit installations, brought the lenses with him from Chicago and completed the job. . . . New fall low prices at the Liberty in Muncie for children and adults all day will be 15 and 25¢ instead of 20 and 25¢. Sat. and Sun. evening prices remain at 35¢. Russell Clark is mgr.

"Appreciation Days," comprising three days of bargains for downtown Muncie shoppers, which the Muncie Merchants Assn. just sponsored for the fourth year with much success, was introduced by Vic Sicilia, city mgr. for Y&W. Tickets were presented by merchants so that children could be left at the Rivoli Theatre from 10 to noon while parents did their shopping. . . . Richard Good, just out of the Navy, is a new student booker at Warner's. . . . The Rex Theatre of Terre Haute has closed. . . . Roy Taylor purchased the Palace Theatre, Owensboro, Ky. . . . Jacob Friedman, 67, retired owner of the Avalon Theatre, passed away.

KANSAS CITY

Hal Parker Studios, K.C., now has epuipment to make 16mm. and 35mm. films and process them for screening within two hours. Parker serves TV stations, Fox Movietone, Paramount, Universal and Warner. . . . Poppers Supply and L&L Popcorn have consolidated and will operate under both names from an office at 114 W. 18. . . . Don Davis retired as sales mgr. at RCA after some 25 years' service. . . . Commonwealth's Crest at Great Bend, Kans. held a contest to select Miss Speed Queen for the national hot rod competition of Natl. Assn. of Championship Drag Races, Sept. 29-30, in Great Bend.

The Sam Abend memorial cottage at Camp Santosage near Independence, Mo. was dedicated by Film Row representatives and Kans.-Mo. AITO members, who were in K.C. for board meeting. . . . Speakers at Colo. Springs convention of Natl. Theatres, Sept. 12-15, include C. C. Murray, Fox Midwest city mgr. at Wichita, and Geo. Hunter, city mgr. at Springfield, Mo. . . . Varsity Theatre, Columbia, Mo. was remodeled. . . . New screen was installed in E. L. Follmer's Roxy at Warsaw, Mo. and new concession equipment in the Bates County Speedway theatre owned by Sam Fuller and Associates.

Republic Theatre, Republic, Mo., planned early fall re-opening. . . . Kans.-Mo. AITO offered formal support to natl. organization's stand on COMPO collections for Audience Poll. . . . Columbia has a new recreation room and Mo. Theatre Supply redecorated office. . . . Patt Turner, sec. to Tommy Thompson, Buena Vista, was Miss K. C. for the Wichita premier of "Wichita." . . . Howard Laing is new mgr. of Rialto, St. Joe, succeeding Chas. Sherman, transferred to the Trail by Dickinson Theas.

John Zuckos, native of Albania, who started in show business in St. Louis in 1911, died at Fulton, Mo., where he had been a theatre owner. . . . Homer G. Wood died at Columbia, Mo., where he had been mgr. of theatres since 1909. . . . Mrs. J. N. Welty, who shared theatre operations with her husband, died at her home in Hill City, Kans. She and Mr. Welty recently celebrated their silver wedding anniversary.

MIAMI

James Usted, former asst. mgr. at the Circle Theatre, Miami, has been transfered to a similar job at the Normandy, Miami Beach. . . . Louis Cellozzi, asst. mgr. at the Gateway Theatre, has a new daughter named Lori Lou. . . . Advance sales at the Carib, Miami and Capitol for the Sept. 20 telecast of the Marciano-Moore fight running heavy. . . . M-G-M was host to members of the Bar Assn. and Judges for special screening of "The Trial" at Florida State's projection room. . . . Jack Miller of the Shores won some good will for his theatre by supplying a public address system at the ground breaking ceremony for St. Mary Church in Miami and handling the mike for the occasion.

MILWAUKEE

Capitol Theatre at Madison has been purchased by Marcus Theas. Mgmt. Co. from the First Wisconsin Foundation, a subsidiary of the First Wise. Nat'l Bank of Milwaukee. The 2,250-seat house also includes two stores on the first floor of the building. . . . Elmer Brennan, dist. mgr. for Standard Theas. at Green Bay, recovered from a delicate eye operation which necessitated his lying in bed perfectly still for 28 days to allow the eye to heal. . . . Allied Artists is having its company picnic Sept. 4 at Ray Trampe's place on Phantom Lake.

Golf Winners at Variety's annual tournament at Tuckaway Country Club recently were John Schuyler, Delft, net 61; Fred Florence, Delft, net 63; Gordon Hewitt, Fox-Wisc., 66, who also had the longest drive. Gin Rummy winner was Eddy Safier, Buena Vista salesman. . . . The Alamo Theatre here, operated by Earl and Lester Fischer, has installed CinemaScope; also the neighborhood Grace and Pearl Theatres. . . . All theatres in Kaukauna were closed because of a polio outbreak, also some houses in Little Chute and Kewaunee.

MINNEAPOLIS

Variety Club of the Northwest will have its annual golf tournament at Oak Ridge Country Club on Sept. 9. Gil Nathanson, Cloquet Amuse. Co., and Harry Levy, 20th-Fox salesman, are in charge of reservations. . . . Jose Ferrer was in for personal appearances in connection with "The Shrike," which opens Sept. 4 at the Orpheum. He was accompanied by Universal exploiteer Ed Brogan. . . . Harland Blake, mgr. of the neighborhood Paradise, is back at work after being hospitalized.

Charles Perrine, secy.-treas. of Minn. Amuse. Co., was named to the board of directors of the Downtown Council, which will seek to maintain the Mpls. loop as the primary business area. . . . Trailers for the Variety Club heart hospital collection are in CinemaScope this year. . . . Charles Benko, 26, the sadsack bandit who held up Radio City Theatre here last June and got $124, and then "lost face" in Omaha when three theatre cashiers refused to take him seriously as a stickup man, was sentenced to a 2 to 15 year term in St. Cloud, Minn. reformatory.

NEW HAVEN

Suit for $50,000 against the Lord theatre interests of Norwich was instituted in New Haven Superior Court by Elmer Hirth, former film buyer-booker for Stanley-Warner's New Haven zone. Among other claims, Hirth charges that Edward P. Lord and the E. L. Realty Corp. led him to quit his job with S-W and then reneged on their promises of a better position. . . . Joseph Durwin's petition for a zone change to permit construction of an 800-car ozoner, has been tabled by the Milford Zoning Board. . . . The long-shuttered Astor at Bridgeport, a Strand Amuse. Co. house, reopened with new price scale of 30¢ for adults; 15¢ for children.

Joe Bronstein, son of the pres. of Bronstein Ents., Hartford, was named gen. mgr. of the circuit. The Bronsteins recently completed construction of the 2018-car Meadows Drive-In, which has been leased to Smith Mgmt. Co. and are now negotiating for additional sites on the east coast. Joe will continue as gen. mgr. of the E. Hartford airer. . . . It's a baby boy for the Edward Frascadores. Proud grandfather is Hector Frascadore of the Farmington (Conn.) Drive-In. . . . Pat Johnson named asst. mgr. of Brandt's Bridge Drive-In, Groton.

Doug Amos, Lockwood & Gordon's Hartford dist. mgr., appointed Wm. Daugherty mgr. of the Norwalk Drive-In, succeeding Wm. Hayes, who left to become mgr. of the Sampson-Spodick-Bialek Empress, first-run Norwalk situation. Daugherty is replaced at the E. Windsor Drive-In by Harry Sullivan. Roy Wilcox resigned as mgr. of L&G's Webb Playhouse, Wethersfield. . . . Harry Rose, mgr. of Loew's Poli Majestic, Bridgeport, and Mrs. Rose celebrated their 35th wedding anniversary.

NEW ORLEANS

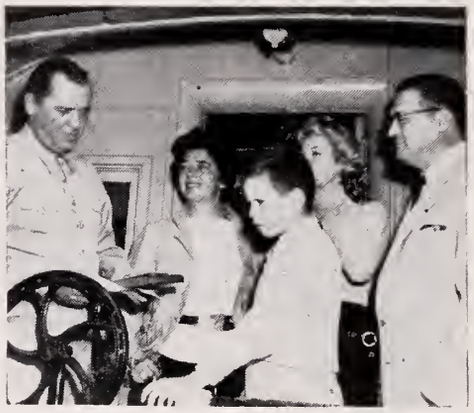
A state cerebral center will be the permanent charity of New Orleans Variety Club, Tent 45. Page Baker, chief barker, reports that the center will be located at 1739 Bordeaux, the present cerebral headquarters, and that the new permanent address for the tent will be 918 Gravier St. Other officers of the tent are Harold Cohen 1st asst.; William Briant, 2nd asst.; Dan Brandon, property master, and Henry Plitt, dough guy.

NEW YORK

Martin J. Lewis, operator of the Thalia Theatre and other art houses, signed a long-term lease with Trans-Lux Granada Corp. for the 72nd St. Trans-Lux and is expected to maintain an art policy there. Lease was also signed by Trans-Lux v.p. Richard Brandt. . . . The annual Variety Club golf tournament will be held at Vernon Hills Country Club, Tuckahoe, Sept. 15. Reservations may be ordered from the Variety Club, 140 W. 48th St. . . . John Cicero, 54, production chief of Paramount Picts. advertising dept., passed away. He had been with the company since 1929.

Second week winners of Walter Reade's "Jack Harris Drive" include Ken Bottino of the Strand, Perth Amboy, N.J., 1st prize and main weekly cash award; Bob Hynes, Strand, Plainfield, 2nd place. Savings Bonds went to Joe Sommers, Paramount, Long Branch, N.J., and Mike Dorso, Community, Kingston, N.Y. . . . David E. (Skip) Weshner has been retained by Aubrey Schenck and Howard W. Koch as producer's rep. for current and all forthcoming Bel-Air productions for UA release, calling for 18 features within the next two years.

A special benefit committee, composed of top-ranking diplomats, social, civic and business figures, and headed by Mrs. Geo. F. Skouras, has been named to spearhead activities of the charity world premiere of 20th-Fox's "The Left Hand of God" at the Roxy on Sept. 21. . . . Liquidation of the once well-known H.E.R. Laboratories, 457 W. 46th, has been practically completed. S.O.S. Cinema Supply acquired for its own account several unusual devices, such as a Cinex Tester, Eastman Sensitometer, General Negative Cleaning Machine and DePue Optical Reduction Printer.



Shown in rear of the last narrow gauge passenger train operating in the U.S., at start of shooting of RKO's "Great Day In the Morning" at Silverton, Colo., are (l to r): Producer Edmund Grainger, star Ruth Roman; David Gray, who brought greetings from his 96-year-old great great grandmother, first white child born in Denver, star Virginia Mayo, and Calvin K. Snyder of the Denver C of C.

OKLAHOMA CITY

Leo Cain, former owner of the Wister Theatre, Wister, Okla., has leased the Wes Ten Theatre here from Mrs. Eunice Frantz. . . . Mgr. Bill Rushing reports that J. B. Seale sold his Ada Theatre, Ada, Okla. to Video Ind. Theas., who also operate the McSwain, Kiva, Ritz and the Tower Drive-In there. . . . Chester Fleming dismantled his Rainbo Theatre in Nowata, Okla. and is presently operating only the Luxor Theatre, also in Nowata. . . . Athel Boyter's Booking Agency is now servicing the Thompson Theatre in Barnsdall, Okla.

John Frey leased the Rialto Theatre, Carmen, Okla, from Mrs. James Henigman. . . . The New Dill Theatre, Dill City, reopened after temporary shutdown. . . . John Hart is now a partner with Melvin Loftis in the Ritz Theatre, Altus. . . . Houston Burns is running a special matinee on Saturdays in his Opera House Theatre, Apache, sponsored by local merchants in an effort to stimulate business in the town. . . . W. H. Martin is closing his Lyric Theatre, Perkins, for about a month or so.

Tickets at $3.50 and $3.00 went on sale at the Criterion Theatre for telecast of the

(*Continued on page* 35)



Seated on the dais at the Chamber of Commerce luncheon in Waterbury, Conn. for visiting press, prior to world premiere of Paramount's "The Girl Rush," are (l to r): Fredrick Brisson, producer of the film and husband of star Rosalind Russell; Carl E. Woodward, C of C pres.; Miss Russell; F. Max Ryder, luncheon chairman; Mayor Raymond E. Snyder; co-star Gloria De Haven, and Ralph Blane, composer of the songs in the VistaVision musical.

Independent Trade Reviews

"The Left Hand Of God"

(20th-Fox) CinemaScope-De Luxe Color 87 Min.

Cast: Humphrey Bogart, Gene Tierney, Lee J. Cobb, Agnes Moorehead, E. G. Marshall, Jean Porter, Carl Benton Reid, Victor Sen Yung, Philip Ahn, Benson Fong.

Credits: Produced by Buddy Adler; Directed by Edward Dmytryk; Screen play by Alfred Hayes; Based on the novel by William E. Barrett.

Another drama with a Far Eastern locale is being delivered by 20th-Fox in "The Left Hand of God." This CinemaScope-De Luxe Color production boasts an off-beat tale of man's responsibility to his community and his God, and stars Humphrey Bogart and Gene Tierney in the leading roles. Their names should help push this film into the top-money brackets. The story, although well presented, takes some time to gather momentum. Bogart handles the key role of an American flier shot down over China in World War II and forced into the military service of a warlord. He escapes in the disguise of a Catholic priest. Since the tale opens after this has taken place, it is not until midway in the proceedings that the audience is made aware of Bogart's past. This type of presentation helps generate suspense, but it is not until the flashback that action begins.

Picture should find a welcome response in the general audience due to the challenging nature of the story and the quantity of adult dialogue which the script gives forth. Performances are strong for the principals. Bogart cops top honors in a hard-to-handle portrayal. A good supporting cast, headed by Agnes Moorehead and E. G. Marshall, lends credibility to the circumstances of the story. Excellent CinemaScope photograhphy, abetted by warm tones of



Humphrey Bogart and Gene Tierney co-star in 20th-Fox's "The Left Hand of God," CinemaScope-De Luxe Color.

De Luxe Color, outfit "The Left Hand of God" with top production mantling.

Miss Tierney plays an American nurse at the Chinese mission where most of the story occurs. Here Bogart, known to all as a priest, encounters his past and must make a decision over his fate and the destiny of the mission village. Essentially an opportunist, Bogart is transformed by responsibility and circumstance into a dedicated humanitarian with more than a touch of spiritual belief. He decides his fate in a dice game with the warlord, played by Lee J. Cobb. Upshoot is that the mission village, and Bogart, emerge victorious. The slightly incredible aspect of this sequence is glossed over via an effectively sentimental finale which promises marriage between Bogart, who leaves the mission, and Miss Tierney.

"The McConnell Story"

(Warner Bros.) CinemaScope-WarnerColor 107 Min.

Cast: Alan Ladd, June Allyson, James Whitmore, Frank Faylen, Robert Ellis, Willis Bouchey, Sarah Selby, Gregory Walcott, Frank Ferguson.

Credits: Produced by Henry Blanke; Directed by Gordon Douglas; Screen play by Ted Sherdeman and Sam Rolfe; From a story by Sherdeman.

The overwhelming desire of a man to fly in the service of his country, a man who, when finally permitted to pilot a plane, became the top jet ace in history, is treated in this autobiographical drama along with the humor, romance, and the heartening emotion that made up the public and personal life of Captain Joseph McConnell Jr. To be seen as well are a number of thrilling action sequences of jets battling in the air over Korea. Photography in CinemaScope and WarnerColor is fine in all areas.



Alan Ladd and June Allyson co-star in Warners' "The McConnell Story," CinemaScope-WarnerColor.

Although the entry is long, interest is maintained pretty well throughout with Alan Ladd good in the role of McConnell while June Allyson plays her now-familiar role of a pilot's wife with competence and conviction. The film should please most viewers except possibly those who hold out only for the happy ending. In this case the hero dies and nothing much can be done here.

In 1941, Army private Alan Ladd as McConnell is attached to the medical corps and he lives for the day when he can transfer to the Air Corps, even taking private flying lessons on the side at an off-limits air field. One day, in eluding pursuing Air Police, he takes refuge in the home of June Allyson. She impresses him so that he repeats the visit and shortly thereafter proposes and she accepts and follows him around to the various installations. He finally gets a transfer to the Air Force but is designated as a navigator. In action over Europe, he tries to accumulate enough missions which would permit him to train as a pilot but V-E day comes along and he is forced to settle for a desk job if he wants to remain. When this routine becomes too irritating and confining, he is finally able to get a transfer to train for jet flying with the aid of a friend and fellow officer James Whitmore. When trouble breaks out in Korea, he is assigned there leaving Allyson and their several children home and becomes a top ace. Sent home, he finds that his fellow-inhabitants of Apple Valley, Calif., have presented him with a home in honor of his achievements. After a rest, Whitmore asks him if he wants to help test a new Jet plane and although Allyson objects, she understands his desire to fly and serve his country at the same time. He crashes and is killed.

"The Bar Sinister"

(M-G-M) CinemaScope-Eastman Color 88 Min.

Cast: Jeff Richards, Jarma Lewis, Edmund Gwenn, Dean Jager, Willard Sage, Sally Fraser, Richard Anderson, J. M. Kerrigan and Wildfire.

Credits: Produced by Henry Berman; Directed by Herman Hoffman; Screen play by John Michael Hayes; From a story by Richard Harding Davis.

Here is an off-beat comedy about a dog, who narrates much of the footage via a human's voice. The kids will love it. Tale was adapted from a story by Richard Harding Davis, early 20th Century American author. Events take the dog, called Wildfire, on a marathon of canine adventures which begin on the waterfront of old New York, lead to the rough-and-tumble Bowery, stray onto the grounds of a wealthy canine breeder, and climax with a free-for-all dog show. As photographed in CinemaScope and Eastman Color, the proceedings are always delightful to the eye. A nice musical score adds to the sentiment of the piece, while some capable human performers round out the narrative aspects of the tale.

As an adult attraction, the film will fare best on dual bills. Footage is much too long to sustain the interest of grown-ups. The dog hero is a well-trained, white bull terrier. As the story opens, he is living with his mother on the waterfront, where other dogs snub him because he has no father. This gives Wildfire an inferiority complex, which he determines to resolve by killing his father—if he ever finds him. Soon Wildfire loses his mother and drifts into contact with people who pit dogs against each other in battle for purposes of gambling. Wildfire then meets a set of more likeable humans, who groom him for a dog show. His success in the exhibition field ultimately leads him to his father, a champ show terrier, and a cute female contender. Because Wildfire usurps the title from his father, he forgets his grudge and goes on to defend his elder against an attack by other show dogs. Fadeout finds Wildfire an expectant father, with his mother re-united by his side.

"Illegal"

(Warner Bros.) 88 Min.

Cast: Edward G. Robinson, Nina Foch, Hugh Marlowe, Jayne Mansfield, Albert Dekker, Howard St. John, Ellen Corby, Edward Platt, Jan Merlin.

Credits: Produced by Frank P. Rosenberg; Directed by Lewis Allen; Screen play by W. R. Burnett and James R. Webb; From a story by Frank J. Collins.

A courtroom melodrama, topcasting Edward G. Robinson for effective action house bait, is dished up in routine fashion by Warner Bros. in "Illegal." Story moves along at a fairly rapid pace, contains a goodly share of plot twists to keep the viewer interested, but telegraphs its action throughout. As a result, "Illegal" makes a capable bid for supporting feature playing time. It should satisfy in its market. Robinson's portrayal is as hard-hitting as ever, and the early portions of the film, in which he struggles with his conscience after sending the wrong man to the electric chair, make for absorbing melodrama. Nina Foch and Hugh Marlowe play affiliates of the district attorney's office while Jayne Mansfield, a blonde newcomer, graces the screen for exploitation purposes.

Performances are generally acceptable for the story line of "Illegal." Robinson plays a hard-to-beat district attorney who, when confronted with a situation in which the law rather than justice triumphs, turns to the bottle to assuage his conscience. He eventually makes a comeback to the ranks of criminal law—this time, on the other side of the fence. Involvements with Albert Dekker, who portrays a top mobster, lead to the climax, in which Robinson must defend Nina Foch, his protege, in a murder case. The situation for Robinson is fraught with personal danger since Dekker, too, runs the risk of being earmarked for prosecution. Despite an attempt on Robinson's life, Miss Foch is acquitted and Dekker is arrested.

"Footsteps In The Fog"

(Columbia) Technicolor 90 Min.

Cast: Stewart Granger, Jean Simmons, Bill Travers, Belinda Lee, Ronald Squire, Finlay Currie, William Hartnell.

Credits: A Mike Frankovich Production; Produced by Frankovich; Directed by Arthur Lubin; Screen play by Dorothy Reid and Lenore Coffee; Based on an adaptation by Arthur Pierson of W. W. Jacobs' "The Interruption."

A taut, well-produced melodrama, "Footsteps In The Fog" also has the strong marquee names of Stewart Granger and Jean Simmons to further insure it a hefty box office. The film abounds with exploitation values; it is solid entertainment, well mounted; fashioned along the lines of highly successful suspense melodrama, with plenty of chilling atmosphere. Its London background is an excellent backdrop for this tale of a wife poisoner, whose crafty planning brings him something that he doesn't expect—his own death. A period piece the film, through able direction, captures the feeling of its era. The well-balanced supporting cast is fine.

Granger is visited by one of his servants, Jean Simmons, after his wife's demise. Using her secret that Granger did away with his wife, she manages to rise to the rank of housekeeper and acquire jewels, fine clothes, et al. Granger tires of his discreet type of blackmail and decides to kill Jean, but accidentally kills the wrong woman. Jean helps him get free on this charge. Granger then poisons himself, timing the poison so that he will not die, and so that when Jean arrives and calls the doctor, he can frame her on a double murder charge. But there is an interruption and Jean is questioned by the police. When help for Granger arrives, he is too near death's door for any medical aid, and his ruse fails. He dies and Jean goes to the police station to discuss her sins.

"Kiss Of Fire"

(Univ. Int'l.) Technicolor 87 Min.

Cast: Jack Palance, Barara Rush, Rex Reason, Martha Hyer, Alan Reed, Leslie Bradley, Larry Dobkin.

Credits: Produced by Samuel Marx; Directed by Joseph M. Newman; Screen play by Franklin Coen and Richard Collins; Based on the novel, "The Rose and the Flame," by Jonreed Lauritzen.

A period melodrama, located in Spanish New Mexico in the year 1700, "Kiss of Fire" details an overland trek by a group of Spaniards trying to bring the crown princess to a port of sail for her native land. Leading the group is Jack Palance, renegade Spaniard who has lived with the Indians. The princess is played by Barbara Rush. Her name, along with that of Palance, will be helpful in selling the picture to the action trade. Technicolor lensing adds atmosphere to the story, which unfolds at a leisurely pace. Action sequences occur fairly frequently, but the main accent is placed on romance. Some suspense is generated in the course of the narrative to keep the viewer guessing as to whether the group will reach their objective, and whether Palance or Rex Reason, romantic contender for Miss Rush's hand, will win her.

Reason, Spanish governor of the southwestern territory, is charged with escorting Miss Rush overland to Monterey, where she is to board ship for Spain and take over the reigns of that nation in the wake of the king's sudden death. Reason hires on Palance as guide. Unknown to them, a conspiracy is plotted to prevent Miss Rush from reaching her destination. With the aid of friendly Indians, and despite the marauding of hostile tribes, the group makes considerable progress on its trip. Eventually, the traitor within its midst is uncovered and put to death. Reason, who believes marriage to Miss Rush would insure her reign on the throne, grows jealous of the mutual affection she has developed for Palance. Climax finds Palance defeating Reason for her hand.

"Time Out Of War"

(Univ.-Int'l.) 22 Min.

Cast: Barry Atwater, Robert Sherry and Corey Allen.

Credits: Produced by Denis and Terry Sanders with the co-operation of the University of California, Los Angeles, Department of Theatre Arts; Written and directed by Denis Sangers; Photographed by Terry Sanders; Based on the story, "Pickets," by Robert W. Chambers.

Hats off to Universal for releasing one of the finest short subjects of the year, an Academy Award winner for 1954. On the surface, "A Time Out of War" registers as the simple story of an hour-long truce on a Civil War battlefield between two Union soldiers and one Confederate. The film was photographed with that rare excellence which evokes atmosphere and feeling not only for the story's three characters, but for mankind, in general. Thus beneath the narrative hungers a soul-searching outcry for peace in the world. The short was produced, directed and written by a team of brothers as their Masters Degree thesis at the University of California, where training young people for the professional cinema is a specialty.

"Shadow Of The Eagle"

(United Artists) 93 Min.

Cast: Richard Greene, Valentina Cortesa, Greta Gynt, Binnie Barnes, Charles Goldner, Hugh French, Walter Rilla.

Credits: A Valiant Films presentation; Produced by Anthony Havelock-Allan; Directed by Sidney Salkow; Screen play by Doreen Montgomery and Hagar Wilde; From an original story by Jacques Companeez.

This British import, which features Richard Greene and Valentina Cortesa for marquee allure, falls into line as barely acceptable program fare. The action takes place in the shadow of a Crimean war, about the time of the American Revolution. It concerns an attempt by one of Catherine the Great's officers to kidnap a princess who claims to be the rightful heir to the Russian throne. Due to poor continuity, much of the action appears confusing. Costumes, swordplay, and opulent production trappings, however, compensate somewhat for the narrative faults.

The plot consists of a series of court intrigues with Greene, the heroic officer, serving as the central figure. Miss Cortesa, seen here in a number of European imports, plays the princess in question. Before long, a romance between the two is brewing, and Greene's superior, who has his own eye on the Russian throne, concocts some foul play. Upshoot is that both Greene and Miss Cortesa are seized and brought before Catherine, played by Binnie Barnes. The pair are condemned to death, but a last-minute rescue attempt on the part of Greene's associates saves the day for the lovers who flee Russia for Sweden.

"Simba"

(Lippert) Eastman Color 99 Min.

Cast: Dirk Bogarde, Donald Sinden, Virginia McKenna, Basil Sydney, Marie Ney.

Credits: A Peter De Sarigny Production for the J. Arthur Rank Organization; Produced by Sarigny; Directed by Brian Desmond Hurst; Screen play by John Baines; Additional scenes and dialogue by Robin Estridge; From an original story by Anthony Perry.

"Simba" is an excellent exploitation picture which should do top business in the general market. There are plenty of ways to sell a well-made, topical film like this, especially with the Mau Mau situation still making headlines every day. Shot in color, this J. Arthur Rank film, which Lippert is releasing in the U.S., is brilliantly directed and expertly acted. The film is grim and realistic, and that adds greatly to its entertainment value. Its location footage is well-lensed and adds a great deal.

Dirk Bogarde, arriving in Kenya to work with his brother, is met by Virginia McKenna. She drives him to his brother's farm, where he finds that his brother has been murdered by the Mau Mau. He meets Earl Cameron, native doctor, whose father, it is discovered, leads the Mau Mau. A police trap is planted but the leader escapes and Bogarde's death is planned. The Mau Mau close in on Bogarde and Virginia while Cameron stalls off the natives long enough for the police to arrive. The rebellion is quelled, and Cameron is killed by his own people.

"The Sheep Has Five Legs"

(UMPO) FRENCH 93 Min.

Cast: Fernandel, Marianne.

Credits: Produced by Raoul Ploquin; Directed by Henri Berneiul.

A delightful French farce, with English titles, is presented for the gratification of art house patrons in this Fernandel star vehicle. The great Gallic comedian plays six roles in this one: an ancient wine vintner and each of his five sons. His interpretations of each of these characters run from satire to downright slapstick, and a generally first rate script keeps this comic engagingly occupied during the entire running time. When viewed at the Fine Arts Theatre, N.Y.C., the audience reacted with hearty gusto to the humorous proceedings of "The Sheep Has Five Legs."

The elderly Fernandel opens the story by requesting a reunion with his quintuplet sons, whom he hasn't seen in 40 years. In the course of the search to contact each offspring, much of the world is covered. One of the sons has become head of a beauty emporium in Paris. A second is a ne'er-do-well window cleaner. A third is a tough captain of a merchant ship smuggling arms in the South Seas. A fourth is a journalist specializing in lonely hearts correspondence. A fifth is a parish priest, plagued by his resemblance to the title character of a famous motion picture. To each of these roles, Fernandel contributes the utmost in screen comedy.

"Maddalena"

ITALIAN

(IFE) Technicolor 90 Min.

Cast: Marta Toren, Gino Cervi, Charles Vanel, Jacques Sernas.

Credits: Produced by Giuseppe Bordogni; Directed by Augusto Genina; Screen play by Genina, Stefani and Prosperi; From the play, "Servant of God," by Madeleine Masson de Belavalle.

An Italian import, with English titles, "Maddalena" tells the story of how a prostitute is engaged to portray the Virgin Mary at a Good Friday religious pageant in a small Italian mountain village. Because this theme is highly provocative, the exploitation potential for art house bookings should be above average. The title personality is played by Marta Toren, a brunette familiar to American audiences. Her presence, plus the intriguing Technicolor lensing of this picture, should add considerably to the box office value.

The story covers much ground in showing how Miss Toren, unhappy with life, undergoes a spiritual transformation when she fully realizes the meaning of the part she is to play in the pageant. As events unfold, Miss Toren meets with an unfortunate experience at the hands of Charles Vanel, prominent townsman who knows her past. She then confesses her mistakes to Gino Cervi, the local priest, and, via flashbacks, sympathy is created for Miss Toren's plight. Vanel, angry because he failed to seduce Miss Toren, exposes her before the townspeople on the day of the pageant. In a surge of mob passion, the villagers stone her to death. Arrival of Cervi brings about a feeling of repentance on the part of the villagers.

Hollywood Production

ALLIED ARTISTS

Cutting

BOBBY WARE IS MISSING
Cast: Neville Brand, Arthur Franz.
Producer .....Vincent M. Fennelly
Director .....Thomas Carr

THE TOUGHEST MAN ALIVE
Cast: Dane Clark.
Producer .....William F. Broidy
Director .....Sidney Salkow

WORLD WITHOUT END
Cast: Hugh Marlowe, Nancy Gates.
Producer .....Richard Heermance
Director .....Edward Bernds

SHACK UP ON 101
Cast: Terry Moore, Frank Lovejoy, Lee Marvn, Keenan Wynn, Len Lesser.
Elec. roducer.....William F. Broidy
Producer .....Mort Millman
Director .....Edward Dein

COLUMBIA

Shooting

GAMMA PEOPLE
(Warwick Productions)
(Shooting in Austria)
Cast: Paul Douglas, Eva Bartok.
Exec. Producers .....Irving Allen and A. R. Broccoli
Producer .....John Gossage
Director .....John Gilling

JUBAL TROOP
(CinemaScope) (Technicolor)
Cast: Glenn Ford, Ernest Borgnine, Rod Stieger, Valerie French, Felicia Farr, Basil Ruysdael, Charles Bronson.
Producer .....William Fadiman
Director .....Delmer Daves

SAFARI
(Technicolor) (CinemaScope)
(Warwick Prod.) (Shooting in London)
Cast: Victor Mature, Janet Leigh, John Justin, Roland Culver, Orlando Martins.
Exec. Producers.....Irving Allen and A. R. Broccoli
Producer .....Adrian D. Worker
Director .....Terence Young

THE EDDY DUCHIN STORY
(CinemaScope) (Technicolor)
Cast: Tyrone Power, Kim Novak, James Whitmore, Victoria Shaw, Rex Thompson.
Producer .....Jerry Wald
Director .....George Sidney

THE WAY WE ARE
(William Goetz Productions)
Cast: Joan Crawford, Cliff Robertson, Ruth Donnelly.
Producer .....William Goetz
Director .....Robert Aldrich

Cutting

SURVIVORS TWO
(CinemaScope) (Technicolor)
(Warwick Productions)
Cast: Jose Ferrer, Tevor Howard, Victor Maddern, Anthony Newley, Peter Arne.
Exec. Producers ....Allen and Broccoli
Producer .....Phil C. Samuel
Director .....Jose Ferrer

JOE MACBETH
(Film Locations Inc.)
(Shooting in London)
Cast: Paul Douglas, Ruth Roman, Bonar Colleano.
Exec. Producer .....Mike Frankovich
Producer .....George Maynard
Director .....Ken Hughes

THE GENTLE SERGEANT
Cast: Aldo Ray, Mitsuko Kinura, Phil Carey, Dick York, Chuck Connors.
Producer .....Fred Kohlmar
Director .....Richard Murphy

MARSHAL OF MEDICINE BEND
(Scott-Brown Productions)
(Technicolor)
Cast: Randolph Scott, Angela Lansbury, Jean Parker, Warner Anderson, Ruth Donnelly, Jeannette Nolan, Michael Pate.
Producer .....Harry Joe Brown
Director .....Joseph H. Lewis

PICNIC
(CinemaScope) (Technicolor)
Cast: William Holden, Rosalind Russell, Kim Novak, Betty Field, Susan Strasberg, Cliff Robertson, Arthur O'Connell, Elizabeth Wilson, Phyllis Newman, Verna Felton, Reta Shaw.
Producer .....Fred Kohlmar
Director .....Josh Logan

1984
(Holiday Productions)
(Shooting in London)
Cast: Edmond O'Brien, Jan Sterling.
Exec. Producer .....N. Peter Rathvon
Producer .....John Croydon
Director .....Michael Anderson

44 SOHO SQUARE
(Film Locations)
(Shooting in London)
Cast: Faith Domergue, Lee Patterson, Martin Benson.
Exec. Producer .....Mike Frankovich
Producer .....George Maynard
Director .....Vernon Sewell

BATTLE STATIONS
Cast: John Lund, William Bendix, Keefe Brasselle, Richard Boone, William Leslie, Eddie Foy III, James Lydon, Chris Randall.
Producer .....Bryan Foy
Director .....Lew Seiler

TAMBOURINE
(CinemaScope) (Technicolor)
Cast: Jane Russell, Cornel Wilde.
Producers .....Howard Welsch and Harry Tatleman
Director .....Nicholas Ray

LAW OF GUNSIGHT PASS
Cast: David Brian, Neville Brand, Richard Long, Lisa Davis, Frank Fenton, Addison Richards, Joe Forte, Percy Helton, Guy Teague.
Producer .....Wallace MacDonald
Director .....Fred F. Sears

INDEPENDENT

Shooting

THE SUMMER GAME
(Eastman Color) (Shooting in Colorado)
(Canyon Pictures)
Cast: Arthur Franz, Doris Dowling, Murvyn Vye, Myron Healey, Charles Delaney, Dick Reeves.
Producers.Jack Couffer and Conrad Hall
Assoc. Producer..Nicholas Rutgers, Jr.
Director ..... Marvin Weinstein

LAST OF THE DESPERADOES
Eastman Color)
(Associated Film Releasing Co.)
Cast: James Craig, Jim Davis, Barton MacLane, Bob Steele, Lane Chandler.
Producer .....Sig Neufeld
Director .....Sam Newfield

Cutting

THE BOLD AND THE BRAVE
(SuperScope
Filmakers Release)
Cast: Wendell Corey, Mickey Rooney, Don Taylor, Nicole Maurey, Tara Summers, Diana Darrin, Race Gentry, John Smith, Wright King, Stanley Adams.
Producer .....Hal E. Chester
Director .....Lewis R. Foster

APACHE WOMAN
(Golden State Prod.)
(Eastman Color) (SuperScope)
Cast: Lloyd Bridges, Joan Taylor, Lance Fuller, Paul Birch, Jonathan Haze.
Exec. Producer .....Alex Gordon
Producer-Director .....Roger Corman

WETBACKS
(Pacific Coast Pictures)
(Ror Gibraltar Release)
Cast: Lloyd Bridges.
Producer-Director .....Henry McCune

EXHIBITOR PRODUCED PICTURES
Lippert PICTURES, Inc.
PRACTICAL PROFITABLE PROGRESSIVE

Shooting

TWO GUN LADY
(Lyon and Bartlett Productions)
(For Lippert Release)
Cast: Peggis Castle, William Talman, Marie Windsor, Robert Lowery, Ian McDonald.
Exec. Producer .....Earle Lyon
Producer-Director ....Richard Bartlett

Cutting

CHARGE OF THE RURALES
(AnscoColor)
(Montezuma Productions)
(Shooting in Mexico)
Cast: Dane Clark, James Craig, Martha Roth, James Fernandez.
Producer .....Robert L. Lippert, Jr.
Director .....Louis King

ARS GRATIA ARTIS
METRO-GOLDWYN-MAYER

Shooting

THE LAST HUNT
(CinemaScope) (EastmanColor)
Cast: Robert Taylor, Stewart Granger, Lloyd Nolan, Russ Tamblyn, Anne Bancroft.
Director .....Richard Brooks

TRIBUTE TO A BADMAN
(CinemaScope) (Eastmancolor)
Cast: James Cagney, Irene Pappas, Vic Morrow, Stephan McNally.
Producer .....Sam Zimbalist
Director .....Robert Wise

LUST FOR LIFE
(CinemaScope) (AnscoColor)
(Shooting in France)
Cast: Kirk Douglas, Anthony Quinn, Niall MacGinnis, Pamela Brown, Roger Livesey.
Producer .....John Houseman
Director .....Vincente Minnelli

MEET ME IN LAS VEGAS
(CinemaScope) (EastmanColor)
Cast: Dan Dailey, Cyd Charisse, Oscar Karlweis, Lily Darvas.
Producer .....Joe Pasternak
Director .....Roy Rowland

Cutting

QUENTIN DURWARD
(CinemaScope) (Color)
(Shooting in London)
Cast: Robert Taylor, Kay Kendall, Robert Morley.
Producer .....Pandro S. Berman
Director .....Richard Thorpe

FOREVER, DARLING
(Zanra Prods.)
(Eastman Color) (Wide Screen)
Cast: Lucille Ball, Desi Arnaz, James Mason, Louis Calhern, Natalie Schafer, John Emery, John Hoyt, Mabel Albertson, Nancy Kulp.
Producer .....Desi Arnaz
Director .....Alexander Hall

BHOWANI JUNCTION
CinemaScope) (Color)
(Shooting in Pakistan)
Cast: Ava Gardner, Stewart Granger, William Travers, Francis Matthews, Abraham Sofaer, Peter Illing.
Producer .....Pandro S. Berman
Director .....George Cukor

DIANE
(CinemaScope) (Eastman Color)
Cast: Lana Turner, Pedro Armendariz, Marissa Pavan.
Producer .....Edwin Knopf
Director .....David Miller

GUYS AND DOLLS
(CinemaScope) (Eastmancolor)
Cast: Marlon Brando, Jean Simmons, Frank Sinatra, Vivian Blaine, Robert Keith.
Producer .....Samuel Goldwyn
Director .....Joseph L. Mankiewicz

KISMET
(CinemaScope) (Technicolor)
Cast: Howard Keel, Ann Blyth, Dolores Gray, Vic Damone, Monte Wooley, Jay C. Flippen, Sebastian Cabot.
Producer .....Arthur Freed
Director .....Vincent Minnelli

I'LL CRY TOMORROW
Cast: Susan Hayward, Richard Conte, Eddie Albert, Don Taylor.
Producer .....Lawrence Weingarten
Shooting Director .....Daniel Mann

THE TENDER TRAP
(CinemaScope) (EastmanColor)
Cast: Frank Sinatra, Debbie Reynolds, David Wayne, Celeste Holm.
Producer .....Lawrence Weingarten
Director .....Charles Walters

Paramount Pictures

Shooting

THE TEN COMMANDMENTS
(VistaVision) (Technicolor)
Cast: Charlton Heston, Yul Brynner, Anne Baxter, Yvonne De Carlo, Debra Paget, Nina Foch, Edward G. Robinson, Sir Cedric Hardwicke, Vincent Price, John Carradine, John Derek, Oliver Deering, Peter Hanson, Baynes Barron.
Producer-Director ....Cecil B. DeMille

THE BIRDS AND THE BEES
(VistaVision) (Technicolor)
Cast: George Gobel, Mitzi Gaynor, David Niven, Fred Clark, Reginald Gardiner, Harry Bellaver.
Producer .....Paul Jones

THE PROUD AND THE PROFANE
(VistaVision)
(Shooting in the Virgin Islands)
Cast: William Holden, Deborah Kerr, Dewey Martin, Thelma Ritter, Marion Ross, Ann Morriss, Nancy Sinatra.
Producer .....William Perlberg
Director .....George Seaton

WAR AND PEACE
(VistaVision) (Technicolor)
(Ponti-De Laurentiis Prod.)
(For Paramount Release)
(Shooting in Rome)
Cast: Audrey Hepburn, Henry Fonda, Mel Ferrer, Milly Vitale, Barry Jones, Jeremy Brett, May Britt.
Producer .....Dino de Laurentiis
Director .....King Vidor

THE MAN WHO KNEW TOO MUCH
(VistaVision) (Technicolor)
Cast: James Stewart, Doris Day, Chris Olsen, Bernard Miles.
Producer-Director.....Alfred Hitchcock

Cutting

THE DESPERATE HOURS
(VistaVision)
Cast: Humphrey Bogart, Fredric March, Martha Scott, Arthur Kennedy.
Producer .....William Wyler
Director .....William Wyler

THE VAGABOND KING
(VitaVision) Technicolor)
Cast: Kathryn Grayson, Oreste Kirkop, Sir Cedric Hardwicke, Walter Hampden, Rita Moreno.
Producer .....Pat Duggan
Director .....Michael Curtiz

"YOU'RE THE TOP"
(VistaVision) (Technicolor)
Cast: Bing Crosby, Donald O'Connor, Jeanmaire, Mitzi Gaynor, Phil Harris, Kurt Kasznar, Walter Saunde.
Producer .....Robert Emmett Dolan
Director .....Robert Lewis

THE MAN WHO KNEW TOO MUCH
(VistaVision) (Technicolor)
(Shooting in London)
Cast: James Stewart, Doris Day, Chris Olsen, Barnard Miles, Ralph Truman, Brenda de Banzie.
Producer-Director ....Alfred Hitchcock

THE SCARLET HOUR
(VistaVision)
Cast: Carol Ohmart, Tom Tryon, Jody Lawrence, James Gregory, David Lewis, Scott Marlowe, Jacques Aubuchon, Elaine Stritch, E. G. Marshall, Edward Binns, Maureen Hurley.
Producer-Director .....Michael Curtiz

RKO RADIO PICTURES

Shooting

GREAT DAY IN THE MORNING
(SuperScope) (Technicolor)
Cast: Robert Stack, Virginia Mayo, Ruth Roman, Alec Nicol, Raymond Burr.
Producer .....Edmund Grainger
Director .....Jacques Tourneur

Hollywood Production

Cutting

THE BRAVE ONE
(King Brothers Production)
(CinemaScope (Technicolor)
(Shooting in Mexico)
Cast: Michael Ray, Fermin Rivera, Rudolpho Hoyos, Joy Lansing.
Producers ....Frank and Maurice King
Director .....Irving Rapper

TREASURE OF PANCHO VILLA
(SuperScope) (Technicolor)
(Shooting in Mexico)
Cast: Rory Calhoun, Shelley Winters, Gilbert Roland, Joseph Calleia.
Producer .....Edmund Grainger
Director .....George Sherman

PORTRAIT OF ALISON
(Shooting in London)
Cast: Terry Moore, Robert Beatty, William Sylvester, Josephine Griffin, Geoffrey Keen, Henry Oscar, Alan Culbertson.
Exec. Producer .....Tony Owen
Producer .....Frank Godwin
Director .....Guy Green

TENNESSEE'S PARTNER
(SuperScope) (Technicolor)
Cast: John Payne, Ronald Reagan, Rhonda Fleming, Coleen Gray.
Producer .....Benedict Bogeaus
Director .....Allan Dwan

THE WAY OUT
(Todon Prods.) (Shooting in London)
Cast: Gene Nelson, Mona Freeman.
Producer .....Tony Owen
Director .....Montgomery Tully

TEXAS LADY
(SuperScope) (Technicolor)
Cast: Claudette Colbert, Barry Sullivan, Ray Collins, Horace MacMahon, James Bell.
Producer .....Nat Holt
Director .....Tim Whelan

GLORY
(SuperScope) (Technicolor)
Cast: Margaret O'Brien, Charlotte Greenwood, Walter Brennan, John Lupton, Byron Palmer, Lisa Davis, Gus Schilling.
Producer-Director .....David Butler

SLIGHTLY SCARLET
(SuperScope) (Technicolor)
(Benedict Bogeaus Productions)
Cast: John Payne, Rhonda Fleming, Arlene Dahl.
Producer .....Benedict Bogeaus
Director .....Allan Dwan

Republic

Cutting

MAGIC FIRE
(Trucolor) (Shooting in Munich)
Cast: Yvonne De Carlo, Carlos Thompson, Rita Gam, Valentina Cortesa, Alan Badel.
Producer-Director ....William Dieterle

A FOREIGN ADVENTURE
(Trucolor)
(Shooting in Nassau, Bahamas Islands)
Cast: Yvonne De Carlo, Howard Duff, Zachary Scott.
Associate Producer-Director
Edward Ludwig

COME NEXT SPRING
(Trucolor)
Cast: Ann Sheridan, Steve Cochran, Walter Brennan, Edgar Buchanan, Sonny Tufts, Sherry Jackson.
Director .....R. G. Springsteen

TREACHERY
Cast: Marie Windsor, John Archer, Nancy Gates, Patric Knowles, Jil Jarmyn, Richard Crane.
Associate Producer .....Rudy Ralston
Director .....Franklin Adreon

20th CENTURY FOX

Shooting

I LOST MY WIFE TO THE ARMY
(CinemaScope) (Color)
Cast: Tom Ewell, Sheree North, Les Tremayne.
Producer .....Buddy Adler
Director .....Frank Tashlin

CAROUSEL
(CinemaScope) (Color)
(Shooting in Maine)
Cast: Gordon MacRae, Shirley Jones, Cameron Mitchell.
Producer .....Henry Ephron
Director .....Henry King

THE RAINS OF RANCHIPUR
(CinemaScope) (Color)
Cast: Lana Turner, Richard Burton, Fred MacMurray, Michael Rennie, Joan Caulfield.
Producer .....Frank Ross
Director .....Jean Negulesco

Cutting

SEVEN CITIES OF GOLD
(CinemaScope) (Color)
Cast: Richard Egan, Anthony Quinn, Michael Rennie, Rita Moreno, Jeffrey Hunter.
Producers .....Robert Webb and Barbara McLean
Director .....Robert Webb

THE TALL MEN
(CinemaScope) (Color)
Cast: Clark Gable, Jane Russell, Robert Ryan, Cameron Mitchell, Emile Meyer, J. Lewis Smith, Robert Adler.
Producers..Wm. Bacher & Wm. Hawks
Director .....Raoul Walsh

THE GIRL IN THE RED VELVET SWING
(CinemaScope) (Color)
Cast: Ray Milland, Joan Collins, Farley Granger, Gale Robbins, Glenda Farrell, Philip Reed.
Producer .....Charles Brackett
Director .....Richard Fleischer

THE VIEW FROM POMPEY'S HEAD
(CinemaScope) (Color)
Cast: Richard Egan, Dana Wynter, Cameron Mitchell, Sidney Blackmer.
Producer-Director .....Philip Dunne

GOOD MORNING, MISS DOVE
(CinemaScope) (Color)
Cast: Jennifer Jones, Robert Stack, Chuck Connors, Kipp Hamilton.
Producer .....Samuel G. Engel
Director .....Henry Koster

UNITED ARTISTS

Shooting

ALEXANDER THE GREAT
(CinemaScope (Technicolor)
(Shooting in Madrid)
Cast: Richard Burton, Frederic March, Danielle Darrieux, Claire Bloom.
Producer-Director .....Robert Rossen

THREE BAD SISTERS
(Bel Air Productions)
Cast: Marla English, Kathleen Hughes, Sara Shane, Jess Barker, John Bromfield, Madge Evans.
Exec. Producer .....Aubrey Schenck
Producer .....Howard Koch
Director .....Gilbert L. Kay

FOREIGN INTRIGUE
(Sheldon Reynolds Prod.)
(For United Artists Release)
Cast: Robert Mitchum, Genevieve Page.
Producer-Director ...Sheldon Reynolds

TRAPEZE
(CinemaScope) (Technicolor)
(Hecht-Lancaster Prod.)
(Shooting in Paris)
Cast: Burt Lancaster, Tony Curtis, Gine Lollibrigida, Katy Jurado, Thomas Gomez, Johnny Puleo.
Producer .....James Hill
Director .....Sir Carol Reed

Cutting

"THE TOWN TAMER"
(Samuel Goldwyn Jr. Productions)
Cast: Robert Mitchum, Jan Sterling, Henry Hull, Karen Sharpe.
Producer .....Samuel Goldwyn, Jr.
Director .....Richard Wilson

STORM FEAR
(Theodora Productions)
Cast: Cornel Wilde, Jean Wallace, Dan Duryea, Lee Grant, Steven Hill, David Stollery, Dennis Weaver.
Producer-Director .....Cornel Wilde

FORT YUMA
(Technicolor)
(Bel Air Productions)
Cast: Peter Graves, Joan Taylor, Joan Vohs.
Exec. Producer .....Aubrey Schenck
Producer .....Howard W. Koch
Director .....Lesley Selander

THE INDIAN FIGHTER
(CinemaScope) (Color)
(Bryna Productions)
Cast: Kirk Douglas, Walter Mathau, Walter Abel, Elsa Martinelli, Eduard Franz, Diana Douglas, Lon Chaney, Alan Hale, Jr.
Producer .....William Schorr
Director .....Andre de Toth

NEWS IS MADE AT NIGHT
(Bert E. Friedlob Productions)
Cast: Dana Andrews, Rhonda Fleming, Ida Lupino, George Sanders, Thomas Mitchell, Howard Duff, Vincent Price, John Barrymore Jr., Sally Forrest, James Craig.
Producer .....Bert E. Friedlob
Director .....Fritz Lang

A KISS BEFORE DYING
(Crown Productions)
(CinemaScope) (Color)
Cast: Robert Wagner, Jeff Hunter, Joanne Woodward, Virginia Leith, Mary Astor.
Producers .....Robert L. Jacks and Robert Goldstein
Director .....Gerd Oswald

THE BEAST OF HOLLOW MOUNTAIN
(Nassour Studios)
Cast: Guy Madison, Sarita Montiel.
Producers.William and Edward Nassour
Director .....Edward Nassour

TIMETABLE
(SuperScope)
(Mark Stevens Productions)
(California Studios)
Cast: Mark Stevens, King Calder, Felicia Farr, Marianne Stewart, Allen Reed, Wesley Addy, John Marley, Jack Klugman, Rudolpho Hoyas.
Producer-Director .....Mark Stevens

Universal International

Shooting

THE BENNY GOODMAN STORY
(Technicolor)
Cast: Steve Allen, Donna Reed, Beta Gersten, Barry Truex, Harry James, Dan Pollack, Gene Krupa, Lionel Hampton, Teddy Wilson, Sammy Davis, Jr.
Producer .....Aaron Rosenberg
Director .....Valentine Davies

RED SUNDOWN
(Technicolor)
Cast: Rory Calhoun, Martha Hyer, Dean Jagger, Robert Middleton, James Millican, Lita Baron.
Producer .....Albert Zugsmith
Director .....Jack Arnold

A DAY OF FURY
(Technicolor)
Cast: Dale Robertson, Mara Corday, Jock Mahoney, Carl Benton Reid, Jan Merlin, Sheila Bromley, Dayton Lummis.
Producer .....Robert Arthur
Director .....Harmon Jones

PILLARS OF THE SKY
(CinemaScope) (Technicolor)
Cast: Jeff Chandler, Dorothy Malone, Ward Bond, Keith Andes, Lee Marvin.
Producer .....Robert Arthur
Director .....George Marshall

THE CREATURE WALKS AMONG US
Cast: Jeff Morrow, Rex Reason, Leigh Snowden, Gregg Snowden.
Producer .....William Alland
Director .....John Sherwood

Cutting

A TIME REMEMBERED
(Technicolor)
Cast: Rock Hudson, Cornell Borchers, George Sanders, Shelley Fabares.
Producer .....Albert J. Cohen
Director .....Jerry Hopper

WORLD IN MY CORNER
Cast: Audie Murphy, Barbara Rush, Jeff Morrow, John McIntire.
Producer .....Aaron Rosenberg
Director .....Jesse Hibbs

TARANTULA
Cast: John Agar, Mara Corday, Leo G. Carroll, Nestor Paiva.
Producer .....William Alland
Director .....Jack Arnold

THE GIRL IN THE GAGE
Cast: William Campbell, Kathleen Case, Keenan Wynn, Mamie Van Doren, Jan Merlin, Chris Randall, Walter Coy, Richard Castle.
Producer .....Howard Pine
Director .....Abner Biberman

BACKLASH
(Technicolor)
Cast: Richard Widmark, Donna Reed.
Producer .....Aaron Rosenberg
Director .....John Sturges

AWAY ALL BOATS
(VistaVision) (Technicolor)
Cast: Jeff Chandler, George Nader, Julie Adams, Lex Barker, Keith Andes.
Producer .....Howard Christie
Director .....Joseph Pevney

WARNER BROS.

Shooting

GIANT
(WarnerColor)
(Shooting in Marfa, Texas)
Cast: Elizabeth Taylor, Rock Hudson, James Dean, Jane Withers, Chill Wills, Mercedes McCambridge, Judith Evelyn, Paul Fix, Carroll Baker.
Producers .....George Stevens and Henry Ginsberg
Director .....George Stevens

OUR MISS BROOKS
Cast: Eve Arden, Robert Rockwell, Jane Morgan, Gale Gordon, Gloria McMillan, Richard Crenna, Leonand Smith, Nick Adams.
Producer .....David Weisbart
Director .....Al Lewis

THE LONE RANGER
(WarnerColor)
Cast: Clayton Moore, Jay Silverheels, Bonita Granville, Lyle Bettger, Robert Wilke, Perry Lopez.
Producer .....Willis Goldbeck
Director .....Stuart Heisler

GOODBYE, MY LADY
(Batjac Productions)
Cast: Walter Brennan, Brandon de Wilde, Phil Harris, William Hopper.
Producer .....Robert Fellows
Director .....William A. Wellman

THE SPIRIT OF ST. LOUIS
(CinemaScope) (WarnerColor)
Cast: James Stewart.
Producer .....Leland Hayward
Director .....Billy Wilder

Cutting

REBEL WITHOUT A CAUSE
(CinemaScope) (WarnerColor)
Cast: James Dean, Natalie Wood, Jim Backus, William Hopper, Ann Doran, Dennis Hopper.
Producer .....David Weisbart
Director .....Nicholas Ray

THE DARKEST HOUR
(Jaguar Prod. Shooting in San Fran.)
(CinemaScope) (WarnerColor)
Cast: Alan Ladd, Edward G. Robinson, Joanne Dru, William Demarest, Paul Stewart, Perry Lopez.
Director .....Frank Tuttle

MIRACLE IN THE RAIN
(Shooting in New York)
Cast: Jane Wyman, Van Johnson, Paul Picerni, Barbara Nichols, Eileen Heckert.
Producer .....Frank P. Rosenberg
Director .....Rud Mate

SINCERELY YOURS
(WarnerColor)
Cast: Liberace, Joanne Dru, Dorothy Malone, William Demarest.
Producer .....Henry Blanke
Director .....Gordon Douglas

THE SEARCHERS
(C. V. Whitney Pictures)
(VistaVision) (Color)
Cast: John Wayne, Jeff Hunter, Vera Miles, Ward Bond, Natalie Wood.
Producer .....Merian C. Cooper
Director .....John Ford

THE COURT MARTIAL OF BILLY MITCHELL
(CinemaScope) (WarnerColor)
Cast: Gary Cooper, Ralph Bellamy, Charles Bickford, Rod Stieger, Herbert Heyes, Fred Clark, Elizabeth Montgomery, Jack Lord.
Produser .....Milton Sperling
Director .....Otto Preminger

OKLAHOMA CITY (cont'd.)

Marciano-Moore heavyweight title bout on Sept. 20. . . . Henry S. Griffing, pres. of Video Theas. and one of the owners of Station KWTV in Okla. City, has pledged a TV station for the Elk City area of western Okla. if an FCC permit can be obtained. . . . Oklahoma City University choir members, home from the New York "Oklahoma!" songfest, are enjoying a flurry of fan mail.

PHILADELPHIA

Variety Tent 13 will hold its annual golf tournament and dinner-dance at Philmont Country Club, Sept. 30. . . . Edwin Hirsch and Sol Silverstein joined Exploitation Picts. to cover upstate Pa. Edwin F. Prizer was named sales mgr. of EPI. . . . J. W. Rickley sold the York at York, Pa. to Charles McDonald, who closed the theatre for renovations and improvements. . . . Harold D. Cohen closed the Center, Lewistown, for remainder of the summer. . . . William C. Hunt, operator of theatres in Wildwood and Cape May, N.J., as well as publisher of the weekly Wildwood Leader, is celebrating his 50th anniversary in the business.

A screen measuring 86x142′ is scheduled for the new drive-in at Sinking Springs, outside of Reading, Pa. . . . Universal will hold a special playdate drive Aug. 28 to Oct. 1, to honor Pete Rosian. . . . Harry LaVine, new city salesman for Allied Artists, is looking forward to seeing his old friends in the business. . . . Dave Rosen, independent distributor, was in the Pittsburgh area making a survey of its potentialities.

Gov. Meyner of N.J. announced that drive-in theatres, when not in use, will be used for motor vehicle inspection, and selected for an "experimental" try the Woodbridge in Woodbridge, the Maple Shade and the Garden State in Dela. Township. . . . Mike Felt, interim head of the Pa. State Board of Censors, announced that Clark Film Distributors is handling shipping and delivery of prints for the Board. . . . Max Ginsburg, projectionist at the Liberty in Camden, N.J., is back at work after an operation. . . . Engel Ents.' Family Drive-In in Espy, Strand and Temple in Berwick, Center in Shickshinny, Family in Glen Lyon and Plains in Plains, Pa. have joined Allied MPT Service.

PORTLAND

The New Fox Theatre at Eugene, Ore., formerly the Rex, was given a gala premiere by Oscar Nyberg, Evergreen's gen. mgr. It was recently modernized at a cost of $100,000. . . . William Duggan, well-known theatre mgr., has opened an office on Portland's film row for booking of both stage and film attractions. He named as his asst. Emil Markanen. . . . Elsie Boozeny, chief cashier at the Paramount and asst. to mgr. Mose Mesher, was married to Bob Porter. . . . Bert Gamble, asst. at the Orpheum, Portland, was named mgr. of Evergreen Theatre in Olympia, Wash. Tom Murphy is now asst. to Kenny Hughes at the Orpheum.

ST. LOUIS

A plan to spur theatre attendance has been developed by Sid Snider, owner of the Dix at Dixon, Mo., who is busy getting other theatre owners interested. It calls for sending 35 girls, from as many different towns in southeastern Mo., on a 3-week all-expense tour of Old Mexico. The contest is to run 30 weeks and entries get votes through sale of theatre tickets. . . . Nick Karakas, owner of the Roxy here, booked an all-Disney cartoon program for Aug. 27, which won special "be sure to attend" notices in bulletins for various Catholic and Protestant churches. . . . Bill Millstead, former GI, joined the Paramount booking staff.

The 265-seat Lamar Theatre at Arthur Ill., owned and managed by Mr. & Mrs. W. H. Hoffman since 1923, was leased to the Harold Ramages of Chicago, Ill. . . . At Troy, Ill., Paul Mason is the new operating lessee of the 500-seat Lyons Theatre, owned by the Troy Lions Club. . . . Charles Whittenburg, who for many years managed the 400-seat Strand at Poplar Bluff, Mo. for Judge G. Carey, is now operating the house under a leasing arrangement. . . . Herman Gorelick, co-owner of Realart, celebrated 30 years of marriage to Mrs. Gorelick at the Chase Club. . . . Loren Cluster, Salem, Ill. theatre owner, bought a new Beech Bonanza plane and is learning instrument flying.

The Annex Theatre and office building at Herrin, Ill., damaged by fire to the extent of some $125,000, will be rebuilt as soon as possible, according to owner John Marlow. . . . Veteran exhibitor Barney Diamond has entered the automobile business as a salesman. . . . Bloomer Amuse. Co.'s new Cahokia Drive-In at Alorton, Ill. is scheduled to open shortly, with concessions building completely air-conditioned. . . . New Testament Baptist Church, lessee of the old Congress Theatre Bldg. here, exercised its option to purchase the structure.

Stewart Cluster opened his new 500-car Marion Drive-In on Hyway 37 near Marion, Ill. . . . Art Hosier, owner-mgr. of St. L. Theatre Supply, is convalescing at home after a few days hospitalization. . . . Star Mfg. Co. here has started to market its newest—a quick-action popcorn heater. . . . John Mattler, former usher and asst. mgr. for F&M, joined the customer orders dept. of National Theatre Supply here. . . . "The Big Issue," movie made by Chas. Guggenheim to promote public improvements here, won the documentary film award of the International Film Festival at Edinburgh, Scotland. . . . "Cinerama Holiday" at the Ambassador Theatre played to 250,000 cash customers in the first 25 weeks.

Loew's State will telecast the Marciano-Moore bout on Sept. 20, with general admission at $3.65 and some loge seats at $5. . . . Donald E. A. LaPlant, son of Columbia city salesman Art LaPlant, was recently married to Laverne Kopfensteiner .. . . The 400-seat Town at New Athens, Ill., after summer closing, reopened with A. Keuss and sons as mgrs.; also the Rodee at New Berlin, Ill., owned by W. J. Rodell and Sons. . . . Passed away: Harvie R. Johnson, 60, owner of the Bernie Theatre at Bernie, Mo.; Albert H. Poos, 49, dist. mgr. for F&M; Herman T. Koch, veteran member of Operators Local 288 of E. St. L.



Aubrey Schenck and Howard W. Koch, producers of "Frontier Scout," greet Will Cook, author of the United Artists release, as he pays a surprise visit to the location company at Kanab, Utah. Shown (l to r): Schenck, director Lesley Selander, star John Bromfield, Mrs. Cook, stars Tony Martin and Peggie Castle, Koch and Cook. This adventure drama, in DeLuxe Color, figures in Bel-Air Productions 18-picture program for UA distribution.

SALT LAKE CITY

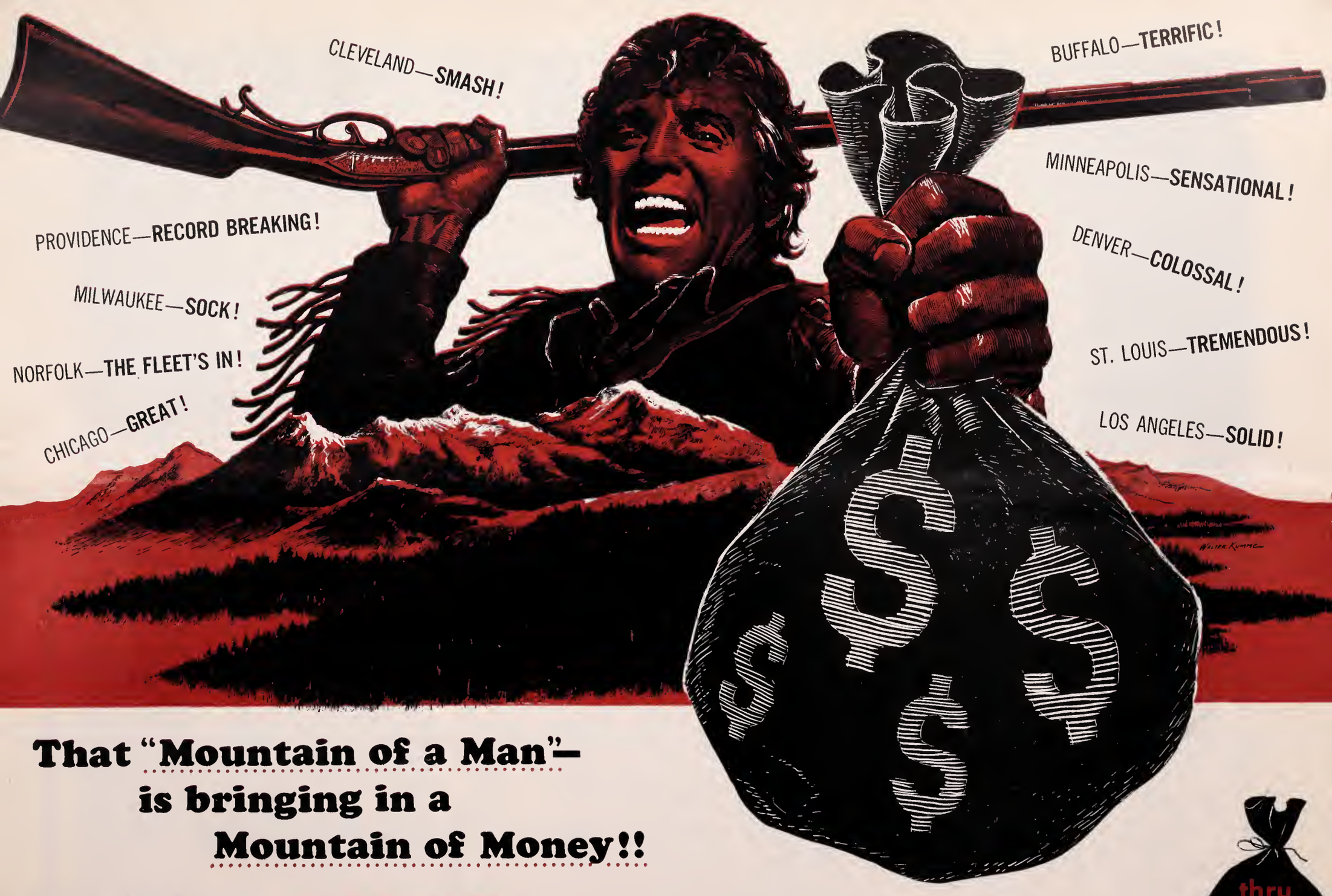
The Empire Theatre, an old landmark located next door to the modernized Gem, is being razed for a large chain grocery store. Bob Braby was its most recent mgr. . . . Stan Sorenson is a new booker at Republic, succeeding Dean Wilson, resigned. . . . Airport Drive-In, recently closed by the sheriff because of its "adults only" policy, reopened with "Hiroshima" and will revert to triple features of better quality, according to the management. . . . Capitol Theatre mgr. Marvin George and his asst. Paul Hendry entertained the "elder folks" of the community with a free admission to "You're Never Too Young."

Frank Davis, mgr. of Oak Hills Drive-In for the Lawrence chain, was bound and robbed of $100 by two armed thugs, who later escaped in his new station wagon, which at this writing had not been found. . . . Andy Floor and his brothers are enjoying good business at their new Valley View Drive-In on the Tooele, Utah hyway, also at the local State Theatre which they took over upon relinquishing their Star for erection of a bank building on the corner site. . . . Boyd Groberg is new asst. mgr. at the Centre Theatre. . . . RKO branch mgr. Gifford Davidson is back at his desk with some attractive business from Montana. . . . Universal branch mgr. C. R. Wade returned from the Idaho territory where he lined up some contracts with the Paul de Mordaunt-Drennen Circuit.

SEATTLE

The new Sunset Auto-Vue Theatre at Grangeville, Idaho, recently opened by Al Wagner who also operates the indoor Blue Fox in that city, was completely equipped by Modern Theatre Supply. . . . Jim Bonholzer, associated with Sterling Theatres for many years, has been appointed buyer-booker for the John Lee Circuit, which operates theatres in Ephrata, Moses Lake, Soap Lake, Othello, Quincy and Warden, Wash. . . . L. H. Weskil sold his Rose Theatre in Colfax to Vince Paskvan of Calif.

At the recent Variety Club golf tournament at the Sandpoint Golf & Country Club, Jack Kloepper took first prize with a low gross of 74; B. F. Shearer was second with a score of 77, and Bill Stahl, Jr. third with a score of 78. Mrs. John Hamrick won the Herb Sobottka Trophy with a 92 and John Hamrick was awarded the Joshua Green-John Danz trophy for golfers over 50. . . . H. Plunkett, mgr. of National Thea. Supply welcomed a six pound daughter, named Mary Catherine.



That "Mountain of a Man"— is bringing in a Mountain of Money!!

BURT LANCASTER as **"THE KENTUCKIAN"** in **CinemaScope** · Print by **TECHNICOLOR**

Also starring DIANNE FOSTER · DIANA LYNN · with JOHN McINTIRE · UNA MERKEL · JOHN CARRADINE · JOHN LITEL and introducing WALTER MATTHAU and DONALD MacDONALD

Screenplay by A. B. GUTHRIE, JR. • Based upon the novel "The Gabriel Horn" by Felix Holt • Directed by BURT LANCASTER • Produced by HAROLD HECHT • A Hecht-Lancaster Production

thru UA

THE Independent FILM JOURNAL

DEVOTED to the BEST INTERESTS of the MOTION PICTURE INDUSTRY

In this issue

NEWS

ALLIED LEADERS FLAY COMPO, HIT AT CRITICS

REPUBLIC SIGNS FILMS TO VIDEO CONSENT DECREE

UNIVERSAL PAY-TO-SEE VIDEO DEADLOCK SPARKS AS SERVICES FEATURING PAST

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PARTY LINE

TWO Allied leaders within recent days have issued lengthy releases for publication in the trade papers to the effect that COMPO has become a tool of and is dominated by distribution while overriding the desires of member exhibitor organizations.

This is irresponsible comment, unsubstantiated by the facts, impugning the character of COMPO's able staff which these critics have virtually handcuffed. Fortunately, these sentiments are not shared by other exhibitor organizations and probably do not reflect the thinking of a large part of the Allied membership.

Unless Messrs. Rembusch and Myers are in a position to cite chapter and verse with respect to COMPO's infidelity to exhibition and its machina-

See Page 3)

A Picture You'll Hear A Great Deal About....

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Giant posting campaign of the 24-sheet below in:

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Baltimore	Omaha
Boston	Philadelphia
Buffalo	Portland, Ore.
Chicago	Richmond
Dallas	St. Louis
Memphis	Salt Lake City
Nashville	San Francisco
New Haven	Seattle

Newspapers!

Sock campaign, teasers and display nationwide!

Magazines!

Dramatic ads in the following publications:

Life	Time
Look	Parents' Magazine
Collier's	The Saturday Review

Saturday Evening Post
American Bar Assn. Journal

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Exciting radio spots and TV footage add countless millions to the record penetration for a great attraction.



September 17, 1955
Vol. 36 No. 5

THE Independent FILM JOURNAL

Editor: MORTON SUNSHINE

DEVOTED TO THE BEST INTERESTS OF THE MOTION PICTURE INDUSTRY

(Continued from cover)

tions in favor of distribution, it would be far better that they remain silent. If there is any information of which the other exhibitor organizations are not aware, it would seem proper to make it available to them within the confines of the Council. However, the new approach seems to be that COMPO must be presumed guilty until it can prove it will follow the Myers-Rembusch party line.

The function of COMPO is to protect and promote the entire industry in its relations with the outside world. It's too bad that it is being sabotaged from within.

Second Anniversary

CinemaScope enters its third year on September 16th. The progress made by CinemaScope under Spyros P. Skouras, Darryl F. Zanuck, Al Lichtman, Charles Einfeld and Earl I. Sponable in the brief span of 24 months is nothing short of miraculous.

Already the world-wide total of CinemaScope-equipped theatres stands at 25,149, with 15,487 installations in the United States and Canada. More than 150 CinemaScope features will have been presented by every major company, with one exception, by the end of this year. Important new developments are in the offing with the production of Rodgers and Hammerstein's "Carousel" before the revolutionary 55mm CinemaScope cameras, which may well presage a new era in terms of definition and audience participation values. There are great new vistas before the CinemaScope medium. The exhibitor has much to which he can look forward.

The Third Man

The first man selected by the new RKO management was Charles L. Glett as executive vice-president. Next came the announcement of Daniel T. O'Shea as president. Both are former associates of "the third man"—David O. Selznick.

When Mr. Selznick exclusively allied himself with RKO's future production activities, it dispelled any further speculation that RKO might not once again become a major industry factor and place great emphasis on the theatrical market.

Selznick pictures have made industry history both from the standpoint of critical and audience acclaim . . . and exhibition has much to look forward to with his resumption of production in early winter as well as the early re-release of some of his past hits by RKO. Most significant in the Selznick long-term agreement is the indication of the thinking of the new RKO management — and that we like!

Getting Religion

A visit to the Will Rogers Memorial Hospital will give any industryite religion. (See story on page 9). That's why it's an excellent idea for the area chairman for the Christmas Salute to visit the institution, get the story first hand and bring the inspiring message back to the grass roots.

Let's not forget that the Christmas Salute is the hospital's foremost activity even though the one-day audience collection was tremendously successful. We can't ask the public to contribute and deny the industry the opportunity to give for its own.

It should be emphasized that exhibitors, who are opposed to audience collections generally, reported that the public responded most generously to the Will Rogers collection drive and admired the theatres' participation in the campaign, adding up to a fine public relations job for the industry. With all the differences that exist in the business, this is one thing on which we can all agree.

Ladies, We Salute You!

Where would we men be without the ladies? Nowhere, of course. And a group of ladies we wouldn't want to be without is WOMPI, the Women of the Motion Picture Industry, who will hold their second national convention in New Orleans on September 30. WOMPI is a distaff version of the Variety Club, and you'll find a story about their growing organization on pages 18 and 19 of this issue. Congratulations, ladies—and full speed ahead!

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Allied Leaders Blast COMPO; Hit At Critics

The leaders of National Allied, who had been attacking distribution, have now turned their fire on those outside the Allied camp. Latest to enter the intra-exhibition battles are Trueman Rembusch (versus Pat McGee), Abram F. Myers (versus McGee, E. D. Martin, Harry Brandt, plus one distributor, Al Lichtman), and Jack Kirsch (versus all National Allied critics).

Myers, who is general counsel of National Allied, again blasted COMPO and its supporters. In an organization bulletin, he described Cooper Foundation general manager Pat McGee as "shameless," and a man trying "again to rise to prominence by the futile process of tugging at his own bootstraps." Myers said the "only question" was whether McGee was "of enough importance to engage our attention."

"Doomed To Failure"

Twentieth-Fox distributor chief Al Lichtman, ITOA president Harry Brandt, and McGee were described as "three common scolds" by Myers, who did not place TOA president E. D. Martin in that category. "Martin," he asserted, "is new in the big time but from all accounts he is a decent sort and probably was influenced in his improvident outburst by his more vituperative associates."

A new tax repeal fight, Myers said, is probably doomed to failure. ". . . one does not have to be a logician," he said, to figure out that, with the independent exhibitors telling Congress what happened to the relief it voted them a short time ago and asking for the regulation of film prices in order to stay in business, it is extremely unlikely that Congress will grant further tax benefits to be gobbled up by the film companies."

Myers said: "when certain Allied units announced opposition to COMPO's current dues campaign, Allied's inveterate critics wailed like banshees. One might gather from their outcries that COMPO was their baby, bred and reared by them. Yet if we were to take all the man-hours that they have devoted to COMPO and multiply them by 100, they would not equal the time devoted to that organization by such Allied men as Col. Cole, Trueman T. Rembusch and Abram F. Myers.

Rembusch Blasts McGee

"These critics pretend to be better friends of COMPO than the Allied men; but in their protestations of friendship for the COMPO of today, they turn their backs on the ideals of the COMPO of yesterday," Myers said.

His principal charges against COMPO concerned the manner in which COMPO's finances were being depleted, the COMPO decision not to participate in the pay-television fight, and mainly that various COMPO decisions had been made without notice to or consultation with exhibition members.

"Had the (dues and audience awards) plan been submitted in advance to the charter members," Myers said, "it might possibly have been approved, with the proper safeguards." Allied members, he said, previously had been "enraged by the covert and wholly unauthorized activity of at least one member of the staff in opposing COMPO's participation" in the pay-television fight.

Earlier, Indiana Allied leader Trueman Rembusch let go with a few broadsides of his own, answering a claim made by Pat McGee that TOA rather than National Allied is the small exhibitor's friend, and that McGee was mainly responsible for pushing through the first tax slash.

Rembusch asserted that the tax fight was won, not by a single man, but by the "the team work of American exhibitors." He called McGee's criticism of Col. H. A. Cole, co-chairman with McGee in the 1954 tax fight, "one of the most ungrateful happenings in my memory." It was Cole, he said, who "took Pat by the hand and led him through the many organizational pitfalls always present and ready to trip the uninitiated and new leader."

McGee's statement that he has retained 60 percent of the tax saving proves that he reflects the ideas and policies of the large theatre owner, Rembusch claimed. ". . . unless he had circuit buying power he could not, in the present film market, retain 60 percent of the tax saving," he said.

"Savings Gobbled Up"

"In my small operation I can testify to the fact that distribution policies have gobbled up all of the tax savings and more. If I am bad off in my small operation how much more pressed must the single-town theatre operators be? As we small operators go out of business distributors will turn to the larger circuits to make up the loss of revenue so that unequitable and destructive distributor profits can be maintained. Then McGee, out of desperation, will be in favor of the maximum ceiling film rental provided by legislation. Right now, due to McGee's size, he is not feeling the pinch of the distribution iron shoe and if he doesn't awaken to the trend of the times it will be too late for him to save his operation from distributor greed," Rembusch concluded.

He also substantially restated Myers' criticism of COMPO, charging that the organization has become the "tool of distribution," has taken several unauthorized actions, and as such is "worthless" to the industry.

Kirsch Answers Attacks

Last of the Allied leaders to go into battle was Jack Kirsch, president of Allied of Illinois, a past president of Allied. Kirsch referred to recent attacks on Allied by individuals and organizations. "The obvious purpose of these attacks is to make it appear that Allied is completely out of step with the rest of the industry on many current issues," he said.

"Independent exhibitors do not take these barbs seriously," he said asserting that any "doubting exhibitor" who might even partially believe statements critical of Allied should relieve his mind by attending the forthcoming Allied-TESMA-TEDA-IPA Trade Show, to see for himself how Allied functions.

Republic Signs Films To Video Consent Decree

WASHINGTON. — Republic Pictures will eventually release up to 50 percent of its films to television, not later than three years after national distribution to film theatres, under terms of a consent judgment filed this week by the Department of Justice.

Republic's action was not entirely unexpected, but nevertheless came as bad tidings to counsel for the other ten defendants. One counsel agreed that the other companies would be in a stronger position were there unanimity.

Government attorney Samuel Flatlow would not state whether any other defendants would follow in Republic's footsteps. However, he said, the "legal door" was now open. The ten defendants' attorneys would not disclose whether negotiations leading to similar decrees are in progress.

New Trial Soon

This is the first break in the government's 16mm suit, filed in 1952 and due to come to trial against the remaining defendents in Federal District Court in Los Angeles September 20. The government charged restrictive practices in licensing of 16mm feature films to television and other outlets competing with theatres.

The judgment requires Republic within 90 days to offer 80 percent of its pre-August 1, 1948 films for TV. It also requires that Republic undertake negotiations required to free for television films made after August 1, 1948. These negotiations would involve contract clauses. Within a two-year period after successful completion of these negotiations, Republic would be required to release to TV at least 25 percent of its feature films, three years after release for national theatre exhibition.

In each calendar year thereafter, Republic would be required to offer for licensing for television at least 50 percent of the films released by it three years earlier for 35mm national distribution in the U. S.

Consent Decree Won't Change Policies: Yates

Republic president Herbert J. Yates assured exhibitors at press-time that the television market will not be flooded with Republic features, because of the consent decree.

Yates' statement revealed that his company has already released to television 80 percent of its film backlog produced prior to 1948. Consequently, he said, the decree does not require the company to release any additional pictures to television at this time or in the immediate future.

Republic believed from the inception of the suit, Yates said, that they should never have been named as a defendant. The company tried to get a dismissal; but finally agreed to sign a consent decree which did not require any change in policy.

Exhibitor Response Favors Tax Repeal Campaign—Pinanski

Warning other exhibitors that a disastrous summer theatre season, such as befell New England this year, could happen "nearly anywhere else in this country," Sam Pinanski reasserted his plea for a new COMPO tax repeal drive this week, and said that the response to his original appeal was "heartening." The president of American Theatres Corp. of Boston, speaking as an exhibitor and not as a member of the COMPO triumvirate, announced that industry leaders have backed his proposal by a margin of 9-to-1.

Forty-four of those who replied to his letter were in favor of his proposal for a new tax fight, he said, while five were opposed.

"Ordinarily New England theatre operators can count on business in July and August that will provide a cash reserve for subsequent months," Pinanski said. "This summer, however, we have had at least two months of record-breaking heat, the most disastrous floods in our history and the worst polio epidemic this region has ever experienced. Despite these great handicaps we have been obliged to pay a Federal tax.

"I want to point out that what happened in New England could happen nearly anywhere else in this country and that nowhere is a theatre's margin of survival sufficient to withstand such blows for long," the exhibitor leader said. "To enlarge this margin of survival we simply must get rid of the Federal admission tax entirely."

Pinanski issued a list of exhibitors and distribution executives who had endorsed his stand. Among these was George Kerasotes, Kerasotes Theatres, who defined the charge that small theatre owners would not benefit from a further tax cut as "nonsense." "It will not be long before every theatre will be forced by necessity to charge higher admissions," Kerasotes said. "In Springfield, Illinois the price of haircuts is now $1.50. Ten years ago, they were 50 cents. It will not be too long until every small theatre will be forced by necessity to charge higher admission," he said.

Will Process New 65mm Features: Technicolor

Technicolor processes are being expanded to include 65mm film. The whole range of Technicolor laboratory facilities and services from developing of color negatives to release prints will soon be available on 65mm wide film, it was announced this week by Herbert T. Kalmus, president and general manager.

"Installation of 65mm equipment has been started in response to producer requirements," Dr. Kalmus said.

"Handling of 65mm color motion picture work is a continuation of Technicolor policy to provide the industry with all-purpose facilities. This will be an important new service to be added to present manufacturing of Technicolor release prints for Cinerma, CinemaScope, VistaVision, Superscope and conventional type motion pictures," he stated.

He went on to say that from these large area 65mm negatives it will be possible to make release prints in virtually any aspect ratio on 16mm to 65mm wide film.

Lengthy Pay-To-See TV Deadlock Seen As Rebuttal Deadline Past

Expert opinion, according to the current issue of "Collier's," does not expect any final decision on pay-television before 1960. Even with FCC approval, the experts say, toll-TV companies could not get going until 1962 or 1963.

The stack of volumes containing testimony delivered to the FCC already fills 68 volumes, each about four inches thick, and would stretch to a height of 22 feet.

The American Broadcasting Company, in its rebuttal brief filed with the FCC, suggested that the Commission appoint a board of commissioners to conduct a full fact-finding study of toll-TV and report their findings to Congress.

ABC said that "the question of the commission's authority and of the proper classification and regulation is so clouded with doubt that the commission should as a matter of policy, consult Congress before proceeding." The AB-PT subsidiary devoted 11 pages to listings of its programs to prove that it is already supplying all types of programs promised by the pay-to-see advocates.

Dual Channels Possible?

International Telemeter, in its rebuttal brief, stated that use of the same channel for both subscription TV and sponsored TV at the same time might prove to be possible, thus providing the ideal answer to the argument that the public bought sets with prospects of free programs and that pay-TV would black out channels.

A limited dual use has already been achieved, they said, but Telemeter stated it was "not at the present time prepared to state categorically that full dual-channel use is practical."

Skiatron Electronics told the Commission that exhibitors and TV networks have adopted a "public be damned" attitude. Skiatron said that exhibitors are the same group which attempted to stop radio and free TV, and would like to prevent every form of entertainment outside the four walls of their own film theatres, including bridge, dinner parties, and 16mm movies for home entertainment.

Exhibs Panned

"This is the group whose members enjoy the sight of rain on weekends since rain will drive beach parties, picnickers and even ordinary sightseers into their sheltered theatres," it was alleged.

Meanwhile, an all-wire, non-broadcast system of subscription television not requiring FCC approval will be in test operation in four towns during the early part of next year and therefore the FCC should not give the green light to any scrambled broadcast system, the FCC was told.

This suggestion, submitted by Jerrold Electronics of Philadelphia highlighted a day during which most of the subscription television combatants filed their rebuttal briefs. Opponents of subscription television generally charged that it would cost too much for too little, while proponents claimed that sensational programs would be available at fair prices. Jerrold, on the other hand, said it wouldn't cost enough if the FCC allows scrambled pictures to be telecast.

Jerrold president Milton J. Shapp explained at a press conference that the Phonevision, Telemeter and Skiatron systems would be so easy to decode that there would be widespread "bootlegging," and that the promoters would therefore fail "to get off the ground" with their picture scrambling.

The Jerrold brief and the Shapp press conference relieved a period during which all briefs merely rephrased and restated the same old arguments.

Shapp's company claims to operate about 89 percent of existing community antenna systems, which would mean that Jerrold has wired at least 250 towns. This fact lends force to the promise of a quick test of pay-TV in four of these towns.

Shapp ridiculed the "scramblers," and challenged them to submit their systems to a test, during which the Jerrold president said his company would "break their codes" with ease. In any event, he said, transmitting unscrambled pictures over wires would be much cheaper to install, service and operate than would be scrambling for telecasting over the airwaves and unscrambling at the set.

Pay-TV Trial Set

Jerrold will make a pay-TV trial in Casper, Wyo., Tyler, Tex., Muscle Shoals, Ala., and Key West, Fla. by February or March, he said. All of these towns get their present free TV through already installed Jerrold community antenna systems. If people seem to want pay-TV, Jerrold will then go into two cities of over 100,000 population in which it does not already have its wiring done, and will thereafter move into an over-one-million population area.

The programs would come to the community antenna systems over AT&T coaxial cables, and would then be sent over wires into the indivdual homes, and therefore FCC permission would not be necessary, Shapp said. He said the company is already dickering with major film distributors, sports promoters and others for program material and has every reason to believe there will be no trouble on that score.

Demand Congressional Action

Meanwhile, the National Association of Radio and Television Broadcasters repeated its demand that the FCC take no action until it receives from Congress "a firm and explicit legislative directive in the matter." NARTB alleged that pay-TV is not broadcasting and cannot be approved by the Commission legally.

The Committee Against Pay-To-See TV forecast that the result of pay-TV, if approved, would be that the public will be forced to pay as much as $1,156 per year for programs which they now see free. This is true, the group said, because pay-TV would siphon off programs and talent and kill free television.

Zenith repeated its arguments to the effect that the only opposition to pay-TV comes from networks and film theatres, and charged "a selfish desire to maintain monopolistic control. . . . Pay-TV they said,

(*Continued on page* 14)

FOUR OF THE WEST'S MOST FAMOUS CHARACTERS

from Bret Harte's immortal story



JOHN PAYNE
as "Tennessee"

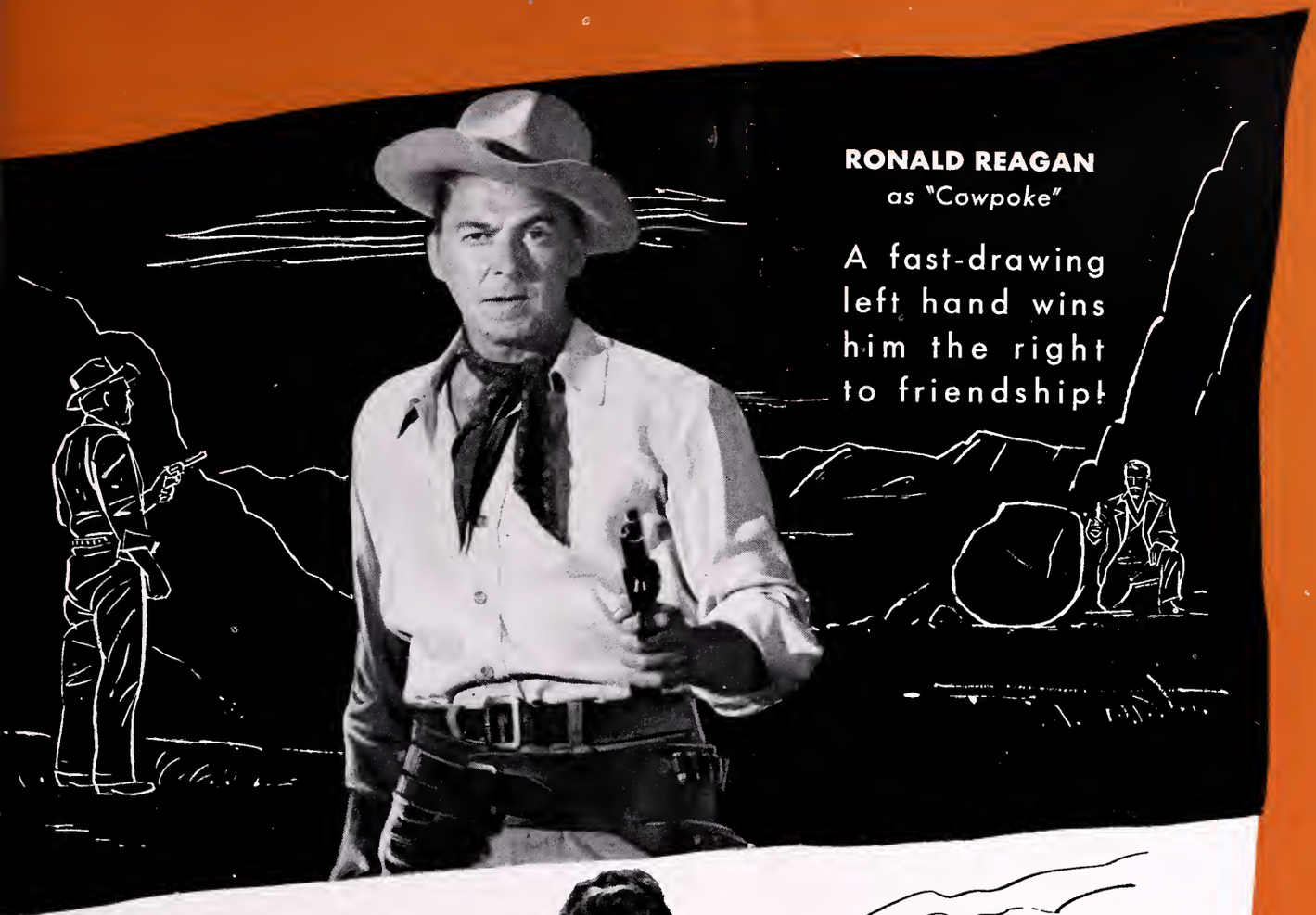
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A gold-digger who mines her gold from the pockets of men!

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RhodenOutlines NT Expansion

COLORADO SPRINGS, COLO.—A full-scale expansion policy, extending into both production and exhibition alike, will be engaged in by National Theatres, it was indicated this week by Elmer C. Rhoden, president, in his address before the organization's convention here at the Broadmoor Hotel.

The circuit, said Rhoden, is prepared to spend $5,000,000 in perfecting a new three-strip photography and projection system and in producing the first feature picture in the method. NT, added Rhoden, would seek court approval to finance at least three pictures a year in the new system, which is called CineMiracle.

Curved Screen "Essential"

Rhoden maintained that the large curved screen is essential for furnishing proper realism and entertainment values to motion pictures having scope. CineMiracle, he pointed out, uses three strips of film and three-panel projection to create "the greatest sense of audience participation of any motion picture projection system yet devised."

First feature in CineMiracle will be produced by Louis de Rochemont, and other important independents are being spoken to for the production of possible subsequent pictures, said Rhoden.

Regarding NT's theatre expansion policies, Rhoden noted that recent acquisitions by the circuit accounted for bringing the Joe Laurence chain of six theatres and one drive-in in Salt Lake City and vicinity under the NT fold as the first buys since NT complied with the consent decree.

Subject to court approval, NT is also acquiring an ozoner in Las Vegas and has purchased a five-acre site in Van Nuys, Calif., and in Reseda for a new type of theatre, Rhoden disclosed. He added that other expansion deals are pending.

Seeks Quality Houses

That the circuit is seeking only quality houses in its expansion policy was pointed out by John B. Bertero, NT vice-prexy and head of Fox West Coast Theatres. He added that CineMiracle will serve to expand the markets for NT, and manpower would be needed to help merchandise the new system.

In the field of public relations, the convention heard Thornton Sargent, NT public relations director, recommend that a motion picture forum be conducted in Hollywood for purposes of inaugurating a Spring festival of entertainment next March.

The forum would result in the gathering of key newsmen from throughout the nation to Hollywood, where they would meet with industry publicity people to discuss how newspapers might better be supplied with Coast news, etc.

Service Published

First issue of Audience Action Index, a weekly entertainment service for motion pictures and television, has been placed in circulation by Sindlinger & Co. According to the publisher, an initial client list of 397 has already subscribed to the service, which furnishes information on consumer reaction to movies and TV shows.

New Positions . . .

PHIL ISAACS was appointed as manager of a newly-created Paramount Rocky Mountain division, with headquarters in Denver. Isaacs, formerly Washington branch mgr., will assume the new post on Oct. 3. The new division will include the Denver and Salt Lake City branches, which have been in the western division, and Des Moines and Omaha, which have been in the central division.

JAMES L. CLEARY, formerly ASCAP district mr. in Cleveland, is now mid-eastern division mgr. RAYMOND G. CARPENTER, former field representative in Cincinnati, takes the Cleveland post.

TOM BRIDGE, now Dallas branch mgr. of Paramount, will become manager of the southwestern division, succeeding A. M. Kane, resigned. FRANK RULE, presently Dallas assistant branch mgr., will step up into Bridge's job.

JAMES RUNTE, presently in the San Francisco slot, moves to Seattle as the new Evergreen division mgr. JOHN KLEE, now district mgr. in the Los Angeles area, moves up to Oakland to become East Bay District topper, replacing ROBERT C. ROTHAFEL, who has transferred to New York City, to become mng. dir. of the Roxy Theatre.

WILLIAM J. MOCLAIR, mng. director of the Roxy, has been promoted to the post of executive director of the Fox Theatre, Philadelphia. Moclair joined the Roxy staff as an usher in 1938.

WILLIAM H. THEDFORD heads a series of promotional moves in key situations involving executives of Fox West Coast Theatres and Evergreen Theatres. Thedford, Evergreen Division president, will move from Seattle to San Francisco, where he will also become FWC's Northern California division head. Thedford will retain his Evergreen presidency and continue to supervise the company's northwest operations from the Golden Gate area.

HAVEN FALCONER, 16mm sales mgr. for Loew's Intenational, has taken over the various activities formerly supervised by William D. Kelly, who has retired after 37 years with the company. Falconer's duties will include the ordering of prints, research, censorship and eastern production location work for the studio. He has been with Loew's for 10 years.

BARRY GREENBERG has joined Gibraltar Motion Picture Distributors as special representative for TV sales.

JACK KENNETT has been appointed editorial director of the Ettinger Company's West Coast operation.

DR. WILLIAM H. VINTON, chief supervisor in Du Pont's photo products department plant technical section of Parlin, N.J., was named manager in charge of new product development in Wilmington, Dela.

GERALD E. BURNS, head of print and publications department of the Vernon Pope office, becomes account supervisor of the Lynn Farnol group in public relations. WALTER DAMROSCH LITTELL also joins the Farnol group, as editorial associate.

NEIL AGNEW, most recently assistant to Republic President Herbert J. Yates, was named vice-president in charge of franchise sales for the Fred Astaire Dance Studios.

HENRY G. PLITT, vice-president of Paramount Gulf Theatres, will become president and gen. mgr. of the company on Jan. 1, succeeding Gaston J. Dureau Jr., who will continue with the company in a consulting capacity. MAURICE F. BARR, present secretary, will succeed Plitt as vice-president in charge of advertising-public relations. T. J. HOWELL, buyer and booker, will become corporate secretary in addition to retaining his past duties.

HARRY PAYNTER, formerly RKO salesman in the Toronto Exchange, becomes branch manager in Calgary, succeeding Arthur Elliot, resigned. HERBERT H. GREENBAUM has been upped from booker in Toronto to fill Paynter's previous post.

LAWRENCE TERRELL has been appointed Paramount branch mgr. in Charlotte, succeeding A. H. Duran, resigned. Since 1950, Terrell has been Atlanta salesman for Paramount.

WILLIAM BROUN, formerly mgr. for U-I in India, now mng. dir. in Japan, replacing WALLY ORR, who now heads the Singapore office. Y. K. YAO, who previously managed Singapore, transferred to Formosa as resident supervisor. GEOFFREY BORET transfers from Indonesia mgr. to replace Broun, while ERNEST SULLIVAN joins U-I in Boret's old post.

JOHN L. BRADLEY has been appointed an asst. mgr. of ad-sales promotion at Ampex Corp.

JOSEPH GOULD, formerly ad director at Louis De Rochemont Associates, has joined IFE where he will have general administrative duties.

HARRY PAYNTER, formerly a Toronto salesman, was named Calgary branch manager for RKO, succeeding Arthur Elliott, resigned. HERBERT H. GREENBAUM was upped from Toronto booker to fill Paynter's spot.

ORLANDO CALVO replaces Siegfried Weening, resigned, as Universal International Films, Inc., Venezuela manager.

IRWIN R. FRANKLYN has joined the Arthur P. Jacobs Co., public relations, as executive associate. He is currently publicity director for Frederick Brisson enterprises.

RALPH S. ENDERSBY, who joined Ampex Corp. last April, becomes manager of the company's new Toronto office.

NSS Reduces Prices For Poll Accessories

National Screen Service has made a sharp downward revision in its price for Audience Awards campaign accessories, according to an announcement from Elmer C. Rhoden, national campaign chairman. The National Theatres president attributed the lowered prices to the "encouraging response" from participating theatres.

For first run houses and key subsequent runs the price of the accessory package will be $25. This package consists of two trailers, two 40x60 posters, one large composite mat and stickers for ballot boxes. For all other theatres the price will be $15. Rhoden called the prices "eminently fair" and commended National Screen for its action.

Will Rogers Hospital Expanding



(Left) Robert J. O'Donnell, board chairman of the Will Rogers Hospital, conveys thanks to Herman Robbins, board chairman of National Screen, who, together with his sons, served as gracious host for the visiting board and guests. (Right) Making use of the x-ray facilities at the hospital are Gene Picker, v.p. of Loew's Theatres; Arthur Krim, pres. of United Artists; Moe Silver, Stanley-Warner exec., and Leopold Friedman, Loew's Theatres v.p. and treas.

SCHROON LAKE.—The board of directors of the Will Rogers Memorial Hospital and other guests who attended the annual inspection of the amusement industry's tuberculosis facility in Saranac Lake, N. Y. heard many glowing reports about progress made and to be made at the institution.

Eugene Picker, Loew's vice-president and chairman of the hospital's Fund-Raising Committee, pledged his group to collect $500,000 annually to assure the future of the hospital. Assurances that the hospital will be enlarged rather than closed were given by Abe Montague, Columbia Pictures vice-president and president of the hospital.

An unusual indoctrination of a "second generation" of supporters of the hospital and research laboratories was revealed at a luncheon meeting by Sam Rosen, Stanley Warner vice-president and director of the hospital. Introducing 12 sons of Will Rogers Memorial Hospital supporters, Rosen declared they had made the trip to gain a first-hand knowledge of the cause, and expressed the hope that the young men would eventually take over not only the reins of business, but also would insure continuation of the institution.

"Second Generation" Introduced

In the group that were introduced were Richard Brandt, Michael Mayer, David Picker, Martin Quigley Jr.; Harold Rinzler, Allan, Burton and Norman Robbins; Thomas and William F. Rogers Jr.; Arthur Rosen; and Morton Thalheimer Jr.

Several speakers, including Abe Montague, emphasized the fact that the industry must be made aware that the Christmas Salute remains the foremost activity of the fund-raising drive for the hospital, and that the audience collection from the public should not deprive industry people of the opportunity to contribute their share to the hospital and research center.

In order that the Christmas Salute may be launched properly, the board voted that area chairman in charge of the Salute be brought to the hospital, so that they may become acclimated to its activities, and become familiar with the work of the organization.

Speaking on behalf of the Audience Collection Drive, Sam Rosen, Stanley Warner vice-president, said that he was normally opposed to audience collections, but that public response to this year's Will Rogers collection was "amazing." The public admires a theatre owner who cooperates, Rosen said.

Sam Rinzler of Randforce echoed this sentiment and pointed out that his patrons made large contributions despite the fact that he had trouble getting the admission price. "I had trouble getting a quarter admission," he said, "but found dollars and half-dollars in the can."

Enrollment of 7,500 theatres for next year's One Day-Week Audience Collection Campaign was foreseen by the fund raising and finance committee. Chairman Eugene Picker, in his report submitted to the board of directors, said that experience gained this year, plus more time for preparation, make this goal a reasonable one.

Final returns for this year's audience collection drive have not been tabulated, Picker said, but he noted that 5,540 theatres have participated. Latest tabulations show $59,733.50 received, with the final total expected to reach $150,000. Picker thanked the industry press for having in this case influenced the trend away from the theatres' usual apathy toward audience collections.

Receipts from the 1954 Christmas Salute, Picker revealed, totaled $165,326, including $126,319 from scrolls; $25,568 from special gifts, and $13,439 from the Summer-Fall Drive-in Salute.

Material for this year's Salute should be en route to distributor chairmen in the exchange areas by September 15, Picker said. The organization of distributor chairman has been completed, while the Variety Club tents have been circulated for their nominations for exhibitor chairmen.

The committee has renewed its application to the Permanent Charities Committee, Picker said, and is hopeful that PCA's contribution may be increased to the original $25,000 pledged for 1954-55, in an agreement not to solicit industry employees in the studios.

In another report, hospital treasurer Si Fabian, reported that receipts of the hospital and research hospital in the year ended May 31 totaled $324,052, compred with $272,981 in the previous 12 months.

Per Capita Cost Decreases

Average per capita cost continues to decrease slightly, it was reported. In 1953 the average per capita cost was $71 per week; in 1954 it was $69.88 and for the first six months of 1955 it is $67.26. This, compared to similar institutions and hospitals, is about 35 percent to 50 percent lower in per capita cost per patient.

Addressing a luncheon at the hospital, Montague said that the institution's reputation was spreading throughout the world, and that some of the patients at the hospital have come from the Far East and Europe. One, from the Far East, has had surgery and is expected to return to his distribution job in Singapore shortly; another is an acrobatic dancer of Russian parents now residing in East Germany. Stricken with TB while on tour in this country, the dancer is responding nicely to treatment, and hopes to remain in the U.S. after her cure.



(Above) Elder statesmen of the industry participating in the board meeting at Robbins Edgewater Motel at Schroon Lake are Arthur Mayer, Sam Rosen, A. Montague, Bernard Kranze and Max A. Cohen. (Below) Second generation industryites visiting the hospital are Morton Thalheimer, Jr., David Picker, Richard Brandt, Arthur Rosen, Michael Mayer, Burton Robbins, Norman Robbins, Tom Rodgers and Bill Rodgers, Jr.

GOLD FOR EXHIBITORS!

The headlines you see here, clipped from Page One of the nation's leading newspapers, are convincing proof of the tremendous interest in THE TREASURE OF PANCHO VILLA!

SCREEN THE PICTURE...play it while the news story is hot!



AY, DOLORES!

Thees Pancho Stole Mucho, Mucho Gold

BRAWLEY (UP)—Miss Delores Vasquez, 76, who disclosed locations in Texas where Mexican revolutionary Gen. Pancho Villa supposedly buried $1,500,000 in gold coins, told today of additional millions buried in Mexico.

Pancho's Gold Being Sought By 2 Veterans

ROMA, Tex. (UP) — Two World War II veterans searched for gold in this sleepy village on the banks of the Rio Grande today on the story of a 76-year-old California woman who said the Mexican ban-

1½ MILLION

Brawley Woman Bares Villa Loot

EL CENTRO — A Brawley woman, 76, has told authorities she knows where $1,500,- identification cards bearing her name and photograph and identifying her as a colo-

Pancho Villa's Gold Hunted By Texans

CORPUS CHRISTI, Tex., Aug. 6 (UP)—Police in Corput Christi and San Antonio today patrolled cemeteries to prevent persons from digging for buried gold after a Brawley, Calif., woman

Pancho Villa Woman Aide Tells Locations of Buried Texas Gold

Locations of about $1½ million in gold coin buried by Pancho Villa in Texas graveyards have been named to the district attorney in a "death bed" confession.

A woman nurse who claims to have been a full colonel



New Villa Treasure In Mexico Bared

By RAY BARNES

Delores Aguilera Vasquez of Brawley, who last week told Imperial county authorities that Mexican revolutionary lead-

Pancho Villa Treasure Tale Discounted

MEXICO CITY (AP) — Reports that Pancho Villa, Mexican revolutionary leader, buried a fortune in Texas have been discounted by Col. Jose Maria Juarrieta, once Villa's chief of staff.

Second Batch of Poll Nominations Disclosed; Final Group Upcoming

James Cagney, James Dean, Tom Ewell, James Stewart and Richard Todd were named as outstanding male performers in the second group of exhibitor nominations for the Audience Awards election, as announced in Hollywood by Elmer Rhoden, national chairman of the Awards committee. The third and last group of nominations will be made shortly.

Other nominations for the period between April 1 and June 30 last follow:

Best Pictures: "Love Me or Leave Me," "A Man Called Peter," "Seven Year Itch," "Strategic Air Command," and "20,000 Leagues Under the Sea."

Best Performance—Male: Cagney ("Love Me or Leave Me"); Dean ("East of Eden"), Ewell ("Seven Year Itch"); Stewart ("Strategic Air Command"), and Todd ("Man Called Peter").

Best Performance—Female: June Allyson ("Strategic Air Command"); Leslie Caron ("Daddy Long Legs"); Doris Day ("Love Me or Leave Me"); Marilyn Monroe ("Itch"), and Jean Peters ("Man Called Peter").

Promising New Personalities—Male: Ernest Borgnine, James Dean, John Derek, Tom Ewell, and Fess Parker; Promising New Personalities—Female: Betsy Blair, Marge Champion, Terry Moore, Mary Murphy, and Mara Corday.

The "hottest entertainment story this Fall will be found in your local theatre," says COMPO to newspaper editors in the organization's 52nd ad to appear in "Editor & Publisher." "If you . . . wish to keep on top of the fast-breaking entertainment story," says the ad, "Your local movie people will tell you about the truly great productions that are on the way."

THIRD BALLOT READY

More than 16,000 theatres will receive next week the third and last exhibitor's nominating ballot for the Nov. 17-27 Audience Awards election. Ballot was due off the press late this week and will be distributed by National Screen Service. It lists 55 pictures set for July-August-September release, 64 male and 55 female leads plus 35 new male and 39 female personalities from these pictures. Like in earlier ballots, theatremen are asked to nominate five from each of the abovementioned categories and return to Price Waterhouse & Co., 56 Pine St., N.Y.C., no later than Oct. 15 for their choices to be included in the counting.

SMPTE Awards Disney, Capstaff, Debrie

Walt Disney, John G. Capstaff and Andre Debrie will be awarded honorary memberships in the Society of Motion Picture and Television Engineers on Oct. 4, president Dr. John G. Frayne announced. Presentations will be made at the society's 78th convention at Lake Placid, N. Y. Capstaff was head of the photography department of the research laboratory at Eastman Kodak until his retirement in 1954, and Debrie is president of Etab. Andre Debrie, Paris.

Bernard D. Loughlin will receive the society's 1955 David Sarnoff Gold Medal at the convention.

Video Code Board Mulls Censor Issue

WASHINGTON.—Prevention of violations of television code by feature films took up virtually all of the time of the Television Code Review Board at its two-day meeting here, the National Association of Radio and Television Broadcasters reported.

The Board was also very much concerned with the promotion of "theatre attractions" through insertion of trailers and film clips in regular TV programs. Many such programs already use the maximum allowable time for commercials, the Board felt.

Some film producers, according to Board chairman G. Richard Shafto, are distributing product made before adoption of the TV Code, product designed for theatre distribution. "We do not believe there is any disposition on the part of most film producers and distributors to obviate the suggestion contained in the Code," he said.

NARTB is pushing for tighter "preview controls" on feature films, and is meeting with success, Shafto said. NARTB is also stepping up its own monitoring and reviewing of films by the Board.

IFE Takes On First Non-Italian Picture

I.F.E. Releasing Corporation has concluded arrangements to distribute its first non-Italian motion picture. The film is the J. Arthur Rank Eastman color drama, "Lease on Life," produced by Sir Michael Balcon and starring Robert Donat. A joint announcement was made by Robert Benjamin, representing the Rank Organization, and Seymour Poe, I.F.E. executive vice-president.

Poe, who described the picture as of "major American box office importance," stated that the acquisition is "the first step in activating I.F.E.'s policy of distributing only films of major importance," and supplementing its program of outstanding foreign films.

Exhibs Unsettled Over COMPO

Stand of Allied Theatre Owners of New Jersey on issues involving COMPO will be determined at an organizational meeting next week, it was pointed out at press time by Sidney Stern, Jersey Allied president. Next week's session, Stern said, will be a conclusion to a membership meet held this week, at which various phases of a projected tax reduction campaign were discussed along with the COMPO issues.

Also prominent on the Jersey Allied meet agenda is a situation which may find Loew's, Inc., bidding for Justice Department approval to purchase a N. J. site on which to build a drive-in theatre. If such a situation comes about, Stern said, the exhibitor unit will oppose.

Continuing as an active thorn in the side of many Jersey theatremen, it was pointed out, is the "pathetic clearance situation" for metropolitan New Jersey. Here, Stern said, theatres run behind the rest of the state as much as three months in securing new product. Action on several levels is contemplated.

Cinerama Film On Atom

The first production of Cinerama, Inc. will deal with dramatic peace-time uses of atomic energy, and will be made with the assistance of the Atomic Energy Commission, according to an announcement from Cinerama president Hazard E. Reeves. Cinerama vice-president Grant Leenhouts will produce the film for 1956 release.

AB-PT Wins More Time

WASHINGTON. — American Broadcasting-Paramount Theatres has received a three-month extension of divestiture time to December 3, according to Justice Department officials. The circuit has already disposed of all but 38 of 774 theatres and the remaining houses are largely "problem situations." All but 12 involve joint interests which must be dissolved, Justice spokesmen said.

Stanley-Warner Lists "Spring Festival Drive" Winners

The winners of the "Spring Festival Drive" which covered the activities of Stanley Warner managers from April-June have been announced by vice-president and general manager Harry M. Kalmine. First prize, an all-expenses paid two-week trip to England for two, went to George Kemp, Montauk Theatre, Passaic, N. J. Second prize, a $1,500 savings bond, went to Irving Hillman, Roger Sherman Theatre, New Haven, Conn.; Third prize, a $1,000 bond, went to Anthony Collinicini, Manos Theatres, Greensburg, Pa.

Other winners follow: district mgrs. Anthony Williams, Newark, N. J. ($500 bond), James M. Totman, New Haven ($250 bond), Bryan F. Moore, Pittsburgh ($150 bond), all for supervising the above winners. Jules Curley, Adv. Dept., Pittsburgh ($500 bond), for best series of kiddie shows; Joe Borenstein, Strand, New Britain, Conn. ($500 bond), best series of promotions; Martin Bratter, Millburn, Millburn, N. J. ($250 bond), for miscellaneous income.

Also, honorable mention awards of a $250 bond each went to: Frank Sahffer, Dixie, Staunton, Va.; Lew Black, Warner, Wilmington, Del.; and Pete Pisano, Avalon, Chicago. Prizes in concession sales for district mgrs. to: Paul Townsend, Oklahoma City ($400); Harry E. Lohmeyer, Washington, D. C. ($250); Lester Krieger, Philadelphia ($100.) Winners in concession sales for mgrs. were: Ernest J. Wells, Kennedy, Washington, D. C. ($400); Milton Brenner, Roosevelt, Newark ($250); and Larry Graver, Mastbaum, Philadelphia ($100).

Winners of Cinerama watches were: Murray Howard, Warner, Worcester, Mass.; George Birkner, Fabian, Paterson, N. J.; Helen Bortz, Warner, Reading, Pa.; George Payette, Maryland, Hagerstown, Md.; and Frank Savage, Warner, Youngstown, O.

Show Business Themes Dominate Current Biographical Film Trend

Hollywood is in the throes of a new, and possibly its biggest, biographical film cycle. With a large number already playing off across the nation, still more are in the can while additional others are in planning stages and yet to be made.

Of recent years, it was the far-flung areas of the globe that attracted independents and major studios alike for backgrounding film stories. The biographical film craze, however, portends to be even broader in its range of individual scope than the geographical was in its coverage of world areas.

The accent in the biographical trend runs strongly on show people, with the military coming through as important runners-up for supplying story personalities. Inventors, pioneers and politicians also figure prominently in the plans of many a producer for future motion pictures.

Already making the rounds of neighborhood theatres are Metro's "Love Me or Leave Me," the story of chanteuse Ruth Etting, and "Interrupted Melody," about Marjorie Lawrence, the Metropolitan Opera star. Paramount's "The Seven Little Foys," which deals with comic Eddie Foy, is playing off.

Metro Sets Two

Showbusiness biographical subjects which are being framed for screening include Metro's "I'll Cry Tomorrow," with Susan Hayward playing Lillian Roth; Sol Siegel, for the same studio, is planning the life of another entertainer, Elsie Janis.

The show business lives of the song-writing team of DeSilva, Brown and Henderson are being contemplated as possible subject matter for a film at 20th Century-Fox. That studio also is filming "The Girl in the Red Velvet Swing," a turn-of-the-century story based on the life of the Gibson Girl, Evelyn Nesbit.

Over at Paramount, filming is being started on "Intermission," which deals with the life of the jazz musician Louis (Red) Nichols, as portrayed by Danny Kaye.

Columbia is shooting "The Eddie Duchin Story," about the late pianist-band leader, with Tyrone Power in the title role. That studio was responsible last season for "The Long Grey Line," also with Power, about Marty Maher, major domo of West Point.

At Universal-International, the big project is "The Benny Goodman Story," in which Steve Allen is starred as the popular clarinetist and jazz virtuoso. On the production agenda is "The Bill Robinson Story," dealing with the late Negro entertainer.

At Warner Bros., work on the screen play of "The Ed Sullivan Story" is nearing completion. The popular newspaper columnist-television personality will play himself in the film, which Richard Whorf will produce and David Butler direct.

Metro is planning "Somebody Up There Loves Me," which concerns Rocky Graziano, the prizefighter. Harriet Parsons may film "The Life of Mickey Walker," about another pugilist.

Other showbusiness projects in the wind on the Coast include "Gertrude Lawrence as Mrs. A," and a story on the life of Buster Keaton, screen comedian. Helen Morgan's biography is also planned, while Columbia will film "The Vamp," about Theda Bara.

More Military Tales

Military biographical pictures, current and future, include: "The Eternal Sea," about Admiral Hoskins, from Republic and now making the theatrical rounds; "To Hell and Back," from Universal-International, about Audie Murphy's wartime experiences, upcoming and "Battle Hymn," also from U-I, will deal with Col. Dean Hess' wartime experiences as a flying parson.

Another military biopic is "The McConnell Story," dealing with the life of the famous Korean campaign jet ace, which Warner Bros. has just placed in release.

Also from Warner Bros. is "The Dam Busters," a British biography of Barnes Wallace, who invented the Skip Bomb technique that was used by the RAF over Germany by Wing Cmdr. Guy Gibson, whose life also figures prominently in the film.

Another British picture, from J. Arthur Rank in connection with Universal, will be about a famous British fighter pilot, Douglas Bader. Kenneth More, England's most popular actor, will portray the pilot, who manned the controls of his plane without legs. Title will be "Reach for the Sky."

I'll Cry Tomorrow



Susan Hayward plays chanteuse Lillian Roth in Metro's musical biography, "I'll Cry Tomorrow."

A short step from present day to historical time in the realm of the military is bridged by United Artists with its forthcoming filmization of the life of "Alexander the Great," world-conquering Macedonian.

About to be released by Universal is "Lady Godiva," dealing with the celebrated female figure who rode her white horse bareback through the streets of Coventry, England, a couple of centuries back. Maureen O'Hara plays the title character.

Aviation and its heroes constitutes another realm of exploration for production. Hecht-Lancaster will back "Kitty Hawk," about the Wright brothers, which Melville Shavelson and Jack Rose will produce. "The Spirit of St. Louis," in which Col. Lindbergh is the central figure, is being made at Warner Bros. with James Stewart as the famous pilot. The same studio is completing yet another tale of an aviator: "The Court Martial of Billy Mitchell."

At Metro, "The Wings of the Eagle" is being planned for Robert Taylor. Picture is the story of the late Cmdr. Frank (Spig) Wead, aviation pioneer and later a screen writer on many important projects.

Politics is another field of endeavor to which a number of filmakers are attracted for biographical pictures. "Beau James," the Gene Fowler biography of the late James J. Walker, is being mentioned as a screen play. Hall Bartlett, an enterprising indie, is set to film the life of Joe Foss, 39-year-old governor of South Dakota, in VistaVision and Technicolor.

Metro, completing the biographical roundup, is planning "Lust for Life," in which Kirk Douglas will play the great 19th Century artist, Vincent Van Gogh.

The Benny Goodman Story



Steve Allen portrays the title role in Universal-International's "The Benny Goodman Story."

Red Velvet Swing



Co-starred in the biography of Evelyn Nesbit are Joan Collins and Ray Milland, from 20th-Fox.

The Eddie Duchin Story



Tyrone Power in Columbia's "The Eddie Duchin Story," recently filmed in New York City.

AB-PT Shares Redeemed; More Financial News

Leonard H. Goldenson, President of American Broadcasting-Paramount Theatres, Inc., announced this week that the board of directors approved the redemption on Oct. 20, 1955 of 150,000 shares of the 5 percent preferred stock ($20 par value) at the applicable redemption price of $20.80, plus the accrued dividend to such date of 25 cents per share, or a total of $21.05 per share.

The specific shares to be redeemed will be selected by lot at the close of business Sept. 20, 1955 when the books will be closed to further transfer of shares so selcted. Notice will be mailed Sept. 20 to holders whose shares of preferred stock are to be redeemed, and payment of the redemption price will be made to these holders of preferred stock upon surrender of their certificates to The Bank of New York, 48 Wall Street, N.Y.C.

There was originally issued early in 1953, 608,047 shares of this preferred stock. With the retirement of these 150,000 shares and the 84,790 shares previously purchased on the open market, there will remain 373,257 shares of preferred stock outstanding.

The board of directors also declared dividends of 25 cents per share on the ontstanding preferred and 25 cents per share on the outstanding common stock of the corporation, payable Oct. 20 to holders of record Sept. 23, excluding the preferred shares to be redeemed as noted above.

Universal Earnings

Universal Pictures and subsidiary companies reported earnings for the 39 weeks ending July 30 of $2,987,521, after $250,000 for contingent liabilities and $3,125,000 for taxes, or $2.76 per share on the 1,018,664 shares of common outstanding. For the 39 weeks ending July 31, 1954, earnings were $2,636,415 after $250,000 for contingent liabilities and $3,400,000 for taxes, or $2.49 per share on the 988,574 shares of common then outstanding.

Universal Pictures has declared a quarterly dividend of 25 cents per share on the common stock of the Company, payable on Sept. 29 to stockholders of record on Sept. 17.

Decca Payment

Decca Records Inc. declared a regular quarterly dividend of 17½ cents per share on the company's capital stock payable Sept. 30 to stockholders of record Sept. 19.

Skouras Chairs Fund

Spyros P. Skouras Jr. of Skouras Theatres succeeds Russell V. Downing of the Radio City Music Hall as chairman of the Motion Picture Industry Scholarship Fund at Yeshiva University. Skouras Jr. declared that the Fund this year will attempt to better the previous year's record of 54 scholarships.

Canadian Ampex Office

REDWOOD CITY, CALIF.—The first sales and distribution office to be set up by the Canadian division of Ampex American has opened for business at 70 Grenville Street, Toronto. The announcement was made by Harrison Johnson, executive vice-president of the new wholly-owned Ampex Corp. subsidiary.

At "Desperate Hours" Breakfast



Don Hartman (center), Paramount's executive in charge of production, was host at special Paramount breakfast for exhibitors at New York's Sheraton Astor Hotel prior to theatremen's preview of William Wyler's "The Desperate Hours" at the Criterion Theatre. At left stand Nat Fellman of Stanley Warner Theatres and Charles Boasberg, special assistant to Paramount world-wide sales chief George Weltner. To right are Moe Silver of Stanley Warner and Joseph Hayes who wrote the screen play.

Subscription Video Impasse Forecast

(Continued from page 5)

would break network control over free TV.

In a separate action, Zenith public relations chief Ted Leitzell urged Theatre Network Television president Nathan L. Halpern to make TNT's September 20 theatre telecast of the Marciano-Moore heavyweight championship fight available to disabled veterans in Veterans Administration Hospitals.

A letter from Leitzell to Halpern stated that Zenith intends to make all of its Phonevision programs available free of charge to VA hospitals. One argument used in the past by pay-TV opponents has been the threat of pay-systems to free entertainment now provided for hospitalized veterans and other shut-ins.

The NARTB had previously urged the FCC to turn down the bid of Penn-Allen Broadcasting for authority to conduct a "pilot" subscription TV service on its discontinued Allentown, Pa. UHF station. They contended the main issue is whether pay-TV is actually broadcasting, that the FCC does not have the legal authority to settle the matter, and that Congress should make the decision. To permit even a "test" authorization, the NARTB charged, would "prejudge one of the basic issues. . . ."

Ohio Exhibs Blast "Fast Buck Boys"

Columbus, O.—Independent Theatre Owners of Ohio this week lashed out against the "fast buck boys" who have been flooding the state with so-called exploitation pictures which, in the opinion of the ITOO bulletin," should never have been made, let alone be shown in Ohio." Pictures are circulating due to the death of Ohio censorship.

The ITOO bulletin noted that one trade paper, "Motion Picture Exhibitor," pointed out edtorially that the theatreman playing these pictures puts his reputation at stake. "Clevalnd Plain Dealer" film critic Ward Marsh was quoted as saying that to prevent the mass circulation of these exploitation pictures "eventually theatres must band together with the common pledge to show no film which does not wear the Code Seal of Approval."

Hearings Launched On Trust Aspects Of Federal Law

WASHINGTON.—A Senate Judiciary subcommittee under the chairmanship of Sen. Harley Kilgore (D., W.Va.) began three days of hearings this week on the operation of the Webb-Pomerene Act, with particular reference to anti-trust aspects.

SIMPP president Ellis Arnall has in the past assailed Motion Picture Export Association activities under this act, but subcommittee staff members said that there were no plans at that time to hear testimony by film industry witnesses.

Staff officials said the sub-committee will inquire into the extent to which U.S. firms can set up foreign agencies without violating the anti-trust laws, the extent to which foreign distribution can be carried on jointly by U.S. firms and their foreign competitors, possible anti-trust exemptions for joint U.S. investment ventures overseas.

Meanwhile investigation of alleged discrimination against U.S. films abroad has tentatively been placed on the agenda for overseas hearings by the Senate Judiciary's Committee's anti-trust and monopoly subcommittees. Committee chairman Sen. Harvey M. Kilgore (D., West Va.) would head the group, which plans to hold hearings in London, Paris and Rome.

American Seating Plant

CHICAGO. — American Seating Co., Grand Rapids, Mich., has begun work on a $1 million addition to its steel plant. According to president H. M. Taliaferro, the new facility should be ready for use early next year. One-story high, and of brick, glass block and fixed-sash construction, the structure will be approximately 670 x 140 feet and will provide about 95,000 additional suare feet of manufacturing space.

Para Merges Branches

E. K. (Ted) O'Shea, vice-president of Paramount Film Distributing Corp., announced this week that the Detroit branch has been incorporated into his midwest central division under division manager Bryan D. (Buck) Stoner. The central division now comprises the branch territories of Chicago, Minneapolis, Milwaukee, Indianapolis and Detroit. Thomas Duane continues as resident branch manager in Detroit.

Distri-Bits . . .

VistaVision Reelers

Paramount will spotlight its 1955-56 short subjects release slate with the introduction of one-reel VistaVision films, the first of which, a travelogue on Gibraltar by Carl Dudley, has already been completed. Additional Paramount shorts will include three two-reelers in VistaVision and three more one-reelers. Also, 52 other shorts including eight Popeye cartoons, six Noveltoons, 12 Cartoon Champions, four Herman & Katnips, six Caspers, four Speaking of Animals, six Grantland Rice Sportlights and six Toppers.

Columbia Discussions

World-wide selling and promotion plans for upcoming Columbia releases were discussed this week on the Coast by top echelon executives of the picture company. Group also heard about current and future production plans from Jerry Wald, executive producer, and Harry Cohn, president. Attending sessions were Jack Cohn, executive vice-prexy; A. Montague, vice-prexy and general sales manager; Paul N. Lazarus Jr., ad-pub vice-prexy, and Lacy Kastner, Columbia Intl. prexy.

Disney Foreign Deal

RKO Radio has negotiated with Buena Vista Film Distribution Co. for the distribution in foreign markets of four current Walt Disney properties, including "Lady and the Tramp," "Davy Crockett," "Switzerland" and "Arizona Sheep Dog." Latter two are featurettes. Deal involves the areas of Latin America, the Far East, excepting Japan, Australasia and Switzerland.

Dividends Rise

WASHINGTON. — Film industry corporations publicly declared cash dividends totaled $16,787,000 during the first seven months of 1955, according to the Department of Commerce. During the same period last year, industry corporations paid $13,575,000. July payments totaled $1,660,000 compared to $1,834,000 in the corresponding month last year, with switches in dividend months causing the difference.

Robbins On Tour

Burton E. Robbins, National Screen Service vice-president in charge of sales, has begun touring the nation on visits to the 31 branches of the company in behalf of the George F. Dembow sales tribute. Robbins stopped this week in Buffalo, Boston and New Haven, respectively, for sales staff visits, then continued en route to the various other exchange cities for the Dembow drive, which will run until Dec. 15.

Record "Marty" Rentals

United Artists' "Marty," starring Ernest Borgnine and Betsy Blair, earned more than $200,000 in film rentals at the Sutton Theatre before going into its sixth month there, William J. Heinemann, UA vice-president in charge of distribution announced. Heinemann said the picture has already broken all house records, and is now in its 12th week in Philadelphia and Baltimore.

News of Selznick Plans Awaited; RKO Wins Exclusive Distribution

With David O. Selznick now affiliated with the newly re-organized RKO Radio Pictures after an absence of seven years from Hollywood production, trade circles were awaiting this week a disclosure as to the type and titles of properties the producer would choose for his first motion pictures.



DAVID O. SELZNICK

According to RKO Pictures, which will finance Selznick productions and also distribute, the producer will start work early this winter on "a series of films of a size and type of quality consistent with his past famous productions."

The Selznick-RKO Pictures deal, according to the producer, spells termination to the protracted set of negotiations between his organization, The Selznick Co., Inc., and M-G-M.

It was pointed out by Daniel T. O'Shea, RKO Pictures president, that Selznick will act as either personal producer or executive producer on his new series. It was noted also that Selznick's company will produce exclusively for RKO distribution.

To Assemble Staff

Selznick will assemble his own production staff and operate in much the same manner as he did prior to his departing Hollywood years ago. He will produce at the RKO-Pathe studio in Culver City, and have offices outside of Hollywood, as well. Associated in the Selznick group are Frank I. Davis as president; Victor J. Hoare, distribution vice-prexy; Earl R. Beaman, treasurer.

Another phase of the RKO-Selznick agreement calls for re-issuing by RKO of a number of early Selznick features. For release in the U.S. in the near future are "Rebecca," "The Adventures of Tom Sawyer," "The Third Man," "Spellbound" and "The Paradine Case." Latter two will be sent out on a double bill.

Saturation video and ad campaigns will launch the re-issues of the above, which RKO will sell in the U.S. and foreign markets.

One apparent reason for Selznick's decision to cast his stake with RKO is the fact that two top echelon members of the picture company's management are former Selznick associates. O'Shea began in Hollywood as a lawyer for the producer almost 20-25 years ago. He was later associated with Selznick in various other enterprises.

Under O'Shea and Selznick, Charles L. Glett, now executive vice-prexy of RKO, served as general manager of the Selznick studio.

Peak Production Nears For Rank

The J. Arthur Rank Organization's Pinewood and Ealing Studios in London are now nearing peak activity, with 14 pictures in various stages of production. Eight of these are comedies, four are dramas, one is a biography and one is a feature-length documentary. Nine of the 14 are in color.

Heading the list of pictures being cut and edited is Ealing's new Alec Guinness comedy, "The Ladykillers," in Technicolor, directed by Alexander Mackendrick with a screenplay by William Rose, author of "Genevieve." Rose and Balcon are also represented by another Technicolor comedy, "Touch and Go," which stars Jack Hawkins, Margaret Johnston and Roland Culver.

Other films in the final stages of production at Pinewood include "Man of the Moment," starring a popular British comedian, Norman Wisdom; "An Alligator Named Daisy," comedy in VistaVision and Technicolor starring Jeannie Carson, who recently made her TV debut in the U.S., Donald Sinden, Margaret Rutherford, and Stanley Holloway.

Currently before the cameras at Pinewood are "Simon and Laura," in Technicolor—VistaVision, based on a London stage comedy, starring Kay Kendall and Peter Finch; "All For Mary," in Eastman color, also based on a London stage play, starring Nigel Patrick; "A Town Like Alice," based on a best-selling novel of Malaya by Nevil Shute, starring Peter Finch and Virginia McKenna.

Others Listed

Also, "The Black Tent," adventure drama in VistaVision-Technicolor starring Anthony Steel and Donald Sinden; "Lost," Eastman color thriller starring David Farrar; "Reach for the Sky," film version of an ace British fighter pilot who had lost both of his legs. Kenneth More stars.

Filming at the Ealing Studios are: "The Feminine Touch," a love story in Technicolor, featuring Diana Wynward, and "Who Done It," marking the film debut of British TV comic Benny Hill and screenplayed by T.E.B. Clarke.

Set to begin shooting in the near future is "The Battle of the River Platte," VistaVision-Technicolor story of the Royal Navy's efforts to hunt down the German pocket battleship Graf Spee. No cast has yet been announced by producers Michael Powell and Emeric Pressburger. "Jumping for Joy," also to start shortly, will provide the first major film role for British comic Frankie Howard.

Trans-Lux Subsidiary

Trans-Lux Corp. will establish a subsidiary for the distribution of foreign product in the U. S., according to reports. George Roth, who has his own company and has been active in the distribution of film imports, is reportedly heading the new unit. He was formerly an executive of Fine Arts Films.

Morey Heads Drive

The film industry's participation in the Community Service Society of New York million dollar fund-raising campaign this October will be headed by Edward Morey, Allied Artists vice-president. Morey will name a committee shortly to assist in the drive.


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Screen Play by
SYDNEY BOEHM and FRANK NUGENT



*PRE-RELEASE
Available for a few specially selected situations the latter part of September

Women Do Industry Proud



NEW ORLEANS: Seated, l to r: Mary Kelly, rec. sec'y.; Marie Berglund, corr. sec'y.; Ora Johnson, 1st V.P.; Gene Barnett, president; Shirley Folse, 2nd V.P.; Imelda Giessinger, treas.; Standing, l to r: Rolande Guma; Connie Aufdemorte; Hazel Schwartz; and Nathalee Odom, Ruth Toubman, and Elizabeth Bacon, board of directors. The New Orleans club is hostess for the second WOMPI convention, under the chairmanship of Lorraine Cass. Co-chairmen—or should we say "chairwomen"?—are Elizabeth Bacon, Marie Berglund, and Lillian Sherick.



WASHINGTON: First row, l to r: Nelia Turner, treas.; Florence Carden, rec. sec'y.; Ora Donoghue, 1st V.P.; Lucille Traband, president; Sara S. Young, 2nd V.P.; and Mary Louis Parry, corr. sec'y.; Second row, l to r: Lois Milstead, Madeline Ackerman, Verda Lee, Myrtle Friess, Lillian Lee, Josephine Byrnes, Catherine Davis, all board of directors. The Washington unit, ninth to receive its Charter, was officially launched on July 12, at a luncheon meeting which honored Jack Fruchtman, a board of governors member, and immediate past Chief Barker of the Washington Variety Club.



DALLAS: Seated, l to r: Muggins White, stand-in for Loia Cheaney, 1st V.P.; Marie Russey, rec. sec'y.; Joyce Smith, 2nd V.P.; Lorena Cullimore, president; Louise Clark, corr. sec'y.; Thelma Jo Bailey, treas.; Standing, l to r: Mildred Freeman, Mable Guinan, Loeda Crawford, Maxine Adams, Bess Morgan, officiating at installation, Flo Gann, Dorothy Mealer, all board of directors except Miss Morgan. Unfortunately, no picture was available of Verlin Osborne, international president of WOMPI and first president of Dallas WOMPI, who is generally considered to be the guiding light in the organization's formation.



ATLANTA: L to R: Edythe Bryant, treas.; Ernestine Carter, 2nd V.P.; Evelyn Snow, 1st V.P.; Eddie Brauer, Republic Pictures, who installed new officers; Stella Poulnot, president; Catherine Moore, corr. sec'y.; and Doris Honea, rec. sec'y. How did that man get in the picture?

Men of the Variety Club, look to your laurels! There are women following in your footsteps. The ladies, in case you haven't noticed, are the Women of the Motion Picture Industry, otherwise known as WOMPI, who are holding their second national convention at the Roosevelt Hotel in New Orleans, come Sept. 30.

The ambition of this new social and charitable organization, as stated by Jacksonville chapter president Janice Claxton, is "to be to the girls in the industry the same as the Variety Club is to the men." And the way the girls are going, with six new affiliates signed up in the past year, they might make it at that.

Giant Strides Noted

The national organization, in its infancy only two years ago, already has grown to woman's status. It boasts an enthusiastic membership roster from nine U.S. cities and a city in Canada. The present members (in order of their joining up) and their presidents are: Dallas (Lorena Cullimore); New Orleans (Gene Barnette); Atlanta (Stella Poulnot); Memphis (Lois Evans); Jacksonville (Janice Claxton); Toronto (Anne Kaplan); Charlotte (Myrtle Parker); Houston (Laura Knopp); Washington (Lucille Traband); and Denver (Jean Gerbase). President of International WOMPI is Verlin Osborne, who was the first president of the Dallas chapter.

WOMPI chapters have 12 meetings a year, with three business meetings at night. Luncheons are most frequent, and individual chapters sponsor raffles, box suppers, dances, and other entertainments.

WOMPI By-Laws

The by-laws of the organization are far-reaching and humanitarian:

"To promote good will for the Motion Picture Industry;

"To develop friendship as a means of broadening the field of opportunity for service and to encourage and promote international peace and cultural relations;

"To inculcate the ideal of service as a basis of all worthy enterprises, and to influence its application in the social, business, and civic life of the Motion Picture Industry;

"To promote active participation in any movement that will tend to improve the civic, social, industrial and commercial welfare of the community;

"The organization of the Women of the Motion Picture Industry is nonpolitical and nonpartisan. The club shall not go on record as being for or against any controversial public policy, or endorse or recommend and candidate for public office or vote on political candidates or partisan questions at club meetings."

Charity rates high in many a Wompian's mind; however, the more recent additions to the national organization have not had sufficient time to get the full force of their memberships behind specific charities as yet.

Eventually each chapter will sponsor a charity of its own choosing. Meanwhile, New Orleans, Jacksonville and Charlotte have reported activity which is small but a heart-

As WOMPI Readies Confab

warming portent of things to come.

Says Viola Wister, Charlotte:

"Our latest project is to purchase a back brace for a little boy in Charlotte who is suffering from spinal tuberculosis. James' father is dead and his mother cannot afford to buy this very necessary item."

Says Nathalee D. Odom, New Orleans:

"In the last two years our service committee has handled the following projects:

1) Christmas party for 300-400 orphans;
2) Distributed T.B. trailer;
3) Donated motion picture screen to St. Mary's Training School at Clarks, La.;
4) Assisted three needy families in our city;
5) Financial aid was given to members of our industry who were ill;
6) March of Dimes.

Choose School Charity

Says Janice Claxton, Jacksonville:

We have chosen as our charity the Pine Castle School for Retarded Children and are now in the process of selling chances on a $100 bill to raise money."

Anne Kaplan of Toronto gives the following report:

"At Christmas time, when the club was newly organized, we donated gifts of clothing, food, etc. which was enough to supply a mother and four children with a complete Christmas dinner, also clothing and toys for the children. We also looked after two elderly women whose names were given to us by the Woodgreen Centre."

Only two qualifications are essential for membership in WOMPI. First, one must be a woman. Second, she must be in the industry for at least six months. By the "industry" is meant positions in production, distribution, exhibition, installation, transportation, concessions, trade papers, and criticism.

Started in Texas

The organization started "deep in the heart of Texas" in 1952, when a group of secretaries on Dallas' Film Row had lunch together, inspired by Verlin Osborne, who in turn had been inspired by Col. H. A. Cole, board chairman of Allied Theatre Owners of Texas. Luncheon concluded, the girls soon decided to found the first WOMPI chapter, with Mary Pickford and Dorothy Lamour as honorary members.

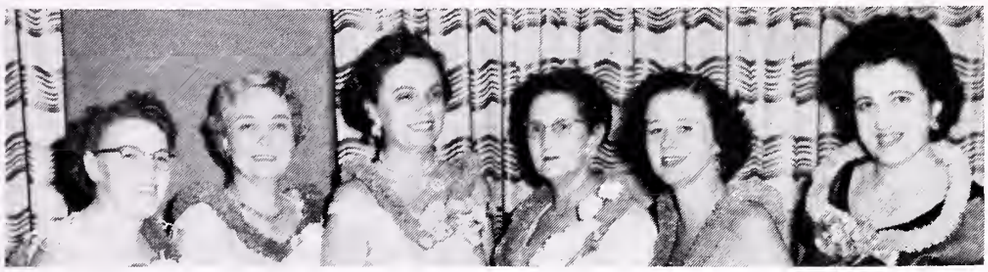
During the vacation periods of these Dallas pioneers, they spread the gospel of WOMPI through visits to women working in the Film Rows of other cities. For example president Lucille Traband of Washington WOMPI credits the "untiring efforts" of Atlanta's Johnnie Barnes, Laura Kenny and Martha Chandler in getting her group going, and other chapter presidents have said the same.

As WOMPI approaches its second convention with a membership that will grow during the coming year, and spirit that can be described as "stupendous." This new organization of industry ladies appears to have a bright future ahead, as another of the legion of show business organizations whose social and charitable activities bring credit to themselves and to their industry.

(More pictures on page 30)



TORONTO: Seated, l to r: Olive Copleston, corresponding sec'y.; Gladys Rawnsley, 1st V.P.; Anne Kaplan, president; Marjorie Wilson, 2nd V.P.; Marion Hertell, recording secretary; Standing, l to r: Mildred Banks, May Levandusky, Lillian Pooley, Jean MacLennan, Florence Long, Virginia Richards, all board of directors. J. J. Fitzgibbons, president of Famous Players Canadian Corp., addressed the charter dinner of the Toronto club, and recalled that when Variety was formed it appeared a "hopeless" undertaking. "I think it proved a success because every member gave what he had to give regardless of creed, color or origin," he said.



HOUSTON: L to R: Rose Canter, treas.; Kent McGuire, 2nd V.P.; Laura Knopp, president; Ethel Kirby, 1st V.P.; Janice Thompson, rec. sec'y.; and Lois Curtis, corr. sec'y.



MEMPHIS: Seated, l to r: Helen Van Vulpen, 1st V.P.; Lois Evans, president; Shirley Kilmore, 2nd V.P.; Standing, l to r: Hazel Reeves, Fairy Wilkerson, Mary Katherine Baker, all directors; Genevieve Monks, rec. sec'y.; Frances Blankenship, past president and regional director; Corinne Walsh, director; and Margaret Irby, treas. Not shown are Katherine Randle, director, and Vivien Wahlquist, corr. sec'y.



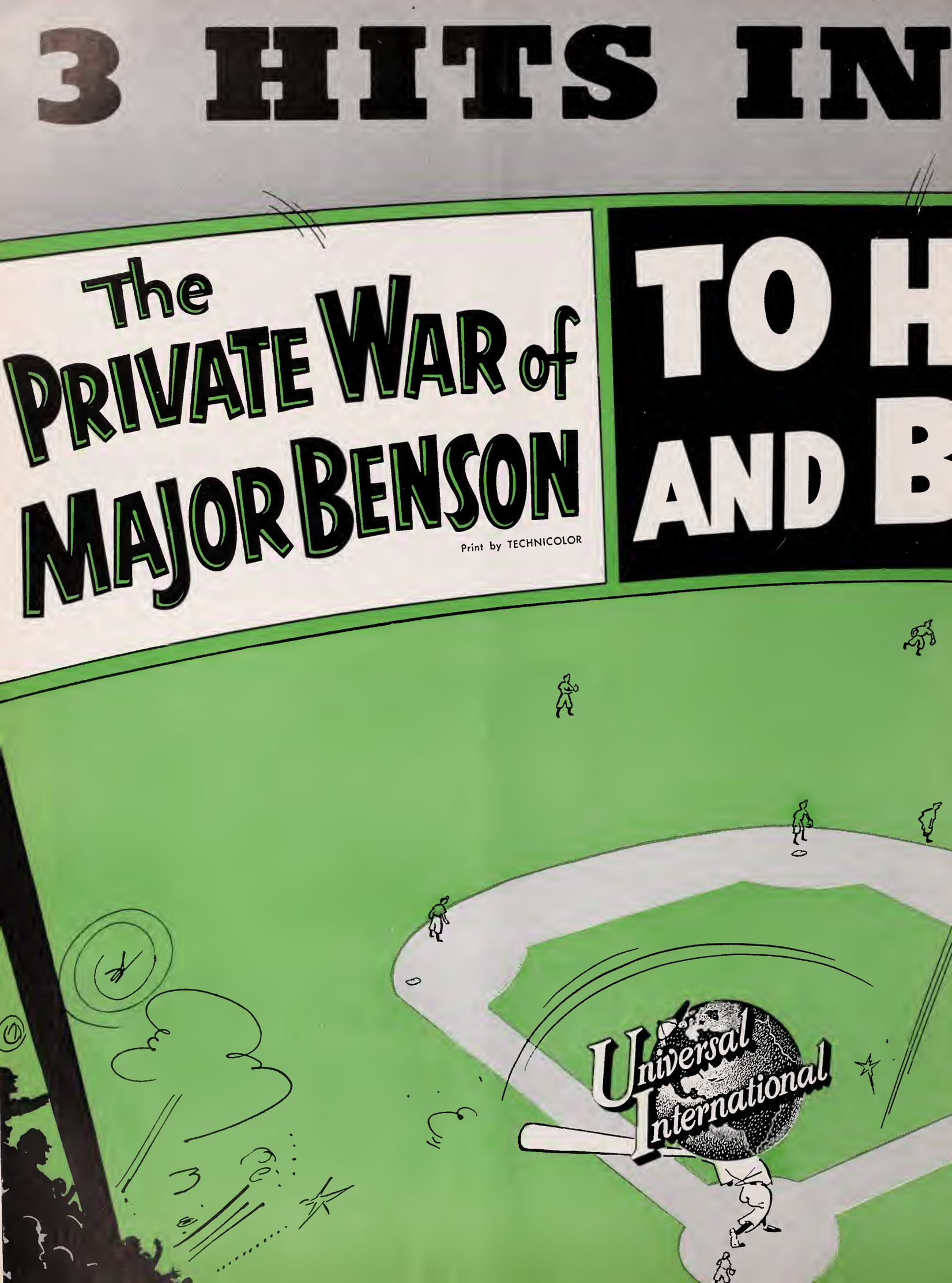
DENVER: First row, l to r: Ann La Gandre, 2nd V.P.; Toni Medley, 1st V.P.; Jean Gerbase, president; Charlotte Steuver, treas.; Maryanne Hogle, rec. sec'y.; and Irene Canino, corr. sec'y.; Back row, l to r: Edith Musgrave, Florence Pell, Bess Warner, Pauline Hall, Ruth Wolfberg, Alice Montague, all board of directors. The Denver unit was the 10th and latest club to receive its WOMPI charter.

3 HITS IN

The PRIVATE WAR of MAJOR BENSON

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TO H AND B



A ROW!

ELL
ACK

Print by TECHNICOLOR

Female on the Beach

Rely on U-I
the *consistent*
clean-up hitter!



Steve Broidy, Allied Artists topper, gives bat and ball to seven-year-old Phil Phillips after signing the young singer-dancer to a seven-year pact.

Alexanders Enter Field Of Re-Issues

"We are going to use this film to explore the re-issue field," Max Alexander of M. & A. Alexander Productions explained in regard to the company's reissuing "It's A Wonderful Life" theatrically. Alexander, who is partnered with his brother, Arthur, selected this James Stewart-Donna Reed vehicle as the best test for a reissue in today's market.

"Older pictures are of interest to the public today, if they are good pictures," Max Alexander, who with his brother, has produced a great many feature films, stressed.

M. & A. Alexander Productions is a production-distribution organization. "A picture today has to have the right distribution," Max stated. "You can't think today of distribution as you did 15 years ago. There is no market for the cheap picture commensurate with the investment in it."

"It's A Wonderful Life" was produced by Frank Capra. It stars James Stewart, Donna Reed and Thomas Mitchell. The Alexanders have made a deal with Harold Schwartz' Tower Pictures to handle Southern distribution, with Harold Weisenthal's Arlan Pictures set to handle international distribution. M. & A. Alexander have the

(Continued on page 25)



Edward Muhl, U-I production vice-prexy, confers with Col. Dean Hess, World War II flying parson, on the latter's biographical film, "Battle Hymn."

HOLLYWOOD

. . . on the wire

RICHARD BERNSTEIN, *Editor*
Hollywood Offices:
8245 Beeman Avenue
North Hollywood. Tel.:
ROgers 7-2347

"Summer and Smoke" by Tennessee Williams has been acquired by Hal Wallis. Williams, a Pulitzer Prize-winning playwright, will do the screen play for the VistaVision Paramount release. . . . Adolph Menjou will co-star with Olivia DeHaviland, John Forsythe and Myrna Loy in "The Ambassador's Daughter," which will be shot in Paris by writer-producer-director Norman Krasna for United Artists release. Film rolls in October.

* * *

U-I made two story purchases. Studio bought "The Rare Blood of Harry Stroud" by Joseph Petracca and L. F. Sweet and "Man Afraid" by Dan Ullman. . . . Over at Columbia, Producer Charles Schneer has set his stars for "Invasion of the Flying Saucers" to be made under the Clover banner for Columbia release. Stars are Hugh Marlowe, Joan Taylor and Donald Curtis. Fred F. Sears directs. . . . Raymond Burr will co-star with Angela Lansbury in "Please Murder Me," the first theatrical production for Gross-Krasne, Inc. Donald Hyde will produce and Peter Godfrey will direct from a script by Hyde and Al C. Ward.

* * *

MacDonald Carey, Patricia Medina and Skip Homeier will co-star in Republic's "Stranger at My Door," which William Witney is directing for associate producer Sidney Picker. Original screen play is by Barry Shipman. . . . John Hodiak, Dean Jagger and Barr Coe have joined the cast of 20th Century-Fox's "On The Threshold of Space." Guy Madison and Virginia Leith top the cast. Robert Webb will direct and William Bloom produce.

* * *

Maxwell Anderson has been signed to script "The Wrong Man," Alfred Hitchcock's next film for Warner Bros. release. Story deals with a musician mistakenly picked up for murder and its effect on his life and that of his family.

* * *

Lewis Seiler, who recently completed the direction of the Bryan Foy production, "Battle Stations," for Columbia, will return to direct "Overexposed," Cleo Moore starring vehicle which Producer Lewis Rachmil will put before the cameras Oct. 11. "Overexposed," an original by Mary Anita Loos and Richard Sale, with screen play by James Gunn, is the story of an ambitious girl who turns professional photographer and becomes involved in the rackets as she fights her way to top recognition in her field.

* * *

Jock Mahoney, who attained popularity as "The Range Rider" on TV, and who is now under contract to U-I, will co-star with Martha Hyer in "Gun Shy" at the studio. The Technicolor outdoor adventure story will be directed by Charles Haas and will be produced by Howard Christie. "Gun Shy" is the story of a Civil War hero who becomes looked upon as a coward because of his desire for peace. However, in order to bring about real peace in his small western town he has to take up his guns.

Elmer Bernstein has been signed to compose and conduct the musical score for Otto Preminger's "The Man With the Golden Arm," which will co-star Frank Sinatra, Eleanor Parker and Kim Novak. Bernstein will score the Preminger feature which rolls Sept. 20 before reporting to Cecil B. DeMille to do the music for "the Ten Commandments."

* * *

Paramount's "The Mountain" troupe is locating at Chamonix, France in the French Alps, where Claire Trevor and Spencer Tracy appear in some of the key scenes of the film, which also stars Robert Wagner. Edward Dmytryk is producing and directing the film, on which A. C. Lyles is serving as assistant producer. . . . Mary Murphy was signed by Republic to a long-term contract calling for one picture a year. The first film is "The Maverick Queen," now before the cameras.

* * *

Allied Artists enters the last third of the year with a blacklog of 10 completed pictures and, in addition, five which are now in the final editing stage, according to executive producer Walter Mirisch. Included in the completed films are two in CinemaScope, "The Warriors" and "Gun Point," and two in SuperScope, "The Body Snatchers" and "The Return of Jack Slade." The other completed films are "Jail Busters," "Wicked Wife," "Paris Follies of 1956," in color, "Dig That Uranium," "Timesslip" and "Thunderstorm." Now being edited are "World Without End," in CinemaScope, "Bobby Ware Is Missing," "The Toughest Man Alive," "Shack Out On 101" and "Calculated Risk."

* * *

Bert E. Friedlob has purchased Douglas Morrow's original story, "Beyond A Reasonable Doubt" and has signed Morrow to complete the screen play. The suspense story will be shot starting Nov. 1. Friedlob's current film, "While the City Sleeps," directed by Fritz Lang for United Artists release, is now in the scoring stage.

(Continued on page 25)



Celebrating completion at Warner Bros. of "Miracle in the Rain" are (l to r): Cinematographer Russell Metty; Steve Trilling, executive assistant to Jack L. Warner; Director Rudolph Mate; Star Jane Wyman; Producer Frank Rosenberg, and Jack L. Warner, studio vice-president.


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when a man
is close
enough to
KISS
you.....
he is
close
enough
to KILL
you!.....
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Produced by MAXWELL SETTON · Directed by ARTHUR LUBIN

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Film Industry Accentuates Search For Latent Talent: William Hawks

By
Richard Bernstein

"A good story is everything today in motion pictures," Producer William Hawks stated in an interview at his 20th Century-Fox office. "It can be played any place, gives everybody concerned with its being made into a motion picture a chance to go to work—the actors, the actresses, the producer, the director, the cameraman, the technicians and all the people necessary in the making of a motion picture."

Hawks has just finished co-producing with William Bacher one of 20th Century-Fox's biggest films of the year, "The Tall Men," which was made in CinemaScope. Hawks and Bacher had as their director Raoul Walsh, whom Hawks believes to be one of the finest in motion pictures.

Once An Agent

"I like to cast a picture carefully," Hawks explained. "I like each role to be properly filled. I was an agent once, myself, and I treat the agents fairly, and they treat me accordingly."

Hawks headed his own agency, one of the biggest in Hollywood, until he entered producing. Hawks' ability to judge talent as an agent has stood him in good stead as a producer. He knows that he wants to make an outstanding picture and he knows how to go about getting it. A soft-spoken, but sure man, Hawks' skill at casting may be seen in the players of "The Tall Men."

Heading the film are Clark Gable, Jane Russell, Robert Ryan, Cameron Mitchell, Emile Meyer, J. Lewis Smith and Robert Adler. Screen play was written by Sydney Boehm and Frank Nugent, based on the novel of the same name by Clay Fisher.

"The Tall Men" is a fictionalized version of the true story of Nelson Storey, a monumental figure in the days of the early West. It takes place in 1866 and deals with a trail drive of 1,500 miles through the heart of the savage Five Nations of the Indian Tribes. As a novel the book was a big seller, and, is currently a pocket-sized success.

In Banner Era

Hawks believes that we are in a banner era of motion picture making with all the ingredients to make the best entertainment in the world. There is a constant quest for good material and he stresses that only good material should be used in making a motion picture.

"In order to get a good film, its story must be good," he pointed out. This story must be adjudged good by motion picture people who know values, he added.

The producer, brother of Howard Hawks, is a graduate of Yale University. He was in investment and commercial banking before he became an agent. He was also vice-president of Hawks-Volck Corp., Agency, and president of William Hawks, Inc. He began producing at RKO Radio Studios and one of his films was the Ronald Colman starrer, "My Life With Caroline."

Hawks will do three more films in the immediate future at 20th-Fox. The first, which he will produce solely, will be "The Last Wagon," by Gwen Bagni.



WILLIAM HAWKS

Hawks agrees with the star system and also acknowledges the fact that Hollywood has waited a great while before developing new luminaries. "However," he said, "Hollywood has awakened and they are making up for this. "He stated that he is very proud of his own studio in this respect. "20th-Fox has been developing new stars all along and I plan to use new faces in 'The Last Wagon.' Darryl Zanuck was one of the first studio heads to start building new stars.

"I don't think that TV can hurt good movies," he said. "There is room for both. As an agent, it was my business to find new people and as a producer—I am using them."

"Today," Hawks said," a studio will gamble on new faces where they haven't gambled in the past. They have to develop new people and they are looking for stories that will help introduce new people."

"And there is also a wonderful opportunity for new writers if they have a story that can be made into a good motion picture," he concluded.

Alexanders Entering

(*Continued from page* 22)

world-wide distribution of the film.

"We are looking for other quality films to re-issue," Max Alexander said, "but with names."

He also added that with their own distribution, they still plan upon finding a worthy vehicle return to production releasing through a major studio. "There are a lot of re-issues out now," Max stated, "that are doing good business against new product."

"We believe that only top product should be re-issued and that in many cases, it reaches a whole new audience, which has grown up since its first release," Max concluded.

HOLLYWOOD...

(*Continued from page* 22)

Hal Chester has signed the feminine lead for his next film, "The Weapon," which he will shoot in England. She is Nicole Maurey. Film rolls in London later this month. Chester recently completed "The Bold and The Brave," Mickey Rooney-Wendell Corey-Don Taylor starrer for Filmmakers, in which Miss Maurey also played the feminine lead. . . . "The Proud Rebel," based on a James Edward Grant "Country Gentleman" magazine story of 1947, "The Journal of Linnett Moore," has been added to Samuel Goldwyn Jr.'s production schedule. Film rolls in December from a Joseph Petracca screen play.

* * *

Louis Jourdan will co-star with Grace Kelly in "The Swan" at M-G-M. The feature, which will roll in CinemaScope and color, will be personally produced by Dore Schary with Charles Vidor directing. Picture rolls Sept. 30. Same studio will roll "Fearful Decision" Sept. 20 with Glenn Ford, Donna Reed and Juano Hernandez starring. Nicholas Nayfack will produce and Alex Segal direct.

* * *

Aubrey Schenck and Howard W. Koch have obtained the screen rights to "Wanton Murder," a short story by South African author Peter Godfrey. It will be made under Schenck-Koch's Bel Air banner for UA release. . . . Producer William Broidy, now prepping three films for Allied Artists release, will put one of them, "Sweet Violence," before the cameras Sept. 26. Final scripts are being completed for "The Big Blaze" and "The Last Mission."

* * *

U-I announced two additional story purchases. The first is "Katrina," historical novel by Jeramie Price and published this year by Farrar, Straus and Cudahy. The second is "The Shrinking Man," a science-fiction story, by Robert Matheson. . . . Line-up for Warner Bros.' "Serenade" now reads Mario Lanza, Joan Fontaine.

* * *

Kim Hunter joins Bette Davis in Phoenix Productions' "Storm Center," which Daniel Taradash and Julian Blaustein are making for Columbia release. Taradash, who scripted, will direct with Blaustein producing. . . . "The Solid Gold Cadillac," which Fred Kohlmar will produce at Columbia, will star Judy Holliday. Film will be shot in CinemaScope and has been set for an Oct. 24 starting date. Also at Columbia, Sam Katzman set an Oct. 11 starting date for "High Trap," which he will produce.

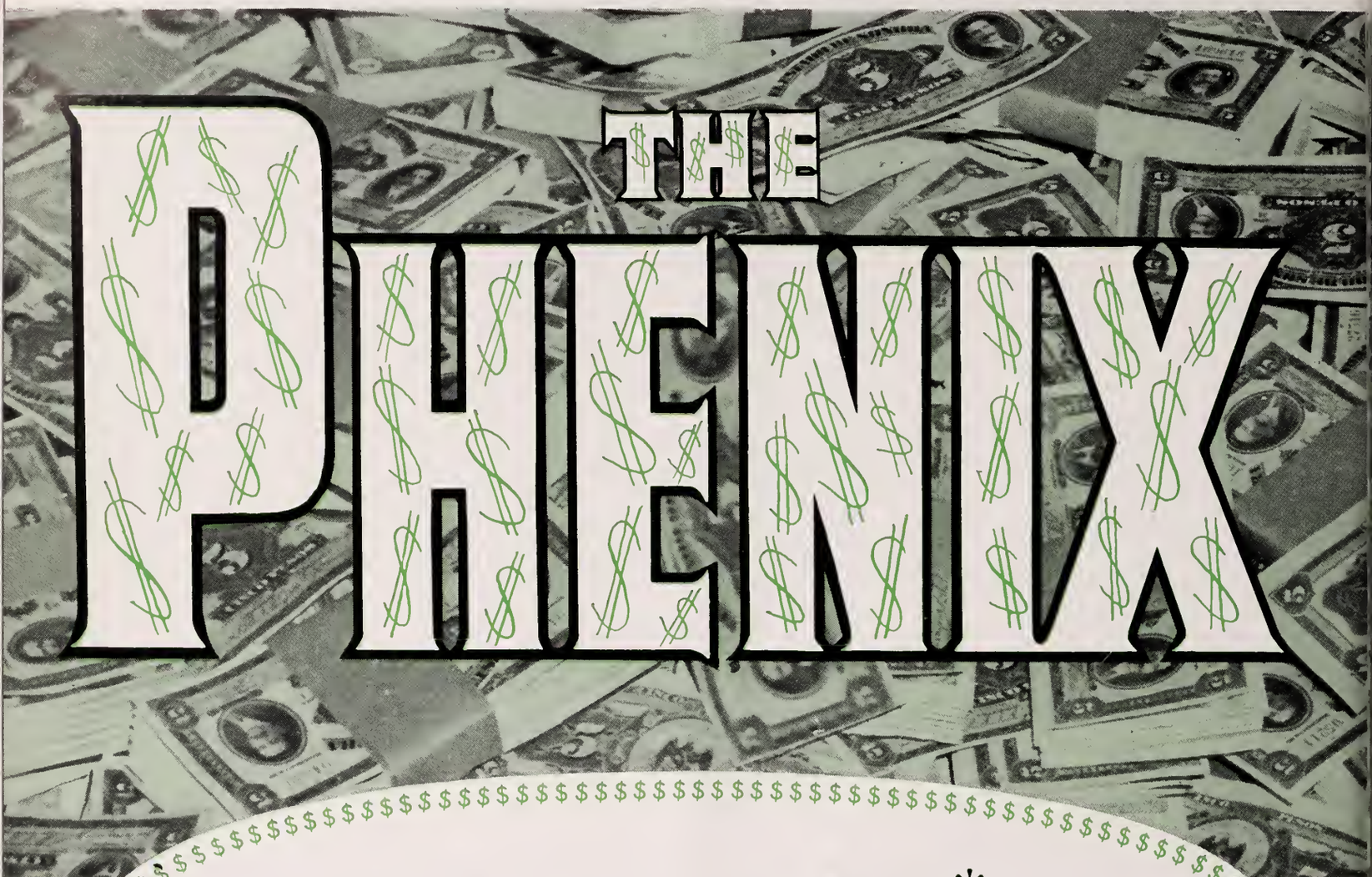
* * *

Jack Warner announced that he has inked Patty McCormack, who starred in "The Bad Seed" on Broadway with Nancy Kelly, to play her original role in the screen version. Mervn LeRoy will produce and direct.

* * *

Helmut Dantine, who recently completed a top role in Robert Rossen's "Alexander The Great" in Spain, has been set for a featured role in Paramount-Ponti-de Laurentiis' production of "War and Peace." . . . Lindsley Parsons puts his Allied Artists feature, "The Come On," before the cameras Sept. 26 with Barry Sullivan starring.

THERE'S MONEY



7 TERRIFIC WEEKS* AT WOODS THEATRE, CHICAGO!

*Running neck and neck with "Blackboard Jungle" and "On The Waterfront" figures and surpassing such hits as "Moon Is Blue" and "Mogambo"

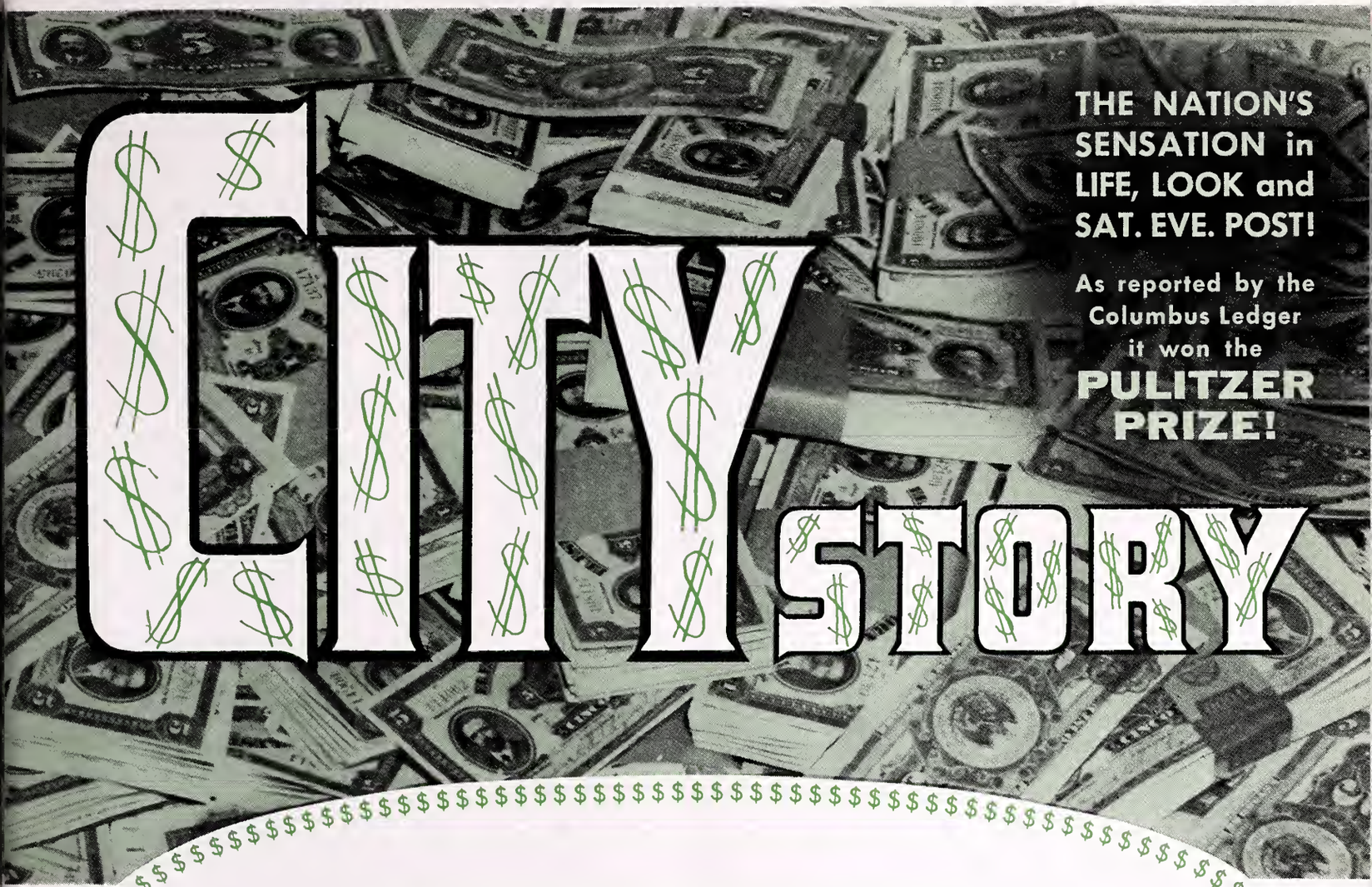
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REGIONEWS

ALBANY

Elias Schlenger, new Fabian div. mgr., was introduced to managers of the circuit's theatres in Albany, Troy, Schenectady and Cohoes at a luncheon, where Lou Golding did the honors. Later Schlenger was presented to branch mgrs. at a luncheon which chief buyer Bernie Brooks hosted. . . . The Variety Club is scheduled to occupy new quarters on the mezzainine of the Sheraton-Ten Eyck about Oct. 1. . . . Ernie Stautner, co-producer of Sara-Play Drive-in, between Saranac and Lake Placid, left for training camp of the Pittsburgh Steelers, on which he plays tackle.

The Copake in Copake, owned by Edward McIntyre and Mrs. Inez Ferguson, reopened. Damages in the wake of Hurricane Diane caused its closing for a week. . . . Harry Lamont's Overlook Drive-In, Poughkeepsie, under lease to Phil Cohen, also closed for a week due to the flood. . . . UA shifted from filmrow to second floor of the Strand Theatre Bldg. . . . Charles A. Smakwitz, now S-W zone mgr. in Newark, moved his wife and daughter to E. Orange, N.J. . . . Prolongation of the drive-in season is planned by a number of operators if the fall weather remains comfortable.

ATLANTA

Ochs Mgmt. Co. of Cleveland, O., recent purchasers of several Florida ozoners, will open an office in Dania, to be operated by James S. Ochs. The company contemplates purchase of other Fla. theatres. . . . Filmland Drive-In, Lakeland, Fla., has charged in a $100,000 damage suit filed in Federal Court, Tampa, that the competing Silver Moon Drive-In and Clyde W. Murrell's Lakeland were permitted to show the same films at the same times to the exclusion of Filmland. Distributors named in the suit were Warner's, 20th-Fox and Universal. . . . Wometco will open its new 750-car Davie Road Drive-In at Ft. Lauderdale, Fla. The all-steel screen tower will accommodate a 90x45′ screen.

Lester M. Neely, Jr. of the Ritz Theatre, Centreville, Ala. gave a benefit showing of "Fireman Save My Child" for the local Fire Dept., which will buy new equipment with the proceeds. . . . Al Rook's Film Booking office will service the 700-car ozoner under construction at Orlando, Fla., also the 600-seat deluxe Cinemorado Theatre on Islamorado Key, Fla., owned by the Robt. L. Duncans. . . . Lease of the Boynton Theatre, Boynton, Fla., has been sold to Gulf-stream Theatres, whose officers are Richard T. and S. P. Jebb and Doyle Morgan. Richard Jebb, a real estate operator in the community, will manage. Morgan is mgr. of the Delray Beach Chamber of Commerce. . . . Columbus Drive-In, Tampa, Fla., is now under management of W. E. Grout.

The new 600-car Bowling Drive-In at Decatur, Ala. has opened. Owners are W. W. Hammonds, Jr., B. C. Gross and C. D. Wheeler, who also operate the Wilson, Florence, Ala., and the Marshall at Albertsville, Ala. . . . Richard Boring, formerly with Crescent Amuse. Co., Nashville, was named head bookkeeper and office mgr. for Theatre Seat Service, Nashville. . . . Mrs. Rose Lancaster resigned from Strickland Films to go with Bealand-King Films. . . . Olin Evans Theatre Co. of Florala, Ala. took over the Clayton Theatre, Clayton, Ala. and the Brundidge, Brundidge, from Fred McLendon Theas. Evans reopened the Starlite Drive-In at Florala, whose projection room and concession stand were destroyed in a recent fire. The McLendon circuit closed its Star Theatre at McKenzie, Ala. . . . Fletcher M. Catron, 85, former mgr. of the Bonita Theatre in Tampa, Fla. passed away; also Bill Ashby, service mgr. for Dixie Theatre Service.

Openaire Amuse. Co. of Chattanooga, Tenn. is planning construction of a twin drive-in on a 77-acre tract near Hixon, Tenn., with a capacity of 1,092 cars and to cost around $200,000. . . . Howard Smith installed new concession equipment in his 41 Drive-In at Brooksville, Fla. . . . Milton Doriety is new mgr. of McLendon's Joy Drive-In at Milton, Fla. . . . When the new $50,000, 400-seat Key Largo Theatre at Homestead, Fla. is opened, its facilities will be available for free Sunday school and church services or for public and civil gatherings during the week. . . . The Marciano-Moore contest on the 20th, to be shown at the 2,500-seat Roxy (White) and the 1,000-seat Royal (Colored), will be the first championship fight telecast in Atlanta.



Don M. Mankiewicz (right), author of "Trial," the $10,000 Harper Prize Novel for 1955 which was on the best seller lists and made into a provocative motion picture by M-G-M, presents an autographed copy of his book to Russell V. Downing, pres. of Radio City Music Hall, where the film will play following run of Metro's "It's Always Fair Weather."

BOSTON

Although two downtown Boston theatres are equipped with large screen TV, the Capitol Theatre in nearby Everett was chosen to show the Marciano-Moore fight telecast, as well as three other S-W houses—the Warner, Lynn; Warner, Worcester, and Capitol, Springfield, with admissions set at $4.95 on a reserved seat basis. American Theas. booked the fight into its State, Portland, Me. at $2.95, and the No. Reading Drive-In, Reading, Mass. at $3.30. . . . Thieves broke into the Meadow Glen Drive-In, Medford and escaped with $1,500 after forcing open the safe. . . . A check on the Small Business Administration offices in Boston reveals that no Mass. theatre owners have applied for a loan to rebuild theatres severely damaged by the floods.

Elmer Nolte, Jr., pres. of Allied MPTO of Md., has appointed Leon Back and Meyer Leventhal to represent his group at the IENE convention to be held at Toy Town Tavern, Winchendon, Oct. 24-25. Sid Stern, pres., Wilbur Snaper and Irving Dollinger of Allied of N.J. will also be on hand. . . . Arthur Lockwood of L&G Ents. and Mrs. Lockwood are back from a summer of travel in Europe. . . . The Governors of six New England states have proclaimed Sept. 1-15 as "Jimmy Fund Time," asking full support of the public for the Children's Cancer Research Foundation. Theodore Fleisher and Joe Cronin, co-chairmen of this year's drive, are asking all mgrs. to make a special pitch for theatre collections. . . . Philip Markell, 70, retired head of Markell Sanitary Products, passed away.

Joseph E. Levine, pres. of Embassy Picts., has acquired world-wide distribution rights to "Wiretapper," a new Hollywood film. Incidentally, Levine was tendered a gala surprise party at his new Newton Center estate on his 50th birthday. . . . Robert Coyne, special counsel for COMPO, is to be guest speaker at the Boston Advertising Club luncheon at the Hotel Statler on Sept. 27. Chas. E. Kurtzman, northeast div. mgr. for Loew's, is chairman for the day. . . . Al Keen, head of Keen Adv. Co., was stricken with a mild case of polio and is a patient at Haines Memorial Hospital.

BUFFALO

Harold Bennett, local mgr. for National Screen, worked up the subject matter for the Safety Trailers distributed to theatres here by the Buffalo Police Dept. There are 10 subjects in the series. . . . The 1,000-car Empire Drive-In, Rochester, operated by H. Graden Hodges for the past six years, has been leased to Midwest Drive-In Theas. of Boston. New operators will increase capacity to 1,500 cars and make many other improvements. Berk & Krumgold, theatre realty brokers in N.Y.C. handled the deal. . . . Police in St. Catharines, Ont. broke up an attempt to have 3,000 counterfeit tickets printed for telecast of the Marciano-Moore bout in the Century Theatre Sept. 20.

Davy Crockett Days were declared in S. Buffalo when merchants cooperated with mgr. Charles McKernan of the Seneca in offering 100 prizes for its Davy Crockett matinee. McKernan got front page stories in the

S. Buffalo News on the stunt. . . . Richard D. Walsh, Sr., 58, ad-pub dir. for the Hayman theatre interests in Niagara Falls, passed away.

Exhibitors and distribution representatives of this area will meet at Variety Club headquarters on the 19th to perfect plans for the Audience Awards campaign. Ralph Russell of the Palace Theatre, Canton, O., one of the members of the original Audience Awards Planning Committee, is expected to be principal speaker. . . . 16-year-old Robert Fohrd of Kenmore was sentenced to six months in Wende Penitentiary for creating a disturbance in the Kenmore Theatre, where mgr. William Brett has been having much trouble with teen-age hoodlums. Fohrd had a record of previous misdemeanors.

CHARLOTTE

J. M. Wallace, former mgr. of the Midway Drive-In, Durham, N.C., is now mgr. of the Sumter Theatre, Sumter, S.C. . . . Amos Boyette, M-G-M booker, appointed sales representative. . . . E. G. Stelling, pres. of Essantee Theatres, Charlotte, announced that L. R. Gilland, Jr. and Perry Reavis, Jr. were elected v.p's. Essantee is the management company of Stewart & Everett Theas. . . . Wm. S. Jordan, mgr. of the State Theatre, Raleigh, N.C., recovering from a back injury suffered in a recent auto accident.

CHICAGO

Abbott Theatre Supply will equip the Marks Bros. Bel-Air Twin Drive-In, under construction in Cicero, with complete RCA sound installation. Work is being rushed for a fall opening. . . . The independent loop Monroe Theatre reduced admissions to 67¢ up to 1 p.m. and 87¢ to closing. . . . Walter E. Heller Co. declared a 20¢ common stock dividend, payable Sept. 30. . . . H&E Balaban's Esquire on the northside premiered "The Virgin Queen," which will have an extended run there. Film has not yet played loop theatres. . . . Elizabeth Wetter, oldest active employee of the Universal exchange, is seriously ill at Wesley Memorial Hospital.

Barger's State Theatre in Roseland reopened after a $100,000 modernization job, with Henry Stevens as mgr. . . . "The Red Shoes" returned to Chicago for an exclusive reshowing at the World Playhouse. Teitel Film Co. acquired distribution rights for this territory. . . . Filmack has completed a series of six shorts in which State Secretary Chas. Carpentier, E. Moline theatre owner, discusses safety on Ill. highways. . . . Lou Kravitz of Filmack was made chairman of Lions Club in Park Forest. . . . Alliance mgrs. and assts. will meet at the Lincoln Hotel, Indianapolis, Sept. 29-30, with execs from the Chicago headquarters, headed by pres. S. J. Gregory. Winners of the showmanship drive will be announced. . . . Motiograph Inc. will sponsor a luncheon for TOA delegates to the Los Angeles convention at the Biltmore Hotel on Oct. 7, hosted by Ben Shearer, Pacific Coast distributor for Motiograph.

Attys. Nass and Topper filed suit for A. Teitel against Astor Theatre Corp., asking for share in profits from sale of the Astor, which is to be replaced by a synagogue. . . . Ritz Theatre, Chenoa, Ill., reopened after extensive remodeling, under new ownership of George Francken of Wisc. Rapids. . . . Max Bonier, Paramount booker, has a new daughter, making it four girls for the Boniers. . . . Stage show will be dropped during loop run of "Guys and Dolls" at B&K's Chicago Theatre, opening Armistice Day. . . . Whiteway Sign Co. is working on a huge outdoor canopy and signs for B&K's Central Park Theatre. . . . Sam Lamasky, head shipper for Columbia and business agent for Unions A and B, his wife and three grandchildren are recovering from injuries received in an auto collision.

New Chicago theatre posts: Larry Laws, co-mgr., Roosevelt; Ben Levi, asst. mgr. State Lake; Al Smith, relief mgr., Congress; Wm. Riordon, asst. mgr., Belmont. . . . James Bikos, owner of the Roxy and Ridge theatres in Gary, Ind., passed away; also Emil A. Kernel, credit mgr. of the Drako Hotel and well known to film trade. . . . Mgr. Max Roth reports Capital Film Exch. will distribute "Great Adventure" in this area. Mrs. Molly Schwartz recently joined the company. . . . Chicago operators got 4% wage increase starting Sept. 1. . . . Chicago Tribune will cooperate in promotion of Audience Awards Poll by carrying nominations made by exhibitors, which public will be asked to vote on. John Balaban and Jack Kirsch are area co-chairmen of the drive. . . . World premiere of "Gentlemen Marry Brunettes" will be held at the Oriental Theatre on Sept. 29.



Cary Grant, star of Paramount's "To Catch a Thief," is touring the U. S., conducting question-and-answer sessions before theatre audiences concerning the industry, Hollywood and the picture. The popular actor is seen here with Louis Krasnow, mgr. of the Astor Theatre, Boston.

Watch These Dates!

Sept. 30-Oct. 2: New Orleans—Women of the Motion Picture Industry second annual convention—Hotel Roosevelt.

Oct. 3-7: Lake Placid, N. Y.—Society of Motion Picture & Television Engineers semi-annual convention.

Oct. 6-9: Los Angeles—Theatre Owners of America national convention — Biltmore Hotel.

Oct. 24-25: Winchendon, Mass.—Independent Exhibitors of New England convention—Toy Town Tavern.

Oct. 24-25: Memphis—Theatre Owners of Arkansas, Mississippi & Tennessee annual convention—Hotel Gayoso.

Nov. 4: New York—Motion Picture Pioneers 17th annual dinner — Waldorf Astoria.

Nov. 5-9: Chicago—Allied States Association convention—Hotel Morrison.

Nov. 6-8: Jacksonville—Motion Picture Exhibitors of Florida annual convention—Roosevelt Hotel.

Nov. 6-9: Chicago—International Popcorn Association convention, Hotel Morrison.

Nov. 6-9: Chicago—Allied States Assn. annual TESMA-TEDA-IPA trade show—Morrison Hotel.

Nov. 13-15: Charlotte—Theatre Owners of N. & S. Carolina annual convention—Hotel Charlotte.

Nov. 17-27: COMPO's first annual Audience Awards Poll—final balloting.

Nov. 21-22: St. Louis — Missouri-Illinois Theatre Owners annual convention — Hotel Chase.

CINCINNATI

At the recent Variety Club golf tournament, winners of the golf trophy for members was Stuart Jacobson, U-I salesman, and for non-members, Lou Evers. . . . Noah Schechter, veteran theatre man and Variety Club member, was hospitalized for a leg ailment. . . . Alfred V. Isaac, new mgr. of the Whitesburg Theatre, Pineville, Ky., also plans to open the old Liberty Theatre on a week-end basis. . . . The new 300-car Park Drive-In, recently opened in Flemingsburg, Ky., is owned by Mr. & Mrs. Earl Urmston, H. M. Walker, Harris C. Walker and H. M. Walker, Jr. . . . Doris Vacca resigned as asst. mgr. of Loew's Broad, Columbus, O.

CLEVELAND

The Variety Club's newest "Light a Life" fund-raising project for cerebral palsy netted a total of $600 the first two weeks it was run. . . . George Hartnett, formerly of Cleveland, became mgr. of the 40th St. Drive-In, Tampa, Fla., recently acquired by Ochs Mgmt. Co. along with a number of other ozoners in Florida. Ernie Plitz, formerly of the Norwalk Drive-In, left to manage the Auto Park in Tampa, another Ochs acquisition. . . . Loew houses did such a brisk business on Labor Day that extended runs pushed their new shows forward a week. . . . Paramount office mgr. T. L. Irwin became ill the second day of his vacation in Canada and had to return to Cleveland. Jack Grubaugh is a new student booker at the branch.



Manager Jack Silverthorne of the Hippodrome Theatre in Cleveland has tough time picking finalists in "Daisy Mae" contest plugging United Artists' "The Kentuckian." Selection of top prize winner in competition sponsored by Cleveland disc jockeys was made by audience in a run-off held on the Hippodrome stage.





OFFICERS OF JACKSONVILLE AND CHARLOTTE WOMPI: Left photo, seated, l to r: Neva Taylor, 1st V.P.; Janice Claxton, president and Sara Keller, 2nd V.P. of Jacksonville; Standing, l to r: Genell Beaumont, treas.; Pat Thomas, corr. sec'y.; and Doris Poston, rec. sec'y. Right photo, seated, l to r: Rosaline Hutton, 2nd V.P.; Myrtle Parker, president; Mildred Warren, treas., of Charlotte; standing, l to r: Margaret Baker, corr. sec'y.; Gladys Hawkins, 1st V.P.; and Mildred Hoover, rec. sec'y.

DALLAS

The Tower Theatre is selling reservations for the Marciano-Moore heavyweight title bout, scheduled for Sept. 20, at $4.00 for all seats. Event will mark the fifth match presented on the Tower screen since 1953—all involving Marciano. . . . Denton Road Drive-In lost $170 to burglars who broke into the concession stand and helped themselves. . . . The Dallas division of Modern Talking Picture Service moved into new quarters at 1308 Slocum St., Mrs. Earnestine Gilstrap, office mgr., announced.

The Texan Theatre in Clarksville was completely destroyed and the Avalon there suffered smoke and water damage when a fire swept the area in which they are located. Owner Cab Wolf estimates his loss at $50,000. . . . Bay Drive-In, Bay City, managed by J. C. Richetts, has installed a wide screen. . . . Dorothy Mealer who recently set up her own booking agency, is back from a holiday at Buck Tussle, Tex.

DENVER

John Denman, mgr. of the Denver, has been made city mgr. for Fox Inter-Mountain Theatres in Salt Lake City, where he will supervise the houses recently bought from Joseph Lawrence. They include the Uptown, Rialto, Villa, Southeast and the Oak Hill Drive-In, Salt Lake City; the Murray, Murray, Utah, and the Academy, Provo, Utah. Robert Bothwell was moved in from Billings Mont. to manage the Denver. . . . Phil Conway, publicist for Buena Vista from the time the exchange opened, has been moved to Cleveland in a similar capacity. . . . Jim Ricketts, Paramount branch mgr., went to New York to spend a week in the home office observing the routines.

Variety Tent 37 expects to be in its new clubrooms in the Cosmopolitan Hotel by Nov. 1, when a big open house is planned. Mel Glatz of Fox Intermountain is busy getting the rooms in shape. Robert Hill is chief barker, having been elected to succeed John Denman, who left for Salt Lake City to become city mgr. for Fox Inter-Mountain Theatres. . . . Reville Kniffen, asst. to the M-G-M western div. mgr., was in from his San Francisco headquarters calling on theatres and conferring with branch mgr. V. J. Dugan. . . . June Farmer, secy. at Manley, Ind., and Frank Farmer, her former husband, were remarried in Albuquerque, N.M. and went on to Calif. for a honeymoon.

Fox Inter-Mountain is in the midst of its Italian Film Festival, which opened at the Denver and is continuing at the Aladdin, Esquire and Bluebird, with the latter house being concerned with one-night showings of great Italin films of the past 50 years. The affair is tied in with a fashion show, with 50 models and half a dozen Italian film stars doing the modeling, for which the charge is $10 with champagne thrown in. . . . Mrs. Grace Bailey, Universal switchboard operator, quit to join her husband, who is in the air force in Germany. . . . Jerry Jackson, National Screen shipper, escaped with a cut on the forehead when her car was demolished in a skidding accident.

DES MOINES

Valley Theatre in Eddyville, closed by Dwight Hanson in June, was reopened by Frederick Reed, who had planned to open in Aug. but was delayed because of fire damage. Interior of the theatre has been redecorated and a new wide screen will be installed. . . . Stratford Theatre in Stratford has been reopened by Derald Hanson after being dark for several weeks. . . . 200 nuns of the Quad-City area were recent guests of Robt. Williams, mgr. of the Sunset Theatre in Davenport, for a showing of "Rose Marie"

Management of the Time Theatre in Albert City has been assumed by Carl Bruggeman to replace Art Sunde. Mr. & Mrs. Wayne "Bud" Kimber will operate the house until Lowell Bruggeman returns from the Service in about three months. . . . The Regent in Cedar Falls, in cooperation with four local firms, presented a free "back-to-school" show. . . . The last free movie of the season was held in Bayard recently, completing 12 weekly shows sponsored by local merchants. . . . "Appreciation Week" at the Cozy in Morning Sun was held for the purpose of rallying community support by showing the value of movies as good entertainment. The Cozy is a non-profit, community-owned business.

Neal Houtz, mgr. of the Strand and Odeon in Marshalltown, announced the installation of CinemaScope, wide screen and new projection equipment, also a new policy of first-run single features. . . . The Bagley Legion Theatre, continuing its usual Wed. night bargain show, will put in a new show Sat. and Sun. and be closed rest of the week. . . . State Tax Commission reports reveal that Iowans have cut down on their movie-going in the last year by 3.5 percent, represetning a drop of not more than one or two movies a year for the average family.

DETROIT

Almond Sears is opening the new Silver Drive-In at Linden for a short fall season. Another new one, to be called Ottawa Drive-in, is being opened at Spring Lake, with bookings to be handled by Clive Waxman who, incidentally, is exulting in becoming a grandfather for the fourth time . . . An outpost display exhibit in a major downtown bank window has been set up by Bill Green of the Music Hall, showing the public just how Cinerama functions. . . . Morris Yentes, mgr. of the St. George Playhouse, Brooklyn, was a visitor at the home of Joe Lee, Fox mgr here. . . . The Nightingales, film row bowling organization, are opening their 31st season on Sept. 29—bowling at 12:30 noon.

Warren Millard set Sept. 7 for seasonal closing of the Norland Drive-In at Clare—probably the earliest closing date in the state. . . . Jack Hurford, former mgr. of the Fox, was active as a supervisor of gate operations at the Mich. State Fair. . . . Jack Dickstein, now mgr. of the Regent, left for an eastern visit, including a stay with his family in Philadelphia. . . . Emmett Roche, owner of a small upstate circuit, just launched a new 40-foot cruiser which will be berthed at Pentwater. . . . Deaths of four local showmen were reported in one day: Miles C. Spencer, former stunt rider in western silent films; Ford Record, stage mgr. of the Masonic Temple; Roy T. Rogers, head usher at Olympia; and Eugene Mackay, theatrical display designer.

INDIANAPOLIS

Theatre owner Trueman Rebusch, a director of National Allied and a State Fair board member, recently gained recognition as the inventor of a judging stand for the race track which revolves as horses make the circuit of the track. It was used for the first time during the State Fair here. . . . A wide screen is being installed at the Chateau Theatre, Greencastle, by owner

(*Continued on page* 32)

GREAT TALENT MAKES GREAT PICTURES!



"The Spirit of St. Louis," starring James Stewart as Charles A. Lindbergh, goes into production over Long Island where an exact replica of the famous little monoplane takes to the air with an escort of press planes simulating those which escorted Lindy on May 20, 1927.

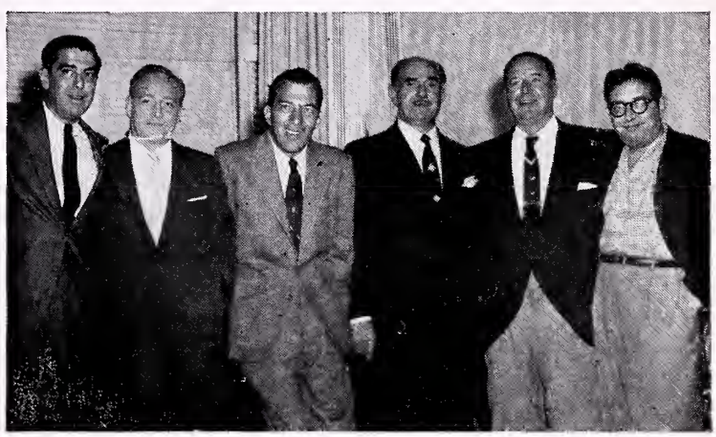




Billy Wilder, left, directing the Lindbergh adventure saga, huddles with Producer Leland Hayward and Cinematographer Ted McCord as camera angles are figured in relation to the story points and aerodynamics. *(CinemaScope and WarnerColor).*



With stars John Wayne and Lauren Bacall at helm, William A. Wellman's "Blood Alley" heads for early West Coast engagement. Batjac production for Warner Bros. combines romance and adventure in explosive Far East setting.*(CinemaScope and WarnerColor).*



Ed Sullivan flies into Hollywood and meets Jack L. Warner and some of the team he'll be working with on "The Ed Sullivan Story," the Warner feature starring the famous newspaper columnist and television personality. Left to right: Richard Whorf, who'll produce the Sullivan picture for the studio, Steve Trilling, Sullivan, J. L. Warner, David Butler, who'll direct, and Irving Wallace, writer.*(CinemaScope and WarnerColor).*



Two "first" screen kisses comprise busy day for Liberace in the famed pianist's new feature motion picture "Sincerely Yours." Playing no favorites between his two stellar leading ladies, Liberace follows an ardent embrace with Joanne Dru *(left)* with an equally fervid romantic scene with Dorothy Malone. *(In WarnerColor)*



"Our Miss Brooks" transforms at Warners from a television series to a feature motion picture with Eve Arden starring as America's best known school teacher. On the set left to right are: Jane Morgan, Miss Brooks' landlady; David Weisbart, producing for the studio; Director Al Lewis and Miss Arden. The motion picture retains most of the TV regulars.

WE'RE DOING THINGS HERE AT WARNER BROS.

INDIANAPOLIS (cont'd.)

Harold Reckley. . . . 20th-Fox salesman George Condon was transferred to Philadelphia. . . . Alliance mgrs. and assts. will meet at the Lincoln Hotel, Indianapolis, Sept. 29-30, with execs. from the Chicago headquarters. Winners of the circuit's showmanship drive will be announced.

Ed Kennelly of Terre Haute, dist. supervisor for Alliance, supervised installation of a pizza pie stand at the North Anderson Drive-In, believed to be the only one in Indiana where the pizza is made on the premises by an Italian chef. It cost Alliance $1,200 and response is reported to be terrific. . . . Purchase of $1 or more of school supplies at Walgreen's in Muncie is worth a free movie ticket to the Rivoli for children 12 or under through Sept. . . . Wise Food Market in Muncie distributed 1,000 free drive-in tickets with the purchase of one-half gallon of its ice cream. . . . Ralph Boice is new mgr. of the Boice Theatre, Warsaw, Ind.

KANSAS CITY

Chas. Whittenburg, who managed the 400-seat Strand at Caruthersville, Mo. for Judge G. Carey, is now operating on lease. . . . Commonwealth closed the Boone in Columbus, Mo. and reopened the Varsity. After extensive remodeling, the Hall Theatre in Columbia scheduled a mid-Sept. opening. . . . Harry Hamburg, Paramount mgr., is chairman of K. C. committee for Will Rogers Memorial Hospital fund. . . . Don and Margaret Cutter closed the State at Smithville, Mo. . . . With closing of the IFE office in K. C., Ralph Gregory, local representative, began operation from his home through the Chicago office.,

Dewey Kisor bought R. C. Davisson's interest in the Binney Theatre at Pattonsburg, Mo. and installed CinemaScope. . . . Gen. C. O. Thraser is director for promotion on 20th Fox's "Survival City" in this area. . . . R. J. Bennett closed the Admiral, K. C. . . . Chas. F. Fox installed new screen and lenses in the Cole Camp, Mo. Theatre. . . . Orpheum Theatre, Neosho, has a new front. . . . Ace Theatre, Grenola, Kans., was closed by Bill Hudson, long-time operator. . . . A group of investors, including Bing Crosby, took option on KFEQ and KFEQ-TV in St. Joe, Mo., subject to FCC approval.

K. C. members of committees for Nov. 6-9 convention of Equipment Dealers' Assn. in Chicago are Walter Shreve and Clyde Badger. . . . Republic Theatre at Republic, Mo. has new screen, lenses and decoration. . . . Employees of Fort Drive-In, Leavenworth, Kans, and Cowtown Theatre, St. Joe, Mo., had a picnic at Bean Lake, where a speedboat race between D. W. Craig, Cowtown mgr., and Red Spindler, mgr. of Fort was an attraction.

Ang. 29 a new law went into effect in Mo. raising minimum on damages involving wrongful death from $15,000 to $25,000. This covers theatres. . . . Harvie R. Johnson, 60, owner of Bernie Theatre, Bernie, Mo., died. Otis R. Johnson managed the Bernie for his father, who had a number of investments in Mo. . . . Promotion on Warners' re-issue of "Dodge City" included a Cowboy Sweethart contest sponsored by the city's Chamber of Commerce as part of a campaign to establish the town as the cowboy capital of the U.S.



Luis E. Perez, pres. of Distribuidora Lepa, C. A., of Venezuela, who is celebrating his 20th anniversary as distributor of Republic pictures in that country, visits with Republic pres. Herbert J. Yates. The young lady is Perez's daughter.



Members of United Artists' Los Angeles branch, discarding their jackets in a literal interpretation of the Max Youngstein "Coats Off" drive, greet the UA executive, who discussed product figuring in the sales campaign. Shown (l to r): Andy Heederick, sales; Bert Pollard, sales mgr.; Dick Carnegie, branch mgr.; Bill Scholl, head West Coast exploitation rep.; Youngstein; Bill Warner, sales; Bill Walsh, head booker; Bill Wasserman, sales; Rollie Gunderson, office mgr.; Jack Katz, booker, and Perry Pazmezoglu, exploitation rep.

LOS ANGELES

Leo Miller, Stanley-Warner film buyer, resigned to join the Cal-Pac Corp. in a like capacity. Miller is succeeded by Ralph Carmichael, who headed his own theatre service here. . . . Stanley Cohen, salesman for Manhattan Films, resigned to enter the restaurant business. . . . Tom Muchmore has taken over the Marcal Theatre in Hollywood from Murray Gould. . . . Friends of Harry Cohen, who before retiring some months ago was branch mgr. for RKO here, were shocked by his sudden passing.

Irving Levin, Filmakers prexy, headed for England by plane to meet with producer Hal Chester, who is preparing to launch a new feature for release by Levin's organization. . . . A new $20,000 air conditioning system was installed in the Alladin Theatre in Indio. . . . Milton Lefton, who operates the Oriental and Congress theatres, assumed control of the Gordon Theatre, which for many years was under the Fox West Coast banner. . . . Dick Carnegie, United Artists branch mgr., is in the hospital for a minor ailment.

Big event on Film Row was official opening of the new Universal-International exchange building. The modern two-story structure was planned after extensive research of the operational requirements for a complete motion picture sales and distribution center. . . . Jack Kalbo, associate of Everett Cummings, has been elected pres. of the Board of Education in Downey. . . . Services were held in the Church of the Recessional for Henry Herbel, Warner's western dist. sales mgr., following his death from a heart ailment.

MIAMI

Signs of the new season getting under way include the following switches in personnel: T. G. Seaborn leaves the Trail to take over the Normandy as mgr.; Sam Cicero, asst. mgr. at Normandy goes to the Circle in same capacity; James Husted goes from the Circle to the Normandy as asst. mgr.; Robt. Owen is new asst. mgr. at the Town.

MINNEAPOLIS

The neighborhood Hollywood Theatre is playing pictures that have won Academy awards, including the accompanying shorts, during the month of Sept. The schedule required some fancy shipping arrangements and location of prints. . . . Frank Campo is a new salesman at Allied Artists. He formerly was a booker at Paramount. . . . Stan McCulloch, formerly at RKO, is now booker at Paramount. . . . John Lewis, new booking clerk at Paramount, formerly managed the World in Duluth and was city mgr. for Sol Fisher's theatres in Mpls.

Vern Huntsinger is new mgr. of the loop Gopher, replacing Ed Linder. He formerly was house mgr. of Cinerama at the Century. . . . Entire first floor of the 20th-Fox exchange has been redectorated. . . . Norm Levinson, M-G-M press representative, is sporting a new red and white Oldsmobile. . . . Ann Allen, branch mgr.'s secy at UA, is back from a vacation in Scotland. Cashier Evelyn Lukes will marry James Glader on Sept. 20. . . . The Volk brothers, operators of the Terrace and Riverview, and Sol Fisher, operator of the Varsity, snared the first-run showings of Alec Guinness' "To Paris With Love" and upped admissions to 85¢.

NEW HAVEN

Harold Cummings named Joe Carroll concession mgr. of the Meadows Drive-In, Hartford, to succeed Henry Pardo, resigned. . . . Anthony DiLorenzo, son of the late Anthony DiLorenzo, pioneer Conn. theatre owner, will be married in Oct. to Hartfordite Colette M. Schauss. . . . Sal Adorno, Jr., owner of the Middletown Drive-In, acquired a station wagon to serve on a standby basis for emergencies. . . . The Conn. trade attended an open house celebration at the W. Hartford home of Morris Keppner, partner in Burnside Theatre Corp. and General Theas., Inc., marking the Keppners 25th wedding anniversary.

New Haven's first-run art house, the Lincoln Theatre, reopened after extensive re-

(*Continued on page* 42)

DEVOTED TO THE BEST INTERESTS OF

YOUR THEATRE



- Trade Shows Selling Out
- New Processes Talks
- Picnicking Aids Airers
- Manley Innovations



Babylon Revisited (See Page 36)

New Stylings For Reade Opener

TAX DEDUCTION FOR FLOOD DAMAGES

(See Page 40)

TOA Trade Show Near-Sellout; Convention Highlights Revealed

Eighty-two percent of the available equipment show space at the forthcoming TOA convention is sold, according to Orkin Expositions Management, the show's producers. The announcement was made to TOA president E. D. Martin after a meeting with convention co-chairmen Ernest Stellings, Lester Kropp and Joseph Rosenfield.

After a press review which will kick off the show on October 6, Martin will cut the 35mm film ribbon, opening the trade spectacle to the delegates. The show will run through October 9, at the Los Angeles Biltmore Hotel.

Highlights of the equipment showings include the latest version of Century's Model C and Model CC Projector Mechanism. Featuring a new and enlarged observation door for easier viewing of the film, the new model also incorporates a non-condensing water cooled aperture that can be easily changed to accomodate all standard and special sizes for VistaVision, CinemaScope, SuperScope, etc.

The mechanism uses 4 inch diameter high speed lenses, and with adapters can be used for all standard lenses, including CinemaScope. A new lens mount design permits a projectionist to easily focus the critical short focus lens, according to the manufacturer. A lubricant which is impervious to temperature is said to insure perfect uniform focus at all times and under all conditions.

Several new developments in sound will be demonstrated by the Ballantyne company. Among the products to be shown by this manufacturer are Single Cone Speakers, the SX-400 Magnetic Sound Reproducer, the MX Amplification System, and the Dub'l Cone In-a-Car Speaker.

The latter speaker will reproduce sound from four track magnetic stereophonic prints through only two channels of amplification and two in-a-car speakers electrically connected to the respective sound tracks. Both speakers may be used in parallel for added power and speaker capacity to give greater improvement in quality.

B. F. Shearer Company, Pacific Coast distributors of Motiograph Equipment, will have one of the largest exhibit spaces at the show. In addition to the Motiograph line of sound of projection equipment, the Shearer Company will display arc lamps by Ashcraft, Haywood-Wakefield theatre chairs, and carpets by Karagheusian.

Karagheusian, who are showing Gulistan carpets, claim that theatre owners today can find both beauty and practicality available. Attractive colors can be arranged in carpet designs so that soil marks are minimized. An outstanding example of this is said to be the carpet in Radio City Music Hall,

(*Continued on page* 39)

Manley Presents New Products

A prefabricated steel counter, with sections ranging in length from two to 20 feet, suitable for assembly in auy shape or combination desired, is the new Manley Serve-O-Ramic Drive-In Theatre Concession Stand. Designed exclusively for theatres, the stand will be shown in Booths 7, 8 and 9 at the TOA Trade Show.

Acording to the manufacturer, test locations where the counters have been used showed an increaso in sales as much as 5 cents per person, a reduetion in payroll cafeteria service by about half, faster traffic flow, and easy rear loading.

Other new products introduced by Manley are the Vistapop popcorn machine, the Refresherette, and the Coliseum, which is a combination of a Manley Ice-O-Bar and Display Console Popcorn machine.

The Vistapop features visual popping which takes place before tho customer's eyes. Also, the electrical controls are different from older Manley models, as the kettle heat is controlled automatically within a few degrees, thus making it possible to pop corn without regard for the operator's judgment or fluctuations in electric supply. Another new feature is the popcorn warming pan, which the manufacturers say will keep popcorn fresh and crisp even in the Southern coastal areas.

The Refresherette is a compact snack bar occupying only 14 square feet, designed for operators who want to install food service without the heavy outlay usually required for fountains or kitchens. It combines a 2-faucet soft drink dispenser, a rotary hot dog grill, a 2 cubic foot refrigerator, bun steamer or toaster, three condiment cups, and a maple carving block.

Todd AO, Fox 55mm To Be Discussed At Chicago Trade Show

Discussions of the Todd-AO system and 20th-Fox's new 55mm filming and projection process will be featured at the Equipment Forum to be held as part of the Allied-TESMA-TEDA-IPA Trade Show at the Morrison Hotel, Chicago, November 6-9. Invitations to lead the discussions have been extended to L. D. Netter Jr., for Todd-AO, and to Earl J. Sponable, 20th-Fox technical expert, who was prominent in the development of his company's CinemaScope process.

The Equipment Forum, set for the afternoon of November 9, will be moderated by L. W. Davee, Century Projector Corp., one of the prime developers of the old 70mm Grandeur projection method. Plans are to solicit in advance the "most asked" questions received from theatre men.

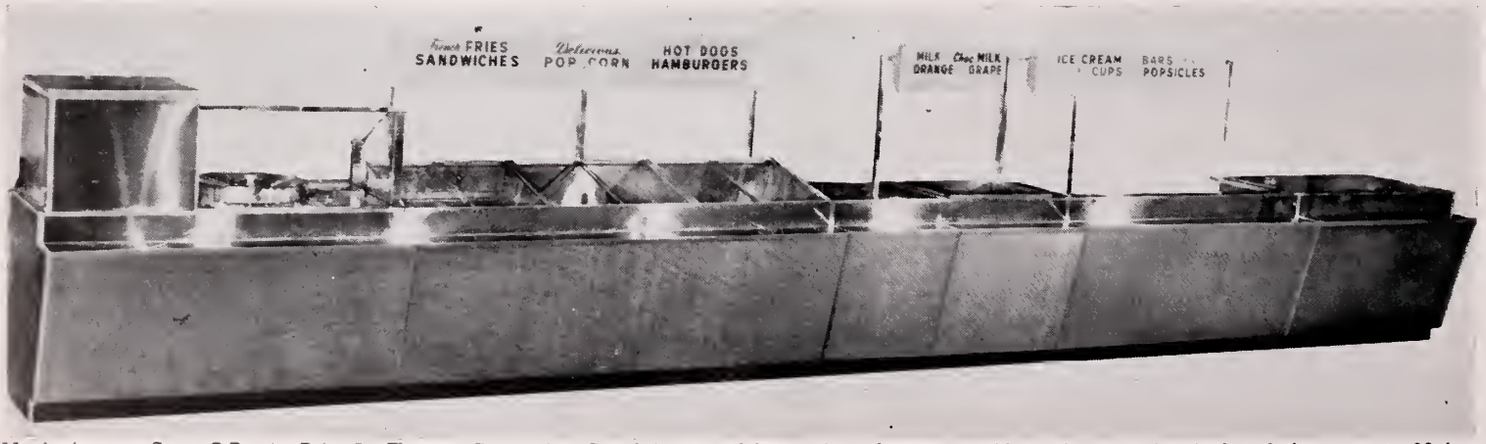
Lee Koken Moderates

The concession sessions will begin on November 7, chairmanned by Lee Koken, RKO Theatres, with a program designed to interest the conventional theatre operator. Some of the subjects to be discussed have been announced as follows: Popcorn Merchandising and Promotional Aids; The Popcorn Outlook; Buttercorn; Vending Candy by Machine; Ways to Boost Candy Sales; New Methods to Merchandise and Sell Ice Cream; Frozen Custards in Theatres; Are Hot Dogs Posing a Problem; Automatic and Manual Drink Machines; Newest Developments in Equipment, and Regional Merchandising.

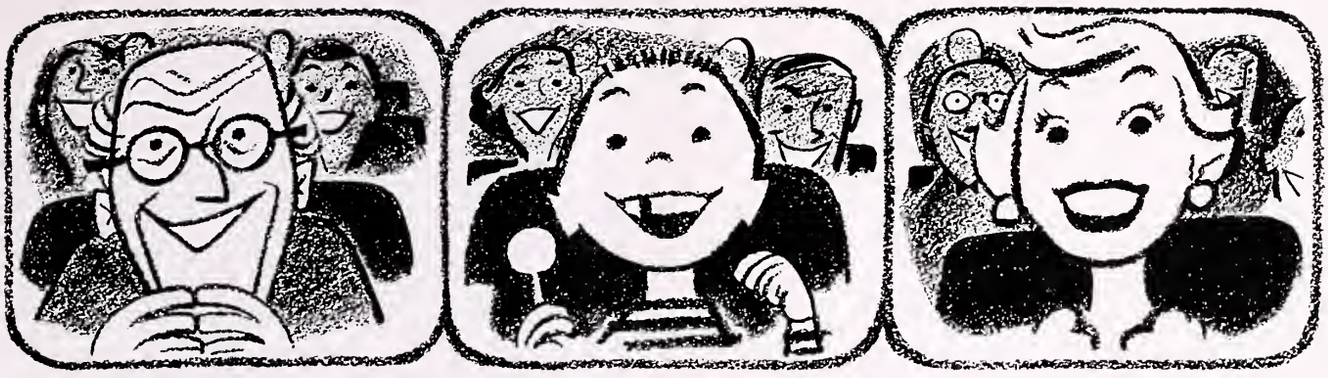
Drive-in theatres will be spotlighted on November 7, when discussion leaders, moderated by Bert Nathan, Theatre Popcorn Vending Corp., will talk on: Planning a Concessions Layout, including Storage and Advance Preparation Facilities; Advantages of Cafeteria and Station Operation; New Ideas and Trends in Concessions; New Equipment to Speed Up Service;

Also, Costs Per Person and Averages to Shoot For; Intermissions, Trailers and Playgrounds As an Aid to Snack-Bar Sales; Effect of Cart-Sales and Butchering on Over-All Sales; What to Look For in a Good Concession Operation.

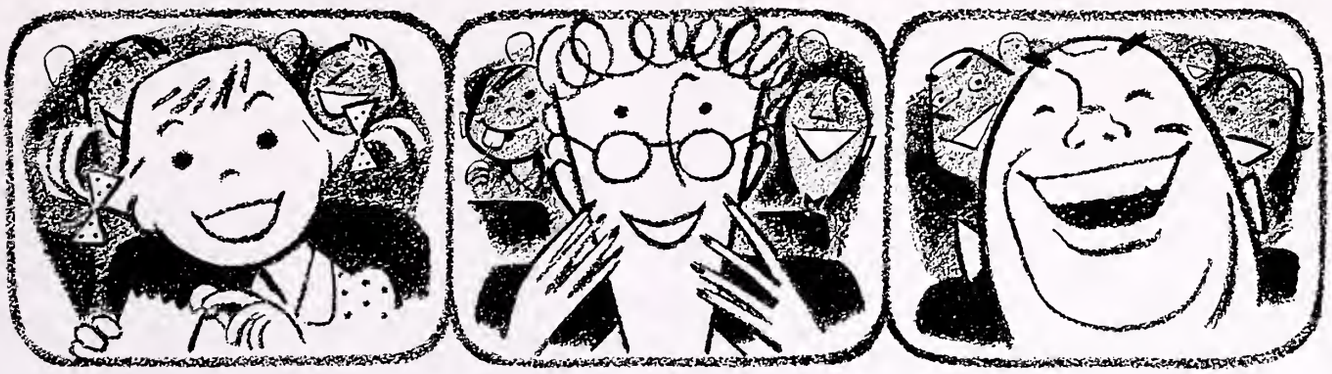
On Wednesday, October 9, a combined concession forum will recap all the information developed on Monday and Tuesday. The Equipment Forum will be presented, as well as discussions of Sanitation for the Theatre Storage Room and Fly Control; Blueprinttion developed on Monday and Tuesday.



Manley's new Serve-O-Ramic Drive-In Theatre Concession Stand is a prefabricated steel counter, with sections ranging in length from two to 20 feet, suitable for assembly in any shape or combination. The stand, as well as other new Manley products, will be on display at the TOA Trade Show, October 6-9, at the Los Angeles Biltmore Hotel.



SHOW THEM THE DIFFERENCE

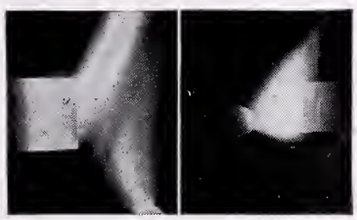


WITH NATIONAL TRADE-MARK Projector Carbons

Today's giant screens pack an entertainment wallop that *can* mean a big difference in box office — especially when that difference is made brilliantly apparent to all your patrons.

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BABYLON REVISITED

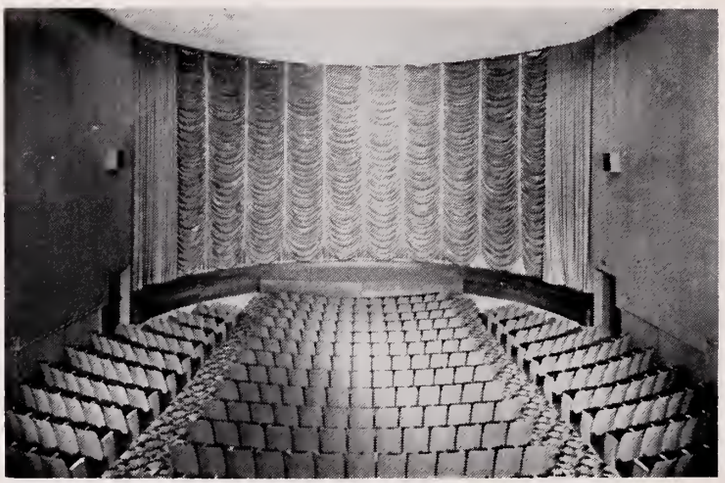
Completely remodeled and re-opened for business is the Babylon Theatre, Babylon, L.I., on the Prudential Circuit. The house was built in 1925, and caught fire April 3 of this year. One day more than three months after the fire, the theatre was re-opened for business. A complete refurbishing had been undertaken in the 91-day time lapse, and the results are obviously most pleasant. Among the many improvements Prudential made in re-constructing the Babylon was the raising of the entire roof structure to permit a maximum screen height within the auditorium of 25 feet. The entire stage was removed also, along with the proscenium, to permit a screen width of 50 feet. Space was provided for the deep curve required for Todd-AO type of projection, and the stage was draped accordingly. The new CinemaScope picture on the Babylon screen measures 20 by 50 with room for a 25 by 50 Todd-AO pictures screen, which Prudential intends to install as soon as possible.



The completely rebuilt Babylon Theatre in Babylon, L.I., was planned by Maurice D. Sornik, architect, with construction undertaken by Herbert A. Shenkin, Inc., a local general contractor. The construction work included replacing the roof trusses and roof in order to accommodate various new screen sizes.



In full view of all patrons within the lobby of the rebuilt Babylon Theatre, Babylon, L.I., is a concession stand built by Samson Berman Associates. Lobby carpeting was by Crestmont, with a new pattern introduced. Lobby itself is two stories high.



Interior of the Babylon Theatre auditorium contains a novel arrangement of seats laid out to permit maximum viewing comfort as well as seating pleasure. Spacing between rows is 36 inches, with all viewing positions staggered. Surround speakers are mounted on bus duct. Seats are from Heywood Wakefield; Novelty scenic studios supplied stage sets and wall drapes; stage speakers are by Altec Lansing.



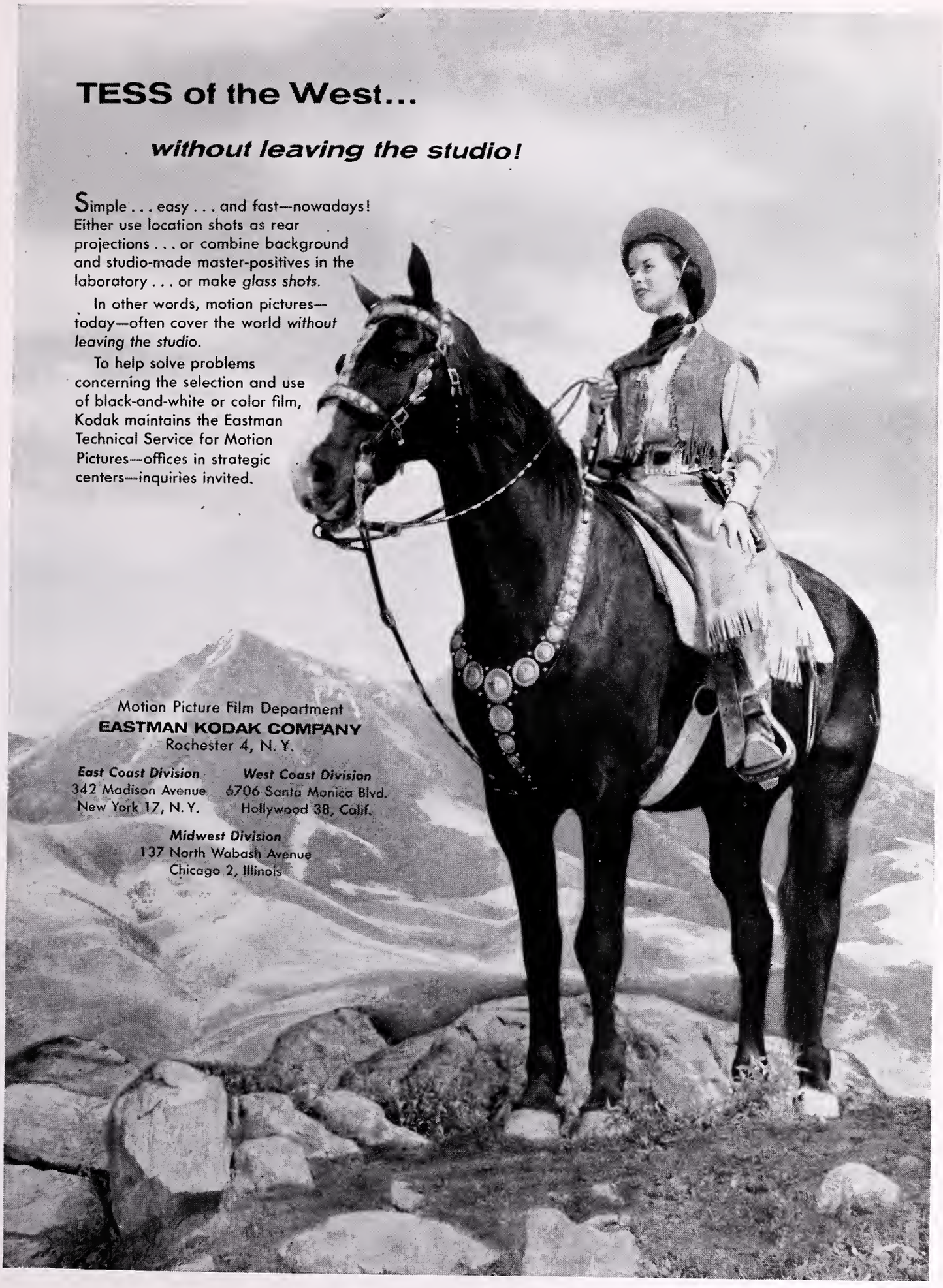
Outside the Babylon, attraction frames were mounted from within the plate glass window to serve as both indoor and outdoor displays.



Box office is of the counter type with arrangements for both indoor and outdoor service to keep in tune with weather and traffic requirements.



View from the second story of the Babylon's lobby through the upper portion of the theatre front's 30-foot glass window decoration.

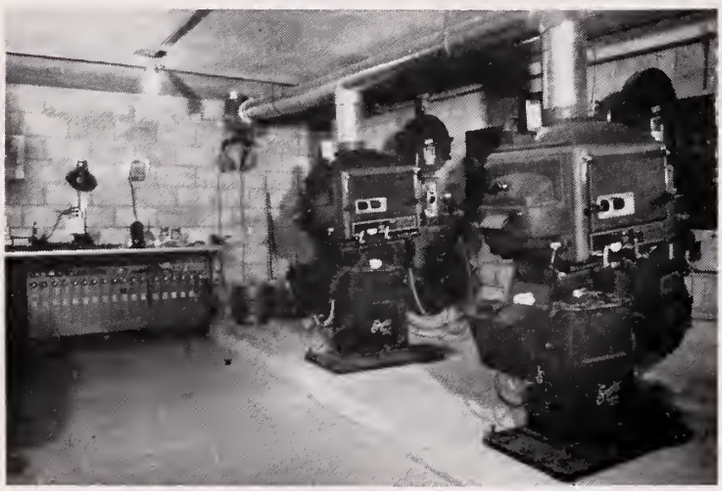

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New Styling For Reade Drive-In

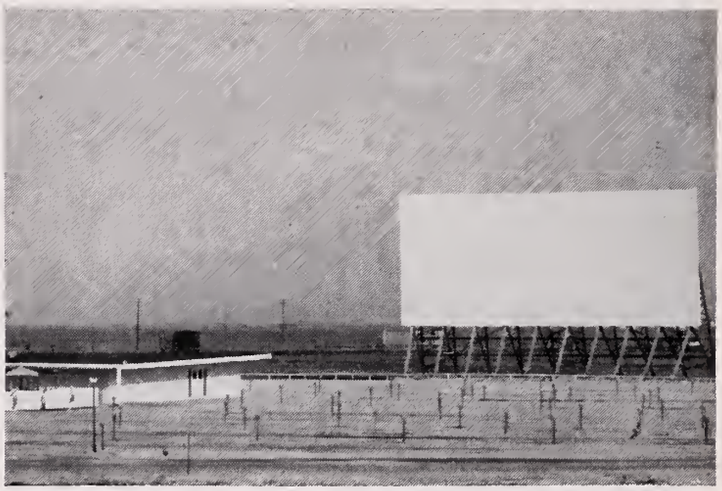


Advantages of the twin box offices at Walter Reade's Absecon, N.J., Drive-In, mean that each booth can service two lanes of cars. Office space behind the cashier posts is used for the manager's quarters and a store room. The box offices, fashioned of California Redwood, are 200 yards distant from the highway.

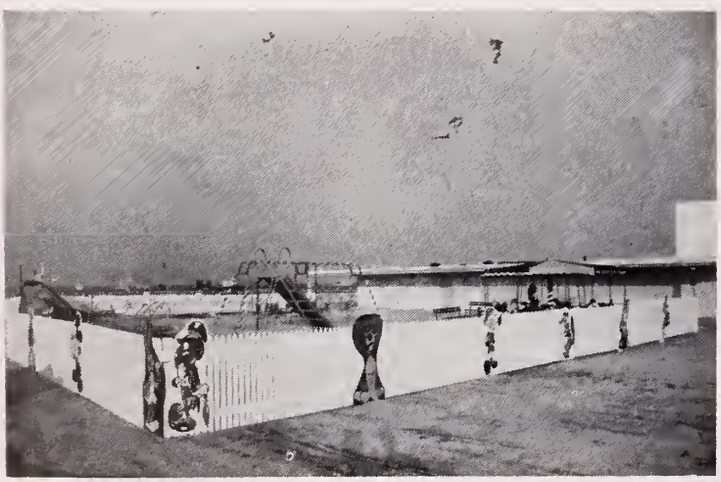
Approximately two miles from the Atlantic City resort area in New Jersey stands the Absecon Drive-In Theatre, which Walter Reade Theatres opened to the motoring public this season. The new ozoner can accommodate 1,000 cars and is the only open air theatre in the area with the exception of the 1,000-car Atlantic Drive-In, operated by the Reade circuit in Pleasantville, N.J. For the new Absecon airer, located on Absecon Blvd., Leon M. Einhorn, Albany, was the architect and I. & O. A. Sultzky, Hunter, N. Y., was general contractor. Cartwright & Morrison, Inc., Holcomb, N. Y., supplied the CinemaScope screen while Miracle Equipment Co., Grinnell, Ia., installed playground equipment. National Theatre Supply affixed projection and sound equipment with in-car speakers by Capitol Motion Picture Supply Co. Electrical work was done by the Cinematic Corp., Bloomfield, N.J. Ezra C. Bell of E. H. & M. Corp., Atlantic City, handled realty arrangements.



Inside the Absecon's modern projection booth are (left) film racks, inspection and repair facilities; and the projectors, which throw a picture 120-ft. wide by 80-ft. high across a 350-ft. distance. Machines rest on a concrete base while the booth provides work space for speaker maintenance.



Walter Reade's new Absecon Drive-In, seen from rear ramp, shows concessions and projection booth at left, with the play area immediately behind the concessions building to rear of picket fence. Space near screen allows building room expansion for greater car capacity in future.



The children's recreation area, which is available free at Walter Reade's new Absecon Drive-In, is located at the rear of the building housing the refreshery and projection booth in the thought that patrons would be kept nearer food counters and enjoy extra convenience of central location.



A maximum of floor space surrounds the three concession counters in the Absecon's refreshery. Storage space is behind the stand and attendants have much freedom of movement due to the nearly 20-ft. depth from the front of the counter to the rear wall. Building is of cinder-block construction.

TOA Conclave Features Named

(*Continued from page 34*)

designed by Gulistan. The 6,200-seat theatre still has the original installation made in 1933, and has met with severe traffic wear tests.

Auto-Photo, manufacturer of coin-operated photographic vending machines, will demonstrate the use of electronic flash lighting in its latest Studio model. "Strobe" lighting permits an extremely fast camera shutter speed, which stops all motion while photographs are being taken. In addition, the new lighting is easier on the customer's eyes than conventional floodlamps.

The machine requires only 30 seconds to take four photographs, and less than three minutes to develop and deliver the strip of four portraits to the waiting operator. The machine is capable of producing 120 strips of four-pose photographs per hour, according to the manufacturer.

Low-Priced Rectifier

Among the new Strong Electric products to be shown at the show is the Red Arrow, a low-priced rectifier. Said to possess features formerly reserved for more costly equipment, the 90-135 ampere selenium rectifier is claimed to exactly match the requirements of all modern high intensity projection arc lamps. It has been designed for efficient conversion of three-phase alternating line supply current to direct current for use at the arc.

Shown at another booth will be an exhibit by Jewel Electric Products, Bloomfield, N.J., manufacturing incandescent and fluorescent lamps and other electronic products. The manufacturer will highlight a 6,000 hour incandescent lamp, and a mercury vapor lamp said to have an inservice performance life of 12,000 hours.

Carbonic Dispenser will show a refrigerated, hi-capacity, multi-flavor soft drink dispenser, while Cole Products will demonstrate the Cole Spa Specials, low-priced drink dispensing machines.

A newcomer to theatre equipment, Miracle Equipment, plans a comprehensive showing of drive-in playground devices in a 45-foot booth. Among the pieces to be shown will be the Pony Ride, a motor-driven merry-go-round which can be assembled by two men in less than an hour, and the Star-Gazer, a ferris wheel.

Loewy Designs Popper

Also, Cretors Popcorn of Nashville, Tenn. and Chicago has announced the showing of a new popcorn machine designed by the famous industrial designer, Raymond Loewy. Named the "Ambassador," the Loewy designed unit features an 18 ounce steel kettle, a fully automatic push-button seasoning pump; a forced-air heat circulation system, and a four cubic-foot elevator well for extra popped corn storage.

Among the other manufacturers and dealers who will participate in the show are Adler Silhouette Letter Co.; Altec Sound Service Corp.; American Seating Co.; Coca-Cola Co.; Eprad; Majestic Enterprises; Mission Dry Corp.; National Carbon Co.; National Theater Supply; Nestle Co.; Pembrex Theatre Supply Corp.; Radio Corp. of America; Stewart-Tans-Lux Corp.; Wagner Sign Service.



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Syndicate Plans Rockland Ozoner

A two-million dollar combination drive-in theatre and shopping center will soon be built at Nanuet, Rockland County, N. Y. by a New York syndicate. The announcement was made by Martin Levine, treasurer of the sponsoring organization, New York Interiors, Inc., and general manager of Brandt Theatres.

The area will serve during the day as a free parking space for shopping center patrons. At night, the area will be used as a drive-in, accommodating 1,800 cars. Construction is slated to begin next month, with the project expected to be in operation by June, 1956. Built on a 50-acre plot, the new enterprise will front on Route 59 (Nyack Turnpike).

A. A. Rosen, president of Plaza Mills, is president of New York Interiors, and Joseph Gluck, president of Jo-Glo Fabrics, Inc. is secretary. Levine, in association with Rosen and Gluck, will build and operate the drive-in.

New Bodde Building

LOS ANGELES. — The Bodde Screen Company has opened a new building on their property in the San Fernando Valley which will enable the company to manufacture their seamless screens in any size from 47 feet wide to 97 feet long. The company's entire installation now consists of two main buildings, three smaller buildings now fabricated, with another one on thedrawing boards.



YOUR TAX PROBLEM

Tax Deduction For Flood Damage

By S. HOWARD APFEL, C.P.A

Member of N. Y. State Society of C.P.A.'s, Nat'l Assoc. of Cost Accountants, American Institute of Accountants, Federal Tax Forum.

Because of the recent floods and the tremendous devastation to property which they wrought, it is opportune at this time to discuss the income tax treatment which is accorded to theatre owners for damages to their property resulting from floods.

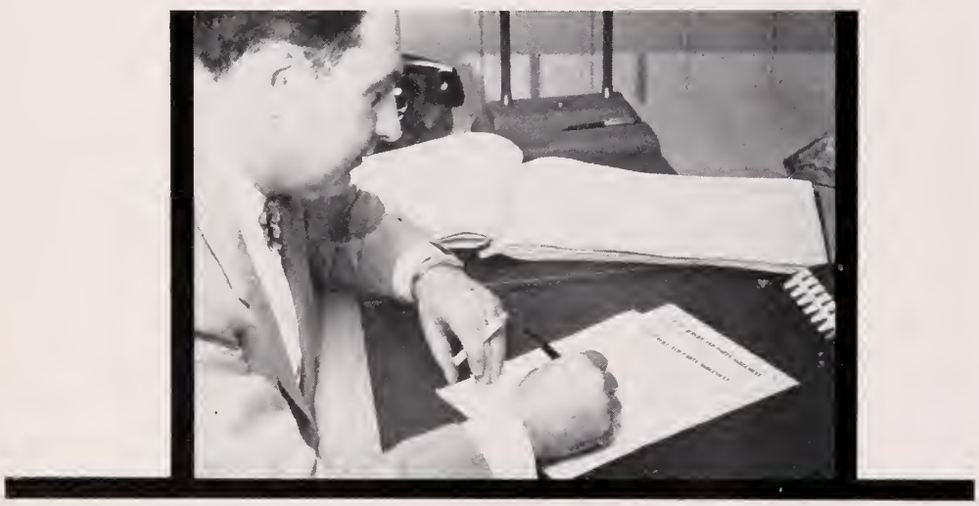
A flood is a "casualty" and, as such, the Federal income tax law permits a deduction for the damages sustained as a result of the flood. Consequently, the Treasury pays a share of this loss depending upon your tax bracket.

Further, if the amount of the damage exceeds your income for this year, you will not only have no tax to pay this year, but you will be entitled to a refund based on the deduction in prior years of a loss carryback of the excess. Finally, if you still haven't gotten a complete deduction for your loss, any balance is deductible as a loss carryforward for the next five (5) years, since the loss was sustained in the operation of your theatre business.

Most important, however, is that you do whatever is necessary to establish and assure for yourself the right to the deduction for the flood loss. Only in this manner can you get the U. S. Government to foot its share of the bill. You should gather and keep complete records of the damages that resulted. Call in a professional photographer and let him take pictures of the destruction. At the same time, call in expert appraisers to get their written opinion as to the fair market value of the property both before and after the casualty occurred. By all means retain all repair bills, which should specify all details of the repair made.

There are certain qualifications to the loss deduction. First, it is limited to the adjusted basis of your theatre property. For example, if your theatre is worth $100,000 and is entirely destroyed by flood, but the net depreciated cost on the books is only $70,000, the deduction is limited to $70,000. By the same token, if the theatre was only partially destroyed, and worth $100,000 before the flood and only $30,000 thereafter, only 7/10 of the $70,000 cost may be deducted since 30% of its value remained. Second, the loss deduction must be reduced by any collectible insurance. Finally, the loss deduction should be reduced by any mortgage liability on the property to which the theatre owner is not subject, and which is wiped out by the destruction of the property.

By all means discuss this type of matter with your accountant and/or tax consultant, who can be helpful in many ways. He can help you lay the groundwork for your deduction. He can give you further details as to how the deduction works. He can compute the extent to which your tax for the year will be reduced, and the extent to which you may have a loss carryback. In the latter case he can file a refund claim immediately, and perhaps arrange to get the tax refund dollars to you in quick order so that they may be available to you for reconstruction purposes. If, in fact, you haven't fully paid your taxes for the prior years, he may be able to arrange for them to be abated.



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National Carbon Post For Clarence Larson

Dr. Clarence E. Larson, formerly director of the AEC's Oak Ridge National Laboratory, has been appointed vice-president in charge of research for National Carbon Co., a division of Union Carbide and Carbon Corp. According to an announcement from Adger S. Johnson, NC's president, Dr. Larsen will headquarter in Cleveland at the company's new research laboratory, now under construction. Dr. L. M. Currie, formerly vice-president in charge of research, will continue as vice-president and will assume new responsibilities.



DR. C. E. LARSON

Picnicking Aids Drive-InMagnet

Swings, slides and other playground equipment are already old stand-bys in attracting youngsters to drive-in shows, and now drive-in operators are seeking new gimmicks to draw entire families to their outdoor shows.

According to Ralph Williams, treasurer, American Playground Device Co., Anderson, Ind., a new trend is the providing of picnicking facilities to attract more family trade. These facilities include picnic grills, tables and benches.

A new All-American picnic grill has been developed for this purpose by American Playground. Standing about waist high, it grills, cooks, bakes and warms, and burns charcoal, wood or coal.

Perfect cooking results do not depend upon the direction of the wind, says Williams. The grill revolves on a steel support, and may be turned in any direction to permit cooking to the windward. No longer need the cook stand in the smoke, to be cooked along with his hamburgers.

Complementing the grill, which is available in portable and stationary models, is the American picnic table, also portable or stationary. The table is ruggedly built with all-steel frames, locked together with heavy fittings, and utilizing old growth Douglas fir. Table legs for permanent installation are furnished extra long to permit imbedding 12 inches in concrete, thus assuring longer service and also discouraging vandalism. Tables are eight feet long and accomodate 12 persons.

SodaShoppe Boosts Drink Sales: APCO

The SodaShoppe soft drink dispenser for theatres can pull in from 30 to 80 percent more sales, according to APCO, New York, the manufacturer. APCO says that the secret of SodaShoppe's power is the tremendous interior and illuminated plastic door embellishment.

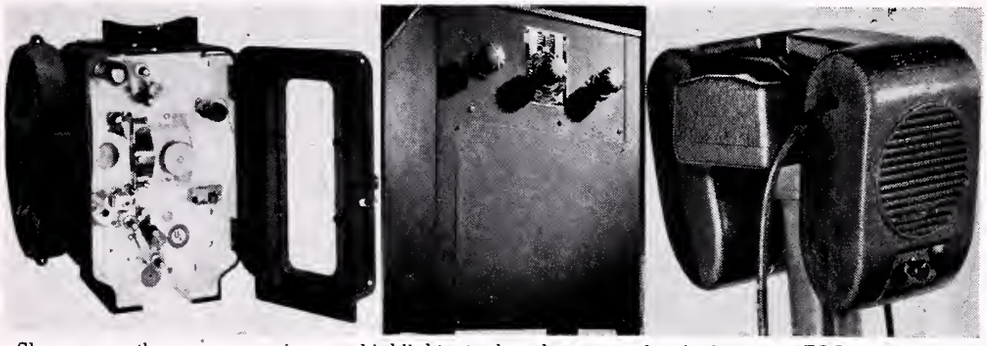
SodaShoppes are used, in different sizes, in such national chains as RKO, Loew's, Paramount, Randforce, Interstate and Century. The ten-drink Dual Cup Station Theatre Model, for the large house, vends six carbonated and four non-carbonated drinks. This gala model features two cup stations, two coin inserts, and can serve two people at the same time, performing a valuable function during peak loads at picture breaks.

Another available model is the eight-drink size, featuring five carbonated and three non-carbonated drinks. Next in size is the six-drink SodaShoppe, the standard model, with a 1200 cup capacity and 2400 drink syrup capacity. The three-drink SodaShoppe Jr., designed for small theatres, vends two carbonated and one non-carbonated drink, has a 1000 cup capacity.

Equipment Features



APCO's 10-drink Dual Cup Station Soda Shoppe is shown alongside the concession bar at the Randforce Amusement Corp's Meserole in Brooklyn, N. Y. According to the manufacturer, two soda clerks could not serve picture break crowds more efficiently than this 2000 cup capacity machine.



Shown are three new equipment highlights to be shown at the forthcoming TOA convention. L to R: Century's Model C and CC Projector Mechanism, featuring an enlarged observation door; Strong's "Red Arrow" 90-135 Amp. low-priced rectifier; and Ballantyne's Dub'l Cone In-a-Car Speaker, reproducing sound from four-track magnetic stereophonic prints through two channels of amplification.



A Los Angeles drive-in theatre with an unusual and attractive appearance is the 500-car wide-screen Bruen's Sundown Theatre, which used Fenestra building panels throughout its construction. The screen structure, projection house and marquee are made of Fenestra siding panels. The fence also uses Fenestra, button punched together for simplicity of construction and economy. In all, says the manufacturer, 10,800 square feet of Fenestra siding was used in the construction.

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NEW HAVEN (cont'd.)

modeling, including installation of an air conditioning system. . . . Ted Harris, mng. dir. of the State, Hartford, became a grandfather again with the birth of a boy to his daughter, Mrs. Ozzie Levison. . . . Arthur Alperin of the Colonial Theatre, Southington, has a new son named Richard. . . . Smith Mgmt. Co. scheduled the only Conn. telecast of the Marciano-Moore fight for the 2,018-car Meadows Drive-In, Hartford. Tickets are priced at $3.30, with a minimum of four to a car, and a reserved seat section for 2,000 will also be available.

NEW YORK

William J. (Bill) Quinn, former New York theatre mgr., has returned to exhibition with the purchase of three theatres from the St. Cloud Circuit. They are the Rome, Pleasantville; Cameo, Brewster, and Amenia, Amenia, N.Y. Quinn and his wife, Kay, also a former theatre mgr., will operate the houses.

Radio City Music Hall and the Randforce and Shea circuits will take part in the COMPO Audience Awards election. Emanuel Frisch of Randforce advised COMPO that 30 theatres of his circuit will participate in the balloting, Nov. 17-27. Gerald Shea of Jamestown Amuse. Co., operators of the Shea circuit, indicated that its 41 theatres in Mass., N.H., Pa. and Ohio will also participate.

Ken Bottino of Walter Reade's Strand Theatre in Perth Amboy, N.J., won first and the main weekly cash award for the second time in the fourth week of the company's "Jack Harris Drive." Jack Kelly of the Lyric in Asbury Park took second place. . . . Leon J. Bamberger, pres. of the Cinema Stamp Collectors, announced resumption of that organization's meetings, held on the 2nd and 4th Wednesday of each month at the Hotel Astor, 8 p.m. All collectors in the amusement field, or those interested in taking up the hobby, are welcome

Sigmund Maitles, formerly ad copy chief at M-G-M, has opened an advertising and promotion office at 1560 Broadway, to handle motion picture, television and commercial accounts. Initial accounts of the organization include Cunningham & Walsh, Columbia Picts., United Artists and NBC. . . . Jack Heyman, operator of the Alden Theatre, left on Sept. 14 with Mrs. Heyman for a tour of some seven or eight countries in Europe.



Pictured in the lobby of London's Carlton Theatre at world premiere of the first British CinemaScope production, Sir Alexander Korda's "The Deep Blue Sea," are (l to r): Terrence Rattigan, author of the hit play and the film's screen play; John Ware, 20th-Fox publicity head in London; Kenneth More, who stars with Vivian Leigh in the romantic drama; and Anatole Litvak, who directed the Fox release.

OKLAHOMA CITY

The Fort Theatre, Ft. Gibson, Okla., will reopen with a new owner on Sept. 23. Harold Rigney sold out to Gerald Bullard, who also operates the Star at Morris, Okla. . . . Video Independent Circuit closed its Pow Wow Drive-In, Wewoka, Okla., and the Star at Morris, Okla. . . . Bill Wilson and Wilson Dunn have discontinued all but one change a week in their Lyn Theatre, Thomas, Okla. . . . Eugene Bassar closed his Grove Drive-In at Grove, Okla.

Recently equipped with CinemaScope: New Theatre, Wapanucka, Okla.; Chief Theatre, Seminole, Okla.; State Theatre, Harrah, Okla., and the Liberty, Shamrock, Tex. . . . M-G-M has signed a new contract with Station KFMT in Tulsa for spot tie-ups to advertise local showing of its product. . . Latest victim in the epidemic of theatre robberies in Okla. City was the Wes Ten, where an unsuccessful attempt to open the safe was made by a 17-year-old boy. . . . Variety Club reports that its Las Vegas Night was a big success.

Not to be outdone by the downtown merchants in Okla. City, the Uptown Merchants, a new organization, held what they called an "Extravaganza," in which 30 merchants and the Tower Theatre participated. Customers registered at these locations and at the end of two weeks a name was drawn and the lucky person awarded $500 and a six-months supply of passes to the theatre. Presentation was made from the stage of the Tower. It is estimated that some 5,000 persons attended the drawing.

PHILADELPHIA

N.J. State Senator Kate C. Smith introduced a bill in the Legislature requiring theatres and other places of amusement to install a stand-by generator for use in the event of a break in electrical light system. Penalty for violation would be fine of not less than $50 or more than $200. . . . Bennett E. Tousley, active in Variety Club projects, resigned his post as gen. mgr. of the Bellevue-Stratford Hotel. . . . Robert Nisenson, former owner of the Roxy and Jefferies theatres in Roxborough, died at the age of 67. He was a brother-in-law of Harry Warner, head of Warner Bros. . . . The Goldwyn Girls, ballyhooing "Guys and Dolls," made their first stop in Philadelphia. . . . John Reese, accused of grabbing a handful of change from Sarah Acre, cashier at the Ridge Theatre, was arrested after a chase by several policemen.

Jack H. Harris of Exploitation Productions announced that his firm has absorbed Screen Guild of Phila., formerly owned by Jack G. Engel, bringing under one roof all the top independent releases currently distributed in this area. Joseph Engel and Harry Brillman remain as branch mgr. and sales mgr. respectively. . . . Dr. Joseph Comerford was appointed chairman of the disaster committee when the Lackawanna County Medical Society went into action to prevent a typhoid outbreak. . . . Tom Jones, mgr. of the Strand in Scranton, played host to 75 youngsters who were champions of various activities in the Scranton playgrounds.

Three mysterious fires in five days swept the Roxy Theatre in Ephrata over the Labor Day week, causing over $100,000 damage. An investigation is under way. . . . Atlantic City, N.J. police have termed the death of Fred Irwin, 78-year-old mgr of the Capitol Theatre there, "definitely homicide." Two suspects were being held for questioning. . . . Hal Seidenberg, area chairman for the Audience Awards Poll, met with industry representatives to formulate plans for promoting prizes for the contest. . . . Ann Hutchins, daughter of National Theatre Supply branch mgr. Wm. J. Hutchins, was married to Dean A. Brainerd of Hamden, Conn. . . . A monument in memory of pioneer exhibitor Morris Spiers was unveiled on Sept. 11.



Gary Cooper stands inspection for director Otto Preminger and producer Milton Sperling in World War I uniform he wears as an aviation hero in "The Court-Martial of Billy Mitchell," a United States Pictures production for Warner Bros. In another World War I uniform, as Sergeant York, Cooper won the Academy Award.

PORTLAND

The three-story Blue Mouse Theatre building, an entertainment landmark since 1912, is shortly to be demolished to make room for a ramp garage, according to mgr. H. L. Forsythe. . . . H. S. Barber, for some years in the theatre equipment field, has become a partner with John D. Peterson in the Interstate Theatre Equip. Co., 1923 NW Kearney St. Interstate will shortly establish headquarters in Seattle, with Barber as mgr. George Phillips was named asst. to Peterson in the Portland office. . . . Plaza Theatre, at 21st and Hawthorne, operated past year by Mr. & Mrs. McKenzie, has been sold to S. W. Pierce.

Will Hudson, city mgr. for Hamrick, established prices from $3.50 to $6 for the TV showing of the Marciano-Moore bout, following installation of new equipment in the Liberty and Roxy theatres. . . . Moyer Theatres has new headquarters on filmrow at 19th & Kearney, advises Tommy Moyer and office mgr. Mrs. Lucile Adamson. Harry Lewis, Oregon representative for National Screen is also now headquartered in the Moyer Bldg. . . . Joint statement from mgr. Jack Lovett and booker Lew Metzlaar reveals that Oregon Theatre Cooperative is now serving some 38 theatres in the area. . . . Roy Brown Booking Agency, in its third year of operation, is servicing some 20 of the leading Oregon theatres and drive-ins. . . . Katherine Marshall celebrates her 30th anniversary in show business at John Hamrick theatres. Mrs. Marshall started with Fox West Coast theatres in Yakima in her early teens and is now Portland auditor for the Hamrick circuit. (*Continued on page* 45)

Independent Trade Reviews

"The Desperate Hours"

(Paramount) 112 Min.

Cast: Humphrey Bogart, Fredric March, Arthur Kennedy, Martha Scott, Dewey Martin, Gig Young, Mary Murphy, Richard Eyer, Robert Middleton, Alan Reed, Bert Freed, Ray Collins, Whit Bissell, Ray Teal.

Credits: Produced and directed by William Wyler; Screen play by Joseph Hayes; Adapted by Hayes from his novel and play of the same name.

"The Desperate Hours" is a super-charged suspense melodrama of dynamic proportions—one that packs such tremendous voltage of emotional tension that viewers everywhere will be electrified by its reel-by-reel impact. Certainly this tale of how a trio of escaped convicts brutally commandeers the home of a respectable American family is as true-to-life as one could demand. It should prove to be a very big box office attraction. Under the masterful guidance of Producer-Director William Wyler, a highly capable cast performs the many and assorted roles to perfection. And, in black-and-white VistaVision, the proceedings register with perhaps the most realistic degree of visualization to reach the screen to date.

A sizeable pre-sold audience has been waiting for this film. The play of the same name had a Broadway run, for which it won much critical acclaim. As a novel, sales were very high. Audiences unfamiliar with the previous versions of the story will be attracted to runs of the film via the allure of the Humphrey Bogart and Fredric March names. These two screen stalwarts deliver finely etched portrayals of desperate men—one, representing the sinister forces of society, the other, the more respectable elements. The important factors in their performances, however, are that both Bogart and March ring true as real men.

Because of the force of characterization which stems from the players, and the vigor of the direction, "Desperate Hours" succeeds more than the majority of suspense pictures in holding the viewer's attention every inch of the way. The pacing of the story is unquestionably terrific. The plotting is always fresh, ingenious, with rarely a touch of contrivance allowed to spoil the illusion of reality which is so important to this picture. Production values are first rate and, considering the fact that most of the action takes place within the confines of an average-sized suburban home, the camera work is always flexible.

The main situation of "Desperate Hours" is one that could happen to anybody. The anybodys in the story are March and Martha Scott, husband and wife, and their attractive family, Mary Murphy and young Richard Eyer. Because the escaped convicts pose a constant threat to the lives of all, the dramatic elements of courage and heroism are brought into play as vital forces. How March reacts to the criminals, the steps taken by the other members of the family to thwart the menaces, are natural and fascinating developments in the plot.

The dangers faced by the beleaguered family are so deadly that police aid cannot be solicited by any of the group for fear of death to one of their members. As the family attempts to outwit the criminals, a parallel action involving the setting up of a police cordon around the house, slowly unfolds. Eventually, the movements of the police and those of the family coincide. The result is a shattering climax, so dynamic in suspense and exictement that audiences will be bowled over from their emotional participation in its outcome.



Fredric March and Humphrey Bogart topline William Wyler's "The Desperate Hours," in VistaVision from Paramount.

"The Big Knife"

(United Artists) 111 Min.

Cast: Jack Palance, Ida Lupino, Wendell Corey, Jean Hagen, Rod Steiger, Ilka Chase, Everett Sloane, Shelley Winters, Wesley Addy, Paul Langton.

Credits: Produced and directed by Robert Aldrich; Adapated for the screen by James Poe; From the Clifford Odets stage play.

Another entry in Hollywood's growing group of motion pictures to tackle with adult content is "The Big Knife." This picture, in its story about a top film star clinging desperately to ideals against a devastating tide of big-money pressures, deals with such themes as marital infidelity, the integrity of the artist, the buying and selling of lives, and suicide. Latter angle climaxes the picture and, along with the other provocative factors in the plot of "The Big Knife," should generate a good deal of word-of-mouth among the public. Added prestige should be found in film's winning of a Venice Festival award. Picture unreels with a strong and ever-mounting sensation of tension, which producer-director Robert Aldrich carefully builds to the shattering personal climax of the story. Thanks to Clifford Odets, from whose play the picture was adapted, the dialogue is crisp, biting and generally enticing. Performances are in keeping with the story's bitter, caustic atmosphere.

A carefully chosen cast lends "The Big Knife" the dual assets of box office value and dramatic virtue. Jack Palance, playing the lead role, manages to evoke much understanding plus a measure of sympathy for his portrayal. Without his dramatic achievements, "The Big Knife" would have been bowled under by the multitude of personal entanglements of its many sub-plots. Besides Palance, Ida Lupino, Wendell Corey, Jean Hagen and Shelley Winters contribute highly professional performances. Standouts in well-etched roles as an unscrupulous producer and an agent with a soul are Rod Steiger and Everett Sloane, respectively.

As a production, "The Big Knife" is almost completely confined in action to the living room of the actor's home. Clever dramatic pacing of the scenes, together with adept direction, keeps things moving from one dramatic surprise to another. Much of this is strong stuff: definitely adult in nature. The producer in the story is lambasted as a skunk in no uncertain terms. The actor, described as a "half-idealist," is not altogether a very pleasant personality. Big city audiences will find the wry stiuations and acidulous dialogue of the picture to be highly absorbing. With proper selling, "The Big Knife" can make a successful dent in a broader market, as well. This picture has a strong bite, and should rank alongside "Blackboard Jungle" and "Trial" as one of the year's most provocative and controversial subjects.



Shelley Winters and Jack Palance are two of the stars in the United Artists release of "The Big Knife."

"My Sister Eileen"

(Columbia) CinemaScope-Technicolor 108 Min.

Cast: Janet Leigh, Jack Lemmon, Betty Garrett, Robert Fosse, Kurt Kasznar, Richard York, Lucy Marlow, Tommy Rall, Barbara Brown, Horace McMahon, Henry Slate, Hal March.

Credits: Produced by Fred Kohlmar; Directed by Richard Quine; Screen play by Blake Edwards and Quine; Based upon the play by Joseph Fields and Jerome Chodorov; Adapted from the Ruth McKenney stories, which Max Gordon produced on Broadway; Music by Leo Robin and Jule Styne.

An engaging musical comedy, dished up in an attractive CinemaScope-Technicolor package, is presented by Columbia in "My Sister Eileen." Humorous dialogue, daffy plot situations, and some clever dance routines highspot the proceedings. Audience acceptance should be well above average in the general market. The title may prove itself valuable for marquees, since the story, besides having been done as a straight film several years back, appeared on the stage twice; the most recent version had music. The new "My Sister Eileen," which deals with the exploits of two comely small town girls in the big city, boasts top song-and-dance talent in the persons of Betty Garrett, Tommy Rall and Robert Fosse, who also choreographed the dance numbers. Jack Lemmon increases his standing as a romantic type comedian via his performance in the film, and Janet Leigh looks sweet as the title character.

Songs and dances are spotted at appropriate intervals to give all the performers suitable vocal workouts. Top romantic ditty, "It's Bigger Than You and Me," is brought home in neat style by Lemmon and Miss Garrett. Latter, however, steals the show every time she kicks into a dance. Finale, a free-for-all conga, concludes the picture on a wild and happy note. Elsewhere, a novel dance between Fosse and Rall stands out for its unusual manner of presentation.

Plot finds the two sisters, the Misses Garrett and Leigh, trying to break into New York editorial work and show business, respectively.



Janet Leigh and Betty Garrett co-star in Columbia's CinemaScope-Technicolor musical, "My Sister Eileen."

Since Miss Leigh appears the prettier of the two, she wins a male following, but no jobs. Miss Garrett, via the stories she has written about her sister, wins the admiration of Lemmon, a magazine editor. Lemmon, however, falls in love with the personality described in Miss Garrett's stories. It is then up to Miss Garrett to prevent Lemmon from meeting her sister. Involvements become acute and reach a comic impasse when a group of Brazilian naval cadets invade the Greenwich Village apartment in which the girls live. Outcome finds Miss Garrett and Lemmon clinching, with Miss Leigh in the arms of Bob Fosse, an affable soda jerk.

Indication of audience response to "Eileen" was heard at the Loew's 72nd St. Theatre, N.Y.C., where patrons at a sneak preview roared and tittered during the proceedings. Columbia is backing up this presentation with a sure-fire publicity and advertising campaign featuring a series of humorous cartoon drawings.

"Gentlemen Marry Brunettes"

(United Artists) CinemaScope-Technicolor 97 Min.

Cast: Jane Russell, Jeanne Crain, Alan Young, Scott Brady, Rudy Vallee, Guy Middleton, Eric Pohlmann, Ferdy Mayne, Leonard Sachs, Gido Lorraine.

Credits: Russ-Field Corp. presents a Voyager Prod.; Executive Producer, Robert Bassler; Produced by Richard Sale and Robert Waterfield; Associate Producer, Mary Loos; Directed by Sale; Written for the screen by Mary Loos and Sale; Story by Anita Loos.

A gay, free-wheeling, expertly constructed and slightly naughty musical romance, with exteriors stunningly photographed in Paris, is UA's Technicolor-CinemaScope "Gentlemen Marry Brunettes," starring Jane Russell and Jeanne Crain. Lavishly produced and a frankly escapist fantasy, "Brunettes" offers delightful visions of the goofball side of the Roaring Twenties in Paris, when champagne, so they say, flowed like water. The film should register solidly at the box office, with the only selling drawbacks possibly the lack of a male star drawing card and the title, which suggests many recent musical offerings. (Title is an answer to the best-seller of the Twenties, "Gentlemen Prefer Blondes," by Anita Loos.) However, the female stars are buxom and exploitable, and good word-of-mouth plus UA's intensive promotion campaign for this film may overcome these difficulties.

The story is about two struggling sisters, song-and-dance performers, who try their luck in Paris, and learn that their mother and aunt, as the original Jones Sisters, were the wicked darlings of the Twenties. Amidst sparkling dialogue which contains plenty of double entendres, the sisters are promoted into a modern version of the old team. Entering into an adventurous and fabulous life, they fall in love, find stage success, and finally decide to marry and settle down. Misses Russell and Crain perform with great charm, and Scott Brady, as an expatriate U.S. theatrical agent, and comic Alan Young, as an incognito millionaire, are excellent as their romances. Playing himself, Rudy Valee parodies the Vagabond Lover "before and after," as a matinee idol who courted the original sisters and acts as patron to the daughters.

Flashbacks bring the audience into the post-World War I period and suggest some of the crazier Parisian customs as the sisters play dual roles. Many of their song-and-dance routines suggest Helen Kane, Clara Bow, and the Dolly Sisters, and Vallee recreates his old song-and-saxophone performance. Along more modern lines, there is a mock strip tease. A lavish "loot" scene includes a fashion show of Christian Dior gowns, as the girls are showered with gifts from an "unknown admirer." Best of the musical numbers have Miss Crain and Young dueting "My Funny Valentine" in a Paris museum, amidst a background of magnificent Rodin sculptures; and Young, dressed as a gorilla, singing "Ain't Misbehavin'." With the exception of the title song, all tunes are superior evergreens and include: "You, You're Driving Me Crazy," "I've Got Five Dollars," "Daddy," "Have You Met Miss Jones?" and the old Helen Kane favorite, "I Wanna Be Loved By You." All in all, mark down "Gentlemen Marry Brunettes" as a superior musical.



United Artists' "Gentlemen Marry Brunettes" stars Jeanne Crain and Jane Russell. It was produced in CinemaScope and Technicolor.

"Seven Cities Of Gold"

(20th-Fox) CinemaScope-DeLuxe Color 103 Min.



From 20th-Fox comes "Seven Cities of Gold," in CinemaScope and De Luxe Color, featuring Michael Rennie, Richard Egan and Anthony Quinn.

Cast: Richard Egan, Anthony Quinn, Michael Rennie, Jeffrey Hunter, Rita Moreno, Eduardo Noriega, Leslie Bradley, John Doucette, Victor Juncos, Julio Villareal.

Credits: Produced by Robert D. Webb and Barbara McClean; Directed by Webb; Screen play by Richard L. Breen and John C. Higgins; Additional dialogue by Joseph Petracca; From a novel by Isabelle Gibson Ziegler.

The story of how a Spanish priest founded religious missions in the American Southwest of 1769 is recounted in off-beat and diverting style in this CinemaScope-DeLuxe Color outdoor entry. Above average grosses in the general audience should be the result. Michael Rennie plays the priest to satisfaction, and his co-stars, Richard Egan and Anthony Quinn, portray in capable fashion a couple of military leaders in the Spanish army of Conquistadores who wrested gold from the Indians. Religious incident alternates with soldiers vs. Indians battles throughout the film to give proceedings an interesting pace. A romance between Egan and Rita Moreno, who plays an Indian maiden, is worked into the story for added effect. Production trappings, in attempting to capture the atmosphere of the Spanish New World, contribute a handsome background for "Seven Cities of Gold"

Conflict between the military and the religious as to treatment of Indians starts off the story, as Quinn and Egan lead their Spanish troops into Southern California in quest of the legendary title cities. Rennie favors the peaceful approach to the aborigines and, in the course of events, the tactful strategm is shown to be superior to the rifle and cannon. Eventually, Rennie establishes a mission outpost and becomes partially successful in converting the Indians to the ways of Christianity. Due to a romantic falling-out between Egan and Miss Moreno, sister of the local chief, Rennie's efforts appear headed for destruction by the natives. Through a newly found feeling of faith, Egan, blamed for causing Miss Moreno's death, sacrifices himself to the angry Indians and the threat to the mission is ended. Quinn then allows Rennie a free hand in expanding his religious activities.



The stars of Allied Artists' "The Warriors" are Errol Flynn and Joanne Dru. It was shot in CinemaScope and Technicolor.

"The Warriors"

(Allied Artists) CinemaScope-Technicolor 85 Min.

Cast: Errol Flynn, Joanne Dru, Peter Finch, Yvonne Furneaux, Patrick Holt, Michael Hordern, Moultrie Kelsall, Robert Urquhart, Noel Willman, Frances Rowe, Alastair Hunter, Rupert Davies, Ewan Solon.

Credits: A Walter Mirisch Production; Produced by Mirisch; Directed by Henry Levin; Story and Screen play by Dan Ullman.

"The Warriors" is a top of the bill entry in Technicolor and CinemaScope that is slated for average business in the general market. The film's basic story is so familiar that there are no surprises or suspenseful situations and there is also a great deal more talk than action. Errol Flynn and Joanne Dru handle their roles well along with Peter Finch, known in England and rapidly gaining recognition in the U.S. The big battle scenes are well staged and Walter Mirisch and Director Henry Levin have used the British landscape and castles to advantage. Filmed in Technicolor and CinemaScope, some of the shots are pictorially inspiring. There is no doubt that Flynn's marquee power is still a potent force in the U.S. and it is probably this fact and this alone that will help "The Warriors" sell the tickets it does.

Prince Errol Flynn, in 1358, is left the command of the Aquitaine by his father, Michael Hordern, who has defeated the French. French lords Peter Finch, Noel Willman and their followers still feel that the British should be driven out. To rekindle fighting, they kidnap Lady Joanne Dru and her children, Vincent Holland and Richard O'Sullivan, from their estate. Flynn, disguised as the Black Knight, goes with his friend, Sir Rupert Davies, in an attempt to rescue Joanne. In a fight near Finch's castle, his visor is cut open and he is recognized as the Prince and he escapes with Davies, after he rescues Joanne and her children. They are followed to Flynn's castle where heavy fighting starts. Finch is killed and Willman yields. Lady Joanne embraces Flynn and peace reigns again.

Supreme Court Has Jury Trial Question In Trust-Fraud Action

WASHINGTON.—The Supreme Court this week had before it two opposing briefs relating to the question of whether a jury trial should be ordered in the case of the major distributors against four Rhode Island exhibitors for alleged percentage-film fraud, and the countersuit of the exhibitors on anti-trust grounds.

Narragansett Pier Amusement, Artcraft Pictures, and Meyer, Joseph and Max Stanzler, operators of theatres at Narragansett Pier, Wakefield, East Greenwich and Wickford, all in Rhode Island, seek the jury trial. The major distributors respond that present proceedings before a special master are sufficient.

The complicated case began when five of the distributors sued the exhibitors alleging a conspiracy to defraud through false statements of admission receipts on films licensed on percentage terms. The exhibitors then instituted three separate counter-actions on anti-trust grounds, and the other major distributors is in turn launched counter-suit on fraud conspiracy charges.

The Federal District Court lumped all these matters into one proceeding. The distributors asked for and the exhibitors opposed referring the case to a special master, and the exhibitors lost. They also lost in the Appeals Court and have now asked for a Supreme Court review.

The exhibitors claim that the district judge abused his discretion and exceeded his jurisdiction, and argued that public policy requies be conducted expeditiously in open court, because anti-trust litigants should not be discouraged by the prospect of long and unreasonable delay and expense, which would be the result if such suits are to be referred to special masters.

The distributors told the Supreme Court that proceedings are already under way before the special master, and have been in process since Aug. 10, with the prospect of conclusion before Oct. 1. The whole matter might be "moot," since the case might be closed before the Supreme Court has a chance to act on the jury question.

Quotes . . .

"The trouble with the Production Code is that too many producers adhere to the letter of the Code, but violate its spirit. This is hypocritical. In the advertising of movies, for example, displays of violence and sex go beyond the limits of good taste. I don't know a single woman who really looks like those malformed creatures in the motion picture ads."—OTTO PREMINGER, producer, discussing his problems with the Production Code on "The Man With the Golden Arm."

* * *

"Is there a market for 'serious' films? Why, certainly! But first you must create an interest. The problem is to design and merchandise them properly. On the stage, our production of 'Don Juan in Hell' grossed $3,218,000 throughout the country at a four-dollar top. 'John Brown's Body,' with even less 'popular' appeal, grossed $1,764,000. Pictures offer still greater opportunities for grosses on serious works. I have great faith in 'Night of the Hunter.' "—PAUL GREGORY, producer of UA's "Night of the Hunter" and the forthcoming "Naked and the Dead."

ST. LOUIS

Bloomer Amuse. Co.'s 1,000-car Cahokia Drive-In near Alorton, Ill. will have its grand opening Sept. 22. Designed by Geo. M. Peterson of Cleveland, O., the project cost around $400,000 to construct. . . . Mrs. Madge Chamness, widow of Herman Chamness of Carbondale, Ill., and his stepson J. R. McGinnis, will continue operation of the Illinois Film Service. . . . The 500-seat Grand Theatre in Eldorado, Ill. was reopened on a part-time schedule, operating Fri. and Sat. nights. John Falk is mgr. . . . Mrs. Edith Major announced that her Main Street Theatre at Paris, Mo. will be closed during Sept. . . . Wm. E. Jackson reopened his Rex Theatre at Waverly, Ill.

Mrs. Winona Allen of Springfield, Mo., widow of Doc Allen who was Dallas, Tex. branch mgr. for National Screen, is a partner with John Castner in the 60 Drive-In and Cameo Theatre, Mountain Grove, Mo. . . . Lester Kropp, MITO prexy and co-gen. mgr. of the Wehrenberg Theas., has purchased a new home at 10 Dorelin Lane, Dorelin Acres, and will move in later this month. . . . W. Robert Johnson put his Scenic Theatre at Assumption, Ill. on full-time schedule. . . . At Arcola, Ill., the 263-seat Ritz was closed by the Hugh McGregor estate and is for sale, as is the Oakland at Oakland, Ill., also owned by the estate.

Jimmy Frisina, buyer for Frisina Amuse. Co., had the second lowest qualifying score for amateurs to participate in the National Amateur golf championship of 1955. . . . Appointed to the Mo. Library Commission by Gov. Donnelly, to serve a 3-year term, was Mrs. A. H. Toma, a past pres. of the Better Film Council. . . . The Grand, Market at Sixth in St. L., only burlesque house in the city, opened for the season. . . . "Martin Luther" in 16mm prints will be made available to churches, libraries, schools and other organizations this fall.

SALT LAKE CITY

Seven Utah theatres were taken over by Fox Wasatch Corp., a subsidiary of National Theatres, from the J. L. Lawrence interests. They are the Uptown, Villa, Rialto, Southeast, Murray and Oak Hills Drive-In in Salt Lake City, and the Academy Theatre at Provo. They will be under supervision of Jack McGee, dist. mgr. for Fox intermountain, and John O. Denman will be city mgr. Installation of concession stands and snackbars was one of the first changes made.

Stan Sorenson has been appointed booker for Republic, where a new salesman has been added in the person of Jack Haigh, former mgr. of the Rialto, now being managed by Ralph Gardner. . . . Richard Epperson was appointed head booker at Universal to succeed Art O'Connell who resigned. . . . The Utah Theatre, managed by Lou Sorensen, will present the Marciano-Moore championship telecast, with reserved seats at $2.80 to $4.42.

SEATTLE

Modern Theatre Supply installed CinemaScope lenses in the Havre Theatre, Havre, Mont., and the Star-Lite, Forsythe, Mont. . . . A new drive-in is being built for Pat Tappan at Moses Lake, Wash. . . . The Liberty Theatre of Seattle is being demolished and a parking lot will take its place.



Scene at the M-G-M Studios, when a group of ABC Television executives visited Culver City for a preview of "The MGM Parade," Metro's weekly TV show which premiered over the ABC network this week, with George Murphy as emcee. Shown (l to r): FRONT ROW—George Murphy, Mrs. Leonard H. Goldenson, John Balaban, Leonard H. Goldenson, Ann Blyth, Mrs. M. C. Callahan, Mr. & Mrs. A. H. Blank, Anthony Augelli, Mrs. Charles T. Fisher, Jr., Les Petersen. SECOND ROW—Robert M. Weitman, E. Chester Gersten, Mrs. Robert Hinckley, Robert Wilby, Mrs. John Balaban, Mrs. David Wallerstein, Sidney Markley, Mrs. Robert O'Brien, M. C. Callahan, Robert Huffines, Mrs. Robert E. Kintner, Edward J. Noble, Mrs. Robert Huffines, Robert O'Donnell, Earl J. Hudson. THIRD ROW—David Wallerstein, Jo-Ellen O'Brien, Mr. & Mrs. Jerry Zigmond, John Coleman, Mrs. Harry Haggerty, Robert Hinckley, Mrs. Hugh McConnell, Robert E. Kintner, Harry Haggerty, Hugh McConnell, Robert O'Brien and Charles T. Fisher, Jr.



AFTER "BLACKBOARD JUNGLE"

ANOTHER BOX-OFFICE

HOTFOOT!

A hitherto forbidden subject, M-G-M has dared to dramatize the revealing best-seller, "THE COBWEB." It will blast the nation just as "Blackboard Jungle" did.

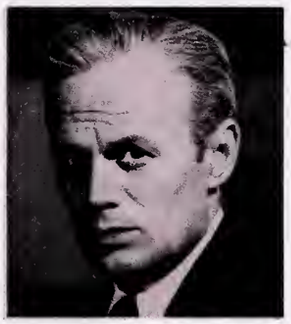
The secrets of the psychiatrist's couch are bared in the strange mansion on the hill whose occupants are caught in the Cobweb of human emotions.



This is the Strange Mansion on the Hill.

A GREAT SUBJECT FOR PUBLICITY!

A complete condensation of the best-selling novel in Woman's Home Companion, out June 23rd. A natural for publicity. AND WATCH FOR THE DARING, OUTSPOKEN TRAILER, A TICKET-SELLER.



Many women confided in him

RICHARD WIDMARK



Once you have loved...

LAUREN BACALL



Behind the dignity, a wolf

CHARLES BOYER



A neglected wife finds trouble

GLORIA GRAHAME



The despot of the Mansion

LILLIAN GISH

M-G-M presents in **CINEMASCOPE** and **COLOR**

The COBWEB

And Introducing **JOHN KERR** and SUSAN STRASBERG

With OSCAR LEVANT · TOMMY RETTIG · Screen Play by JOHN PAXTON

Additional Dialogue by WILLIAM GIBSON · From the Novel by WILLIAM GIBSON · Photographed in **EASTMAN COLOR**

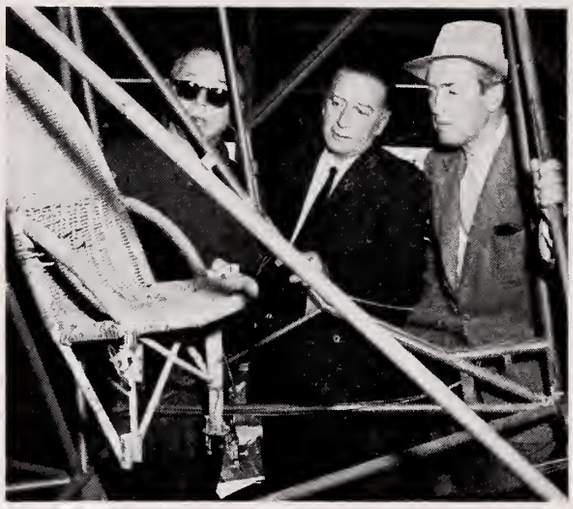
Directed by VINCENTE MINNELLI · Produced by JOHN HOUSEMAN

(Available in Magnetic Stereophonic, Perspecta Stereophonic or 1-Channel Sound)

GREAT TALENT MAKES GREAT PICTURES!



Off to happy start. Jack Warner expresses good wishes as famed Liberace starts production of "Sincerely Yours." Ray Heindorf and Brother George Liberace gives smiling approval as eagerly anticipated picture rolls. (WarnerColor.)



One of the most famous pilot chairs in aviation history is seen by Producer Leland Hayward, Director Billy Wilder and James Stewart as they examine replica of "Spirit Of St. Louis" cockpit. Epic story of the first solo flight across the Atlantic begins production next month in Paris at Le Bourget Airfield, scene of Charles A. Lindbergh's history making arrival in France.

Busy James Dean goes directly from "Rebel Without A Cause" into "Giant," George Stevens' production of the Great Edna Ferber novel. By way of Texas indoctrination, Dean gets lowdown on oil derrick operation from Art Director Boris Leven. *(Right)* Dean rearsing scene with Natalie Wood for "Rebel Without A Cause." *(CinemaScope, WarnerColor)*







Jack Webb's first screen embrace! With lovely Janet Leigh. Webb directs as well as stars in "Pete Kelly's Blues." *(Below)* In deserted ball-room battle Webb shoots it out with Edmond O'Brien. Nesdon Booth, Janet Leigh in background *(CinemaScope, WarnerColor)*



WE'RE DOING THINGS HERE AT WARNER BROS.

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THE Independent FILM JOURNAL

Editor: MORTON SUNSHINE

DEVOTED TO THE BEST INTERESTS OF THE MOTION PICTURE INDUSTRY

Audience Awards

(*continued from cover*)

of participation by theatre owners. The poll certainly deserves the support of every showman with a stake in this business.

The Audience Awards Poll will in no way detract from the value of the Academy Awards. The "Oscars" are awarded on a critical basis by the creative members of the Academy of Motion Picture Arts and Sciences. Exhibitors have tangible evidence of the added commercial value that accrues to the "Oscar" winners. Columbia has acknowledged that it increased the gross of "On The Waterfront" by at least $1,000,000. In fact, the Audience Awards will complement the Academy Awards. Over the years, there have been many popular stars and pictures which never won an Academy Award but there was no doubt that they were "the people's choice." By the same token, there can be no doubt that audience preferences will add even more to stimulating theatre patronage.

Once again audiences are talking two businesses—their own and motion pictures—and the industry must do everything in its power to prevent that interest from growing cold, as was the case a few years back.

The public loves to be on the inside of all things dealing with motion pictures and the industry now has the potential to convert this enthusiasm to constructive ends. In much the same way as the feeling of audience participation enhances the presentation of motion pictures, so can public participation in COMPO's Audience Award Poll generate excitement and enthusiasm among audiences. People crave to have a voice in the scheme of things and the competition can actually make rooters out of audiences that might otherwise remain unstimulated. We can fulfill that urge.

The beneficial results of an industry-wide saturation campaign will soon make themselves evident. The revelation of regional preferences will be most helpful to local theatre owners and the over-all results can well lay out a pattern for production. There is nothing to preclude new personalities from electioneering on personal appearance tours. The entire poll idea is a most concrete way of getting audiences to look for and know new faces. There can be no doubt that many Audience Awards winners in the new personalities category will eventually emerge as full-fledged stars by virtue of the poll. And new stars are just what the doctor ordered.

With 50 to 60 million people casting ballots at the nation's theatres, this is bound to create excitement that no other activity could possibly equal. It will garner considerable newspaper space with newsworthy happenings. The industry has already been approached for a television show for the presentation of the Audience Awards. It is to be hoped that the mistake made in the televising of the Academy Awards will not be repeated here and that commercials will be limited to the promotion of motion pictures and no other product. It is to be hoped that the award presentations will be made available to all television and broadcasting networks as a public service, as suggested by Elmer Rhoden, National Chairman of the Audience Awards Committee.

During the summer, regional meetings will be held in each exchange area to furnish exhibitors and film company executives with all the necessary information concerning the promotion of the Audience Awards Program. Personal attendance of all participants at these sessions will be a must. This project, for the betterment of the industry if successfully exploited by showmen, can truly be the most effective activity to build box office ever conceived by this industry.

And while the Audience Award as yet has no nickname such as the "Oscar," "Emmy" or "Tony," it will undoubtedly become the most coveted prize of all.

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Audience Awards Presentation Due For Broad TV Coverage

The possibiity looms that the results of the National Audience Awards Poll will be made available to all television companies next December as a public service, with the definite understanding that there will be no commercials. This fact was revealed by Elmer Rhoden, National Theatres' president and chairman of COMPO's Audience Award Committee, who said in Hollywood that a major national broadeasting TV company has already approached COMPO to televise the poll results.

A vote of between 50 and 60 million people in the polling period of November 17 to November 27 was forecast by Rhoden, in a foreword to a brochure COMPO is issuing on the poll. Rhoden appealed for enthusiastic industry support "to make the Audience Awards program the most effective public relations activity ever conceived by this industry!"

Lead To Business Boom

Speaking at an informal luncheon for studio advertising and publicity chiefs in NT's offices, Rhoden said that if the poll succeeds in launching five or six new film personalities a year, it will result in a terrific business boom for the entire industry. "This Audience Awards Program is something that should have been put into practice many, many years ago, but because of the lack of coordinated effort and unity within our industry, this important job was left undone," Rhoden said. The National Theatres' head will be in New York later this week to discuss the Audience Awards Poll with MPAA ad-publicity-exploitation chiefs and trade press publishers and editors.

Fifty-seven players, of which 27 are men and 30 women, are listed as candidates for the most promising young personality categories on the exhibitors' first nominating ballot for the poll, enclosed with the COMPO brochure being distributed to 19,000 theatres by National Screen Service.

Exhibitors Nominate

The first set of nominations covers pictures released between October 1, 1954 and March 31, 1955. Ballots for nominations in this group must be filled out by exhibitors and mailed to Price Waterhouse & Co., 56 Pine Street, New York 5, N. Y. A postage-paid addressed envelope is provided for that purpose. Nominating ballots received after July 11, 1955 will not be considered. Subsequent ballots will be sent to exhibitors later for nominations of pictures, and players appearing therein, which were released in the April-May-June and the July-August-September 1955 periods.

Exhibitors are permitted on the first set of nominations to select 10 pictures and 10 personalities in each of the other four categories: best performance by an actor, best performance by an actress, most promising new young personality (male) and most promising new young personality (female).

Seventy-two pictures are listed on the ballot for exhibitor nominations. All pictures listed were submitted for nomination by the sales managers of the distributing companies. Universal heads the list with 16. Other entries are: M-G-M, 13; 20th Century-Fox, 10; Columbia, 7; Warner Bros., 7; Paramount, 6; Allied Artists, 5; RKO, 4; and United Artists, 4. Each exhibitor is entitled to nominate not more than 10 pictures, and not more than ten personalities in each of the other four categories on the first nominating ballot. Blank spaces are provided for write-in nominations. Ballots received after July 11 for the first set of nominations will not be considered.

Inasmuch as individual stars are to be chosen on the basis of their best performance, exhibitors are cautioned not to nominate any individual star for more than one performance. Nomination of a picture does not necessarily mean that an exhibitor must nominate stars or promising players in that picture. Personalities may be named for their performance in other qualified pictures besides the one chosen by the exhibitor as the best. No ballot will be considered if more than ten pictures and more than ten players in each category are nominated, or if a player is nominated more than once.

A full line of accessories will be available to the exhibitor through National Screen Service branches. These include a 12-page press book, with exploitation ideas, newspaper stories, ad slugs, radio and TV spot announcements, etc.; two trailers, one to be used in advance, the other during the balloting period; one 40 x 60 poster announcing the balloting in advance; one 40 x 60 poster listing the pictures, stars, and promising new young personalities; printed ballots, and stickers to be pasted on ballot boxes.

Detail Producer Benefits

A special brochure aimed at acquainting producers with the benefits to be derived from the Audience Awards was distributed to production leaders this week by Rhoden. "A major benefit," says the brochure, "will be the enormous added value that will accrue to pictures that come out on top in the election. An official of Columbia Pictures said the winning of the last Academy Award added $1,000,000 to the gross of 'On The Waterfront.' This new value to the top pictures will be quickly realized when these pictures are re-released during the pre-Christmas holiday season, when new pictures are usually scarce.

"Another great direct benefit to Production will come from the nation-wide attention the election campaign will focus on new young personalities," the brochure continued. In addition the election will give Production authentic information regarding public preferences, both for pictures and players. Regional preferences also will be revealed.

"Besides all these direct benefits. Production will share in the huge good that the poll will do for the entire industry. The election campaign will create more talk about the movies, arouse greater interest in movies and stimulate attendance at theatres. This is not speculation: regional and local polls conducted in a number of areas have demonstrated that the box office directly benefits from the increased interest in movies which the polls aroused."

Rhoden stated in the exhibitor's brochure that regional meetings to further the interests of the poll will be held this summer in all exchange cities. Leading exhibitors and film exchange executives will attend to receive in detail all information concerning the successful exploitation of the Audience Awards program.

TOA-Allied Merger On Local Level?

With prospects of a merger between Theatre Owners of America and National Allied definitely chilled for the time being, talks about strength-through-union of the two exhibitor organizations are now being held on the local level. In Oklahoma City, after a board meeting of Theatre Owners of Oklahoma, the board met with Allied Theatre Owners of that state to discuss the possibility of a merger.

Senate Delinquency Sub-Unit On Coast; Study Films, Code

WASHINGTON. — Crime and horror films will come under the Senate Juvenile Delinquency subcommittee microscope at open Los Angeles hearings June 14-16, according to the subcommittee. Sen. Estes Kefauver (D., Tenn.), subcommittee chairman, said that film industry officials will assist in an examination of "their code."

Citing the "profound influence of movies on the behavior of youth," Kefauver said his group would pay special attention to the manner in which films are advertised and promoted.

Kefauver said that earlier subcommittee hearings on television "indicated that the excess of crime and violence on television screens tended to make a child immune to human suffering and could lead to delinquency." He said the subcommittee report on the television hearings will be made public in the near future.

Meanwhile, James H. Bobo, accompanied by Carl Perian and Claude Schonberger, counsellor and consultants, respectively to the Subcommittee, arrived in Hollywood in advance of the committee members. As yet, the names of those who will be asked to testify have not been released.

Disclosed for the first time, upon the arrival of the committee officials, was a preliminary list of features the unit will look at. They include: "Blackboard Jungle," "They Were So Young," "Crashout," "Bighouse USA," "Son of Sinbad," "The Prodigal," and East of Eden."

Device Unscrambling All Toll TV Ready

A simple method to see subscription video "without paying" was revealed at press-time by Jerrold Electronic Corp., manufacturers of equipment for closed-circuit TV. The firm claims to have developed a device which can unscramble "all forms" of toll-TV, and can be produced inexpensively and attached to any set.

The idea of showing the device, it was understood, is not to put it on the market, but to bolster Jerrold's argument to the FCC about the fallability of all "scrambled" tool-TV devices such a Phonevision, Telemeter, and Skiatron. Jerrold proposes instead a closed-circuit wired system, long advocated by the Committee Against Pay-As-You-See TV, which would not interfere with free television reception.

Balaban Hits Nets: Pay-TV Inevitable; Not End Of Theatres

Barney Balaban, Paramount president, this week took the occasion of the company's annual stockholders' meeting to refute what he termed the "pious declarations" of General David Sarnoff, chairman of the Board of the National Broadcasting Company, who has attacked "pay-as-you-see" television and the interest of motion picture companies in it.

Balaban re-affirmed his faith in the coin-box Telemeter system as being the most practical for "pay-as-you-see" television. He further stated his firm conviction that the advent of paid television is "inevitable."

The Paramount chief also asserted that pay video does not mean the end of the movie theatre. "We believe that the desire of the public 'to go out' and receive the kind of emotional and visual effects that the theatre can offer will sustain satisfactory levels of motion picture theatre income," he said.

"General Sarnoff issued a statement," declared Balaban, "attacking the motion picture industry and Paramount in particular. He attempted to defend the vested interest of the big networks in maintaining the present system of so-called 'free TV.' His concern about the preservation of the status quo is thoroughly understandable. The 'free TV' which he champions has brought his combined companies well over a billion dollars from royalties on every TV set made in this country and from sales of goods and services. Ultimately, it was the public who paid for it!

"Giant Networks Control"

"There is far less freedom in the TV market place because of its present dominance by the giant networks than in any other form of entertainment distribution. NBC controls the production of shows, their distribution, and decides who shall be affiliated with its network and who shall not. Station affiliates are bound to the networks through their dependence upon them for the only quality programs presently available. It is a few executives of the networks and a handful of sponsors who determine what the public shall see. It is the promotion of commercial products on television that dictates the kind of programs we have on television."

Balaban emphasized the inconsistency of Sarnoff's position in simultaneously deploring the possibility that film companies might influence the TV industry through "pay-television," and at the same time berating the industry for refusing to turn over pictures to television. One gets a little weary of these pious declarations about the motion picture companies in their relation to television, the Paramount chief continued. "No one has a patent on how to make motion pictures. Anyone can make a motion picture who has the talent and money to do so.

"If they think it is economically feasible at this time to make high budget pictures for 'free' television, why doesn't General Sarnoff lead the parade? His company has had a wide experience in this field, having controlled, for a considerable period of time, a major motion picture company. The answer is a very simple one. Sponsors cannot afford to pay for a million dollar or multi-million dollar production and then give it away."

Sarnoff Charges Film Producers "Panting For Cash-Box Marriage"

An avalanche of last-minute comments about the pros and cons of subscription television fell upon the FCC this week, as the June 9 deadline set by the Commission was reached. One of the most outspoken opponents of pay-as-you-see was Brig. Gen. David Sarnoff, board chairman of the National Broadcasting Co., who charged that Hollywood producers "are now panting for marriage to cash boxes that can be attached to 35 million TV receivers now in American homes." Sarnoff also called upon Congress, rather than the FCC, to determine whether pay-TV would be in the public interest, and expressed his belief that free-TV and toll-TV could not exist together.

Asserting that pay TV makes "strange bedfellows," and that the recent alliance between "powerful motion picture interests" and the pay-TV promoters is "highly significant," Sarnoff stated that Hollywood's interest in the proposed medium is the direct result of the consent decree which parted "Paramount Pictures, promoter of Telemeter pay-TV, and other motion picture producers . . . from several thousand theatre box offices to which they were so long wedded."

"Films Never Available"

"For years," Sarnoff continued, "the large motion picture companies have refused to make their products available for TV. This refusal applied to the old pictures in their vaults as well as to their new products. On May 24, 1954 a new approach was signalized by the spokesman for the motion picture industry, Eric Johnston, president of the MPAA, who wholeheartedly endorsed pay-TV," Sarnoff went on.

"We believe it would be fatal to the continued dynamic growth of television to enable Hollywood to dominate and control television programming," the RCA board chairman stated. "It is obvious that the motion picture industry is looking (for) an opportunity to collect billions instead of millions of dollars by obtaining direct access to American homes for its products."

Sarnoff charged that this "new opportunity" would not only be built upon the structure which free broadcasting has created, but would also "threaten destruction of the whole free television enterprise." "To the extent that pay-TV might be financially successful, it would jeopardize the basis for economic survival of a free television system," Sarnoff asserted. "In these circumstances, free TV broadcasters would inevitably be forced by economic necessity to engage in pay-TV, and this, in turn, would set off a chain reaction which would ultimately mean the end of our American system of free TV."

Sarnoff concluded: "It is for the Government to determine whether the self interest of the motion picture industry, in seeking these advantages for itself, should override the public interest in maintaining the American system of free broadcasting—a system now bringing great values to the public in service and in fresh concepts of television programming."

Another lengthy comment was filed by the Committee Against Pay-As-You-See TV which declared in its statement to the FCC that the pay-TV controversy is a matter for action by Congress, "the proper body to legislate a change of this consequence. . . . It is not properly encompassed through statutory construction."

Committee is part of Organizations for Free-TV, comprised of theatre, television and radio station owners, labor unions, chambers-of-commerce, trade associations, and others, which argued that based upon present-day televiewing habits in the American home, pay-as-you-see could cost an average family $1,156 a year for types of programs now received free.

Pay TV Costs High

Figures used for toll video advocates themselves, in an experimental test in Chicago five years ago, showed that single program costs would average not less than 66 cents an hour, the Committee reported. This figure was based on a "sets in use" survey, showing that viewers watch TV sets on an average of four hours a day. The $1,156 figure does not include an estimated $80 for the cost and installation of an "unscrambling" device for the set itself.

The Committee predicted that sponsored programs such as "I Love Lucy," "See It Now," "Jackie Gleason," and others would be "captured" for the pay-TV medium if approval were forthcoming, since "popularity" will still rule as the yardstick of programming. Promises of "wonderful educational and cultural programs are made by the patent holders but the choice of programs is one that will be made by station licensees," the FCC was told. "Unless forced to do so, it is unlikely that any station will carry a program with limited appeal, if another program with mass appeal was available."

The Committee also reminded the FCC that nearly 10 billion dollars has been invested by some 37 million purchasers for TV receivers and installations, and emphasized that this investment was made with the understanding that there would be no charge levied for programs using channels allocated for commercial television by the Commission. To charge for such entertain-

(*Continued on page* 19)

Ask Paramount Divestiture If Telemeter Approved

Washington. — The Committee Against Pay-As-You-See TV asked the FCC in its statement opposing pay video to require Paramount to divest itself of film production in the event the Paramount-controlled Telemeter system is approved.

"If the Telemeter coin-box system is approved by the Commission," the comment reads, "The Commission will have created the very situation disapproved of in the Paramount (consent decree) case—the unity of producer and exhibitor and its attendant evils.

"This would not appear to be in the public interest," the Committee continued. "If Paramount is to be considered as a challenger in the coin-box fight, it should be forced to divest itself of its film production function."

Strong Summer Product Slated

The 45th in the series of COMPO ads in "Editor & Publisher" is devoted to strong product to be released this summer to the motion picture theatres of the country. Forty films are listed, to be offered by ten major producers.

They are: Allied Artists: "Shotgun," "Wichita," "The Warriors," "The Body Snatchers"; Columbia: "Five Against The House," "A Prize of Gold," "The Man From Laramie," "Rebound"; M-G-M: "Love Me Or Leave Me," "Interrupted Melody," "The Cobweb," "It's Always Fair Weather"; Paramount: "Strategic Air Command," "The Seven Little Foys," "We're No Angels," "You're Never Too Young."

More Listed

RKO: "Son of Sinbad," "Pearl of The South Pacific," "The Boy And The Bull," "Bengazi"; Republic: "The Road To Denver," "Flame Of The Island," "Magic Fire," "The Last Command"; 20th-Fox: "Daddy Long Legs," "The Seven Year Itch," "Soldier of Fortune," "The Virgin Queen"; U-A: "Not As A Stranger," "The Night of The Hunter," "The Kentuckian," "Summertime"; U-I: "The Shrike," "Foxfire," "One Desire," "To Hell And Back"; Warner Bros.: "The Sea Chase," "Land Of The Pharoahs," "Mr. Roberts," and "Pete Kelly's Blues."

Exhibitors had complained about a shortage of top movie product during the pre-summer months.

Oscar A. Doob Resigns As Loew's Ad Executive

After 26 years as a Loew executive, Oscar A. Doob has resigned as of September 1. Doob, who joined Loew's in 1929 as ad-publicity chief, switched two years ago to the M-G-M ad department, handling promotions for special pictures. He will make his home in Palm Beach, in "semi-retirement" with plans to do writing. During World War II, Doob launched the plan of selling war bonds in movie theatres, and was loaned by Loew's to the Treasury Dept. as a $1-a-year man. For many years, he was publicity head of the industry's March of Dimes drives.



OSCAR A. DOOB

Court Approves Loew's Second Drive-In Buy

Loews' Theatres' application to operate the Normandy Drive-In Theatre, Jacksonville, Fla. has been approved by Federal District Court Judge Henry W. Goddard. The circuit now has two ozoners, both acquired following the Paramount decree freeze on new theatre acquisitions by defendant companies. The other is the Twin Drive-In, Chicago.

Meanwhile, a $450,000 treble damage anti-trust suit has been instituted by the Main Street Drive-In, Jacksonville, against Tropical Drive-In Theatre, former owner-operator of the Normandy, charging law violations which enabled the latter theatre to obtain film buying preferences.

The Normandy has a 1,350-car capacity, and is one of the largest of the 11 drive-ins in the Jacksonville area. It has been and will be operated on a "21-day after first-run downtown Jacksonville policy."

Judge Goddard's decision placed a series of product limitations on the operation of the theatre.

High Court Permits New Poster Action

WASHINGTON.—A stalled treble damage anti-trust suit against National Screen Service and the eight major distributors is now free to go ahead, following a Supreme Court decision to that effect this week. The lower courts had ruled that Independent Poster Exchange of Philadelphia could not sue because it had dropped an earlier suit before final judgment.

Charles Lawlor and Mitchell Pantzer, partners in Independent, charged in 1942 that National Screen Service and three of the majors had conspired to establish a monopoly in the distribution of posters and other accessories. The suit was settled after National Screen agreed to furnish Independent with the materials at specified prices.

The present suit charged that the settlement by National Screen was merely a device to perpetuate their conspiracy, and that National Screen continued efforts to put the Philadelphia firm out of business.

The lower courts held that the grounds were substantially the same as in 1942, and that the suit should be barred because of previous settlement. The Supreme Court overruled, holding that there are new allegations and that the other five major distributors have been added.

Robbins Named Pioneer Of Year

Herman Robbins, Chairman of the Board of National Screen Service Corp., has been named the "Pioneer of the Year" by the Motion Picture Pioneers, an organization composed of men who have served in the motion picture industry for more than 25 years, it was announced this week by Jack Cohn, founder and president of the Pioneers.



HERMAN ROBBINS

Ceremonies honoring Robbins as "Pioneer of the Year" will be held in conjunction with the 17th annual dinner of the Motion Picture Pioneers on November 4, 1955, at the Waldorf-Astoria.

Cohn stated, "Among the distinguished leaders of the industry whose contributions through the past one-third of a century have made the screen the greatest medium of entertainment in the world, we of the Motion Pieture Pioneers salute the efforts of Herman Robbins as worthy of our highest honor. Herman Robbins is truly a pioneer in our industry."

Robbins learned the meaning of showmanship as a young man while working on the old "New York Evening World." From the *World* he joined the Fox Film Corporation and rose to General Sales Manager under Winfield Sheehan. He served with Fox until 1923, during the greatest growth of the original company, leaving to acquire an interest in National Screen.

During the past 32 years, his company has kept abreast of the industry's needs for promotional materials. Its facilities and personnel have served national, civic and industry causes, as a public service.

But beyond the contributions of Robbins and his company are the many unpublicized services he has performed throughout the years on behalf of philanthropic and charitable enterprises in and out of our industry. His work for Pioneers is among his outstanding contributions to the assistance of those unfortunate enough to require aid from their fellows of the motion picture business. He is also on the Board of Directors of the Will Rogers Memorial Hospital. The United Cerebral Palsy Foundation has given him its Distinguished Service Award Plaque for five years of invaluable support. In 1949, he was cited for his service to the Disabled American Veterans.

During the war, Robbins was an active member of the Industry Advisory Committee of the War Production Board and cited for his contribution to the War Finance Program of the Treasury Department. Within the industry, he is treasurer of COMPO.

Universal, NBC Execs Announce Joint TV Spectacular

Joint announcement this week by Universal-International and the National Broadcasting Company disclosed the completion of arrangements for the first one-hour-and-a-half TV "Spectacular" ever arranged with a television network utilizing the talent facilities and star personnel of a major motion-picture studio.

The presentation, to be telecast on July 2 in black-and-white over 128 TV stations in the U.S. and Canada, will have as its master of ceremonies Steve Allen, due to make his film debut in the ttile role of U-I's "The Benny Goodman Story."

To be titled "Allen In Movieland," the 90-minute spectacular will feaure appearances and entertainment by such noted U-I personalities as Jeff Chandler, Tony Curtis, Piper Laurie, Audie Murphy and Mamie Van Doren. U-I's coordinator for the TV presentation, which will enable the Studio to highlight its release product for the Summer months for the filmgoing public, will be Bob Rains, head of its radio and TV promotion department.

Norton Tune Elected

ATLANTA, GA.—Norton Tune of Shelbyville, Tenn. is the new president of the Tennessee Theatre Owners Association, succeeding Stacy Wilhite. Other officers elected were: W. R. Russell Holder, vice-president; Aubrey Couch, secretary-treasurer; Alfred Starr and Kermit Stengel, directors.

Major Fox Attractions Set For Summer Schedule

Twentieth Century-Fox's program of bringing to the CinemaScope screen a constant flow of major attractions appealing to the widest possible audiences will be clearly in evidence during the coming months with the release of 13 blue-chip productions between June and October.

The five month product line-up—part of the company's overall slate of 28 releases for 1955—ranks among the strongest and most diversified array of attractions adapted from best-selling books and long-run Broadway stage hits. Of the upcoming 13 releases, twelve are in CinemaScope and color, and one is a standard dimension release in black and white.

Important marquee names are featured in each of the films, and comprehensive, long-range programs of advertising, publicity and exploitation are being launched by the company to pre-sell each attraction to world audiences.

"Itch" Leads Off

Leading off the parade of June releases is Charles K. Feldman's Group Productions presentation of "The Seven Year Iteh" starring Marilyn Monroe and Tom Ewell. Directed by Billy Wilder, the comedy is adapted from George Axelrod's Broadway play. Also in June the company is offering "Soldier of Fortune" starring Clark Gable, Susan Hayward, Michael Rennie and Gene Barry. Buddy Adler produced and Edward Dmytrik directed from a screen play by Ernest K. Gann, based on his popular novel; and "The Magnifieent Matador" starring Maureen O'Hara and Anthony Quinn and introducing Manuel Rojas. The Edward L. Alperson presentation was directed by Budd Boetticher.

July Releases

July releases are "House of Bamboo" in CinemaSeope and color by DeLuxe, starring Robert Stack, Robert Ryan and Shirley Yamaguehi, produced by Buddy Adler and direeted by Samuel Fuller; "How To Be Very, Very Popular" in CinemaScope and color by DeLuxe, starring Betty Grable, Sheree North and Robert Cummings, produced and direeted by Nunnally Johnson.

Other July releases are Panoramic productions' "A Life in the Balance," starring Ricardo Montalban, Anne Bancroft and Lee Marvin, and the first CinemaScope featurette, 'The Living Swamp," an exciting portrayal of nature in the Okefenokee Swamp.

Fall Releases Strong

August releases are "The Virgin Queen" in CinemaSeope and color by DeLuxe, starring Bette Davis, Richard Todd, Joan Collins and Jay Robinson, produced by Charles Brackett and directed by Henry Koster and "Left Hand of God" in CinemaScope and color by DeLuxe, starring Humphrey Bogart and Gene Tierney, produced by Buddy Adler and directed by Edward Dmytrik.

September releases are "Love Is A Many-Splendored Thing" in CinemaScope and color by DeLuxe, starring William Holden, Jennifer Jones and Gloria Grahame, produced by Buddy Adler and directed by Henry King; and "The Tall Men" in CinemaScope and color by DeLuxe, starring Clark Gable, Jane Russell and Robert Ryan, produced by William Bacher and directed by Howard Hawks.

October Features

October releases are "Seven Cities of Gold" in CinemaScope and color by DeLuxe, starring Richard Egan, Michael Rennie, Rita Moreno and Cameron Mitchell, produced and direeted by Robert Webb; and "The Girl In The Red Velvet Swing" in CinemaScope and color by DeLuxe, starring Ray Milland and Joan Collins, a Charles Brackett production.

Among the many other imposing CinemaScope productions fortheoming from 20th Century-Fox are "The View From Pompey's Head," "The Greatest Story Ever Told," "Lord Vanity," "Katherine," "The Sixth of June," "The Rains of Ranchipur," "The Day The Century Ended," "Tigrero!," "Good Morning Miss Dove," "Anastasia," "Can Can," "Bus Stop" and "The King and I."

The Seven Year Itch



Starring Marilyn Monroe (left) and Tom Ewell (not shown) in CinemaScope and DeLuxe Color.

The Virgin Queen



Starring Richard Todd and Bette Davis in CinecaScope and DeLuxe Color.

How To Be Very, Very Popular



Starring Betty Grable and Sheree North in CinemaScope and DeLuxe Color.

The Left Hand Of God



Starring Gene Tierney and Humphrey Bogart in CinemaScope and DeLuxe Color.

The Tall Men



Starring Clark Gable (not shown), and Jane Russell in CinemaScope and DeLuxe Color.

Love Is A Many Splendored Thing



Starring Jennifer Jones and William Holden in CinemaScope and DeLuxe Color.

THE CURTAIN'S RISING ON

Paramount's Biggest Promotion



BOB HOPE NATIONWIDE TOUR — in-person appearances to meet the press and public . . . and to skyrocket interest in the picture everywhere! Bob's itinerary includes strategically selected cities from coast to coast—all of them important population hubs from which saturation publicity will reach to all local areas.

TIE-UPS GALORE — get all the details in the Paramount pressbook. Country-blanketing TV plugs from Bulova Watches—11,000 drug and candy store displays and Saturday Evening Post page ads from Page & Shaw—point of sales displays from Sonic Capri Radio-Phonographs are typical of this great merchandising!

Color by Technicolor

starring

BOB HOPE

as Eddie Foy

VISTAVISION

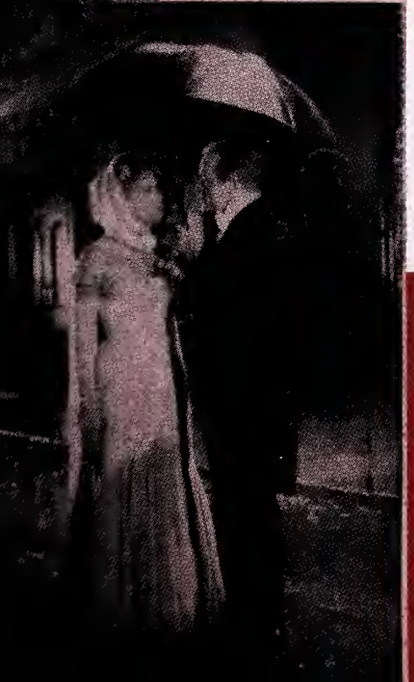
MOTION PICTURE HIGH-FIDELITY

puts you right in the heart of the family . . . right in the middle of the fun!

for.. "The Seven Little Foys"



The wonderfully warm, richly human story of the grandest family you've ever met!



FULL COLOR NATIONAL ADS AND TERRIFIC TV-RADIO COVERAGE—Life, Saturday Evening Post, Woman's Home Companion, American Weekly color pages—plus page ads in Seventeen and 11 fan magazines to grand total of 125 million readers. Top air shows to millions more via rating-leaders like Ed Sullivan's Toast of the Town, Edward R. Murrow's "Person to Person," Lux Video Theatre, General Foods NBC program, Arthur Godfrey, Dave Garroway, "Home" and many, many more.

—ALL ADDING UP TO AN ALL-OUT UPROAR OF PRESELLING THAT STARTS NOW, REACHES A PEAK IN JULY AND CONTINUES ALL SUMMER LONG...

Co-starring

MILLY VITALE

with

GEORGE TOBIAS · ANGELA CLARKE

Produced by JACK ROSE · Directed by MELVILLE SHAVELSON

Written for the Screen by MELVILLE SHAVELSON and JACK ROSE

Profit-Sharing Deals Creating New Incentive: Shavelson-Rose

The "new spirit" of Hollywood is responsible for the advance raves about the "new" Bob Hope in "The Seven Little Foys," according to Melville Shavelson and Jack Rose. Last year, the two writers formed Scribe Productions, and entered into a three-way partnership with Paramount and Hope Enterprises on "Foys," Rose-produced (his first attempt) and Shavelson-directed (another first). The film is in Technicolor and VistaVision, and co-stars the Italian beauty, Milly Vitale.

The "new spirit" is due to "profit-sharing arrangements which give the creators the incentive to do a good job," Shavelson says. "For example, nobody makes a cent on this film unless it's a hit," he continued. "Hope was so enthusiastic about the script that he took a deferment—with absolutely no salary—for the first time in his career. And the picture shows it. He's got a fresh character, and there are no cliches."

Hope's next film with Shavelson and Rose will be another unusual role for the veteran comedian: an adaptation of the Gene Fowler biography, "Beau James," about the popular New York mayor of depression days, James J. Walker.

Shavelson and Rose, who first met Hope and each other 15 years ago, when they were writing scipts for his radio shows at $100 a week, have been in Hollywood for more than a decade now, with a variety of screen credits under their belts. They claim that the Hollywood climate has changed in more ways than one. "Established stars are inspecting material more closely these days," Rose said. "They don't have close schedules anymore, with the star slated for three pictures a year, come what may. The star can experiment."

Shavelson added that everyone concerned with a picture is likely to be more "cooperative" with a financial interest at stake. Stars wilingly make personal appearance tours, for example. "Hope started rehearsing 'Foys' a week in advance, something he's never done before," said Rose. And James Cagney, who stops the show with a dancing scene, reported for rehearsals two weeks in advance.



MELVILLE SHAVELSON and JACK ROSE

"When you have a financial interest," Shavelson continued, "you try to make the film better for less money. When you're on salary, and the film isn't working out, you go running to the studio and tell them to spend more money on the feature. Under the old system, stars didn't cooperate, scripts were often bad, and shooting was rarely economical. A director would take an extra day hoping to get a better "take"—usually, he didn't."

Another reason for the new Hollywood "spirit," according to Shavelson and Rose, is the public. They are demanding a "fresh approach," they say. "Foys," for example, is not another boy-meets-girl opus. Hope's wife, played by Milly Vitale, dies early in the film, and there is no love interest thereafter. Scribe Productions' projected film about the Wright Brothers and the beginnings of aviation is a case in point. "The Wright Brothers never got married," Rose said. "They were too shy."

Public taste, they feel, is one reason for the product shortage. "Plenty of people are going to good movies, no one's going to the bad ones," Shavelson said. "Producers are more careful before investing their money."

Working on the premise that the public is nobody's sucker anymore, Shavelson, Rose and Hope require that they be consulted about advertising campaigns. "The main purpose of most advertising matter," Shavelson complained ruefully, "is to conceal the nature of the picture. Our advertising for 'The Seven Little Foys,' on the other hand, will show what the picture is really about. We don't play up the female angle, even though we've got a beautiful Italian girl in the movie."

"The honest approach to advertising will pay off," Rose added. "At least we hope so. It's our opinion that you can't fool the public anymore."

Set Regional Confabs For EFFG Financing

Regional meetings will soon be launched to further acquaint exhibitors with the Exhibitors Film Financing Group, according to EFFG board member Sam Pinanski. Predicting that by early fall, sufficient progress will enable EFFG to contact production companies, Pinanski revealed that leading exhibitors in each exchange area are assuming specific quotas for stock subscriptions, with "many areas already over the top." Pinanski said the officers and board of the TOA-sponsored organization are "firmly convinced" that EFFG will contribute toward relieving the product shortage.



SAM PINANSKI

Loew's Hits Censor Ban

ATLANTA, GA.—A new attack on Atlanta's movie censorship was launched here by Loew's, Inc., who petitioned the U.S. District Court here to enjoin the city from enforcing its ban on "The Blackboard Jungle." This is the first legal test of such a ban in Atlanta since the Supreme Court 1954 ruling against New York and Ohio censors. The high court has previously upheld local government movie censorship.

NEW POSTS

JAMES E. PERKINS has been elected executive vice-president of Paramount International Films, Inc. Perkins, who will headquarter in New York, previously was chairman and managing director for Paramount International in the United Kingdom.

GEORGE LAIT is now assistant studio publicity director at Universal-International. Lait had been on special assignment at Paramount since his recent resignation as publicity director at Columbia. HARRY NIEMEYER becomes department editor of the U-I publicity staff.

ANDY GEBSTAEDT has been appointed advertising manager at Republic Pictures. He has been production manager at Republic for the past 11 years.

HUGH BENSON joins Warner Bros. studio publicity department to work on radio-tv promotion and publicity. Benson has been public relations director for the Roy S. Durstine Advertising Agency and the Blaine-Thompson Co.

GASPER G. URBAN has been appointed as Paramount Boston branch manager, taking over the post left vacant by the death of Jack Brown.

L. I. RICE has been appointed studio auditor at 20th Century-Fox succeeding T. R. KRAZER who steps up to the position of special advisor to the finance and accounting department of the film corporation.

W. ROBERT RICH, for the past two years program director of station WPIX, has joined Associated Artists Productions as General Sales Manager of its TV division.

E. V. D'SOUZA, formerly Warner branch manager in Pakistan, has been named company manager in Thailand.

Allied, TOA Meet With WB, Para Postponed

Prospects are now considered dim for an imminent meeting between the joint Allied-TOA exhibition committee and the presidents of Warner Bros. and Paramount. Late last month, National Allied disclosed that its next move toward Congressional legislation calling for regulation of film rentals would depend upon such meetings. Allied asked for the meetings "within ten days."

At press time, Allied announced that, for its part, it would now consider July 1 as the deadline. At the same time, the Allied board instructed general counsel Abram F. Myers to begin active preparation for Senate hearings before the committees of either Senator Humphrey or Senator Long.

Neither of the production companies involved has commented publicly on the Allied request. However, Paramount president Barney Balaban is planning an extended trip to Europe later this month, while Warner Bros. chief Harry Warner headquarters on the Coast. Warner Bros. distribution director Ben Kalmenson is not expected to return to New York from Hollywood, where he is visiting, for another three weeks. It is understood that initial overtures were made to Kalmenson soon after the meeting of the joint committee in New York, when the Warner executive informed them of his plans.

The first delay toward such conferences was due to the illness of E. D. Martin, TOA president, who was confined to his home in Georgia by his doctor.

Independent Trade Reviews

"The Seven Year Itch"

(20th-Fox) CinemaScope-De Luxe Color 105 Min.

Cast: Marilyn Monroe, Tom Ewell, Evelyn Keyes, Sonny Tufts, Robert Strauss, Oscar Homolka, Marguerite Chapman, Victor Moore, Roxanne, Donald MacBride, Carolyn Jones, Butch Bernard, Doro Merando, Dorothy Ford.

Credits: Produced by Charles K. Feldman and Billy Wilder directed by Billy Wilder; Screenplay by Billy Wilder and George Axelrod; based on the original play by George Axelrod.

Preceded by a noteworthy promotional campaign, "The Seven Year Itch" strutted into Loew's State in New York the evening of June 1 for a fashionable "sneak" premiere. The press reacted with exuberance, and the paying customers with long and loud laughter. This adult and sophisticated comedy should easily register top grosses for 20th Century-Fox.

Happily, in bringing this hit Broadway play to the screen, the producers have given it added scope and ultilized the greater flexibility that the screen affords. Tom Ewell performs with conspicuous talent as the man who sends his wife and child to the country for the summer, then finds himself wrestling with the voluptuous temptations of the girl upstairs. She happens to be none other than Marilyn Monroe who serves her delightful role well.

As an editor of paper-bound books, Ewell turns out to be something of a Walter Mitty when confronted by the provocatively curved image of Miss Monroe. He thinks dangerously but acts timidly. Indeed, in the end, he conquers temptation like a faithful husband and hustles off to join his wife in the country. The CinemaScope production, in color by De Luxe, moves in a gay and lilting pace, aided by excellent featured performances by Evelyn Keyes, the wife; Sonny Tufts, her darkly imagined lover; Robert Strauss, a caricature of a janitor; and Oscar Homolka, a psychiatrist who might himself profit by psycho-analysis.



Tom Ewell and Marilyn Monroe in 20th-Fox's "Seven Year Itch," CinemaScope-De Luxe Color.

This entertainment was designed for laughs and diversion and easily achieves its end. Much of this shining success, it is evident, belongs to the guiding hand of Charles K. Feldman and Billy Wilder, the production team. Mark this down as one of the 20th-Fox's best.

"The Seven Little Foys"

(Paramount) VistaVision-Technicolor 92 Min.

Cast: Bob Hope, Milly Vitale, James Cagney, George Tobias, Angela Clarke, Billy Gray, Lee Erickson, Paul De Rolf, Linda Bennett, Lydia Reed, Tommy Duran, Jimmy Baird.

Credits: A Scribe-Hope Production; Produced by Jack Rose; Directed by Melville Shavelson; Written by Melville Shavelson and Jack Rose.

"The Seven Little Foys" will be one of Bob Hope's greatest comedy successes. It gives Hope, the quipster, a chance to show that he can act, and act he does as he submerges himself into the character of Eddie Foy, the fabulous song and dance man of vaudeville. The word of mouth will be tremendous. A family picture that benefits greatly from VistaVision, "Foys" has just about everything that audiences like: comedy, nostalgia, some excellent acting, some outstanding songs and dances and a large portion of "heart." Narration by Charlie Foy, one of Eddie's children, now a well-established night club impresario, is excellent and gets across a lot of the subtle points of the film. Technicolor is some of the best seen of late, adding to production values.



Milly Vitale and Bob Hope in Para's "The Seven Little Foys," VistaVision-Technicolor.

One of the outstanding sequences in the film is one where James Cagney as George M. Cohan pits his dancing talent against that of Hope and also ad-libs with him. The humor and the dancing of the two is top notch all the way. Another episode, the recreation of the Iroquois Fire, is masterfully done, an example of spectacular realism prepared for the screen. Film is sprinkled with numbers all performed to perfection by Hope: "Mary Is A Grand Old Name," "The Greatest Father of Them All," "Smiles," "Row, Row, Row," "Chinatown," "I'm Tired," "Nobody," "Yankee Doodle Boy," and "The Animal Act." George Tobias and Angela Clarke, along with Miss Vitale, are outstanding in the film, as are the seven youngsters, who portray the little Foys.

Bob Hope as Foy is a man who doesn't want to get married. He wards off the advances of Milly Vitale, half of an Italian sister act with Angela Clarke, when they first meet backstage in a theatre in New York. After a struggle, Hope succumbs to Milly and they get married. They have a show business life, Milly home as she has children and Hope on the road making a living and coming home between vaudeville dates. However, their love is great. When Milly dies, Hope decides to keep the kids with him and makes up an act with them so he can watch over them. Angela goes along reluctantly and after she and Hope have a spat about the act playing the Palace on Christmas Eve, Hope tells her to leave. With this, she reports him on a child labor law, but Hope, with the aid of the kids and an understanding judge, wins the case. Angela sees that she has been wrong and joins them again.

"The Cobweb"

(MGM) CinemaScope-Eastman Color 124 Min.

Cast: Richard Widmark, Lauren Bacall, Charles Boyer, Gloria Grahame, Lillian Gish, John Kerr, Susan Strasberg, Oscar Levant, Tommy Rettig, Paul Stewart, Jarma Lewis, Adele Jergens, Edgar Stehli, Sandra Descher, Bert Freed, Mabel Albertson, Fay Wray, Oliver Blake, Olive Carey, Eve McVeagh, Virginia Christine, Jan Arvan, Ruth Clifford, Myra Marsh, James Weserfield, Majorie Bennett, Stuart Holmes.

Credits: Produced by John Houseman, Directed by Vincente Minnelli; Screen play by John Paxton; from the novel by William Gibson.

There are more stars in this picture than any showman's marquee can accommodate. And as befits a picture of such name appeal, it has been given by MGM a polished and resourceful production treatment, including CinemaScope and Eastman color. The story revolves around an experimental psychiatric institution in which the staff works cooperatively with the patients towards their rehabilitation. The film has been ably put together, and it generates a continuous interest.

The story has many plot threads and minor variations running through it. The primary one centers around the marital problems of Richard Widmark, head of the institution, and his self-loving, neglected wife, Gloria Grahame. Then there are problems, all dramatic, dealing with Charles Boyer, a doctor, who because of his declining prestige has taken to drink and easy romance; Lauren Bacall, activities director who is trying to forget the tragedy of the past, sometimes in the arms of Widmark; the well-remembered Lillian Gish, a strong-willed spinster with an exaggerated sense of self-importance; John Kerr, a tortured, romance-inclined inmate; and Oscar Levant, another inmate whose bitingly ironic tongue provides much of the picture's humorous relief. At times the story falls into the tendency of passing off psychoanalytic jargon and cliches as deep insights into human motivation.



Richard Widmark and Lauren Bacall in M-G-M's "The Cobweb," CinemaScope-Eastman Color.

As the story races to its climax all the problems converge upon one another. It is to the credit of the story that all the diverse plot threads are tied neatly together into one handsome, climactic bow. Excellent performances are turned in all around, under the able direction of Vincente Minnelli. Others scoring in lesser roles are Tommy Rettig, Paul Stewart and Adele Jergens.

"Summertime"

(United Artists) Eastman Color 99 Min.

Cast: Katharine Hepburn, Rossano Brazzi, Isa Miranda, Darren McGavin, Mari Aldon, MacDonald Parke, Gaitano Audiero, Andre Morell, Jeremy Spenser, Virginia Simeon, Jane Rose.

Credits: A Lopert Production; Produced by Ilya Lopert; Directed by David Lean; Screen play by David Lean and H. E. Bates; Based on the play "The Time of the Cuckoo" by Arthur Laurents.

The adventures of an American secretary vacationing in Venice has been turned into a

(*Continued on next page*)



Katherine Hepburn and Rozzano Brazzi in U-A's "Summertime," Eastman Color.

charming film of many delights for the selective filmgoer. Based on the Broadway hit play, "The Time of the Cuckoo," the film is in Eastman Color and stars Katharine Hepburn and the Italian actor of growing popularity, Rossano Brazzi. The story glides along at a leisurely pace, turning up, as added premium, some wonderful pictorial shots of Venice. The narrative development is unusually simple, but to its credit is the fact that nothing is forced or unbelievable.

Miss Hepburn, in her first film since "The African Queen," gives her now-familiar effusive and vibrant performance in the role of the touring American. After the exciting wonder of the new city dies down for her, loneliness becomes her lot. That is, until she meets a handsome Italian shopkeeper, Brazzi, and shyly and reluctantly falls in love. Misunderstandings and complications develop, since Brazzi is married, although separated and unhappy. The misunderstandings are eventually cleared up, but Miss Hepburn decides to depart Venice, leaving her love behind, but ever thankful for her brief interlude with the memorable city.

Excellent random touches are provided by the intermittent appearances of a ragamuffin street urchin, Gaitano Audiero, who forever is peddling items of questionable origin. Brazzi performs with a suavity reminiscent of Charles Boyer and will bear watching by the showman. The picture is also brushed with magnificent strokes that capture native customs, humor and color.

"Son Of Sinbad"

(RKO) Superscope-Technicolor 88 Min.

Cast: Dale Robertson, Sally Forrest, Lili St. Cyr, Vincent Price, Mari Blanchard, Leon Askin, Jay Novello, Raymond Greenleaf, Nejla Ates, Kalantan, Ian MacDonald, Donald Randolph, Larry Blake.



Dale Robertson and Sally Forrest in RKO's "Son of Sinbad," SuperScope-Technicolor.

Credits: Produced by Robert Sparks; Directed by Ted Tetzlaff; Written by Aubrey Wisberg and Jack Pollexfen.

Although condemned by the Legion of Decency, "Son of Sinbad" has been given the seal of the Production Code Administration. Resultant publicity will probably make "Sinbad" a top line feature and do way above average business in many situations. Standing on its own, it is no more than a moderately entertaining program feature with a routine Arabian Nights story line. However, it does have more than the usual amount of harem dancers. The make-believe is played tongue-in-cheek. Outstanding ingredient in the film is the Super-Scope photography in Technicolor which shows the beauties off to natural advantage.

Dale Robertson, son of Sinbad, is about to be beheaded when he is saved by Mari Blanchard's father, who offers Khalif Leon Askin the secret of Greek fire, an explosive that will help defeat the forces of Tamerlane, which threaten at Askin's gates. Plotter Jay Novello has Mari's father killed and she alone has the secret of Greek Fire. Tamerlane's lieutenant Ian MacDonald seeks to get the weapon for his leader while Robertson, with the aid of Sally Forrest, a member of the 40 Thieves, all women, wants to get it back to Askin so that he can save Bagdad. Robertson succeeds and gets Sally at the fadeout with his sidekick, Vincent Price, the famous Omar Khayyam, who has tagged along on all Robertson's expoits, ending up with shapely Mari, as the Greek Fire defeats Tamerlane.

"The Purple Mask"

(Univ.-Int'l.) CinemaScope-Technicolor 82 Min.

Cast: Tony Curtis, Coleen Miller; Gene Barry, Dan O'Herlihy, Angela Lansbury, George Dolenz, John Hoyt, Donald Randolph, Robert Cornthwaite, Stephen Bekassy, Paul Cavanagh, Myrna Hansen.

Credits: Produced by Howard Christie; Directed by Bruce Humberstone; Screenplay by Oscar Brodney; From the Paul Armont and Jean Manoussi play, "Le Chevalier Au Masque," adaptation by Charles Latour.

A gay and lively swashbuckler about Napoleonic days, "The Purple Mask" stars Tony Curtis in a CinemaScope-Technicolor presentation that shows off his talents very well and should please the majority of audiences. Curtis cuts many a fancy caper in a dual role. He plays both a foppish dancing teacher and the "Purple Mask," a Royalist swordsman devoted to rescuing his friends from the shadow of the guillotine and to kidnapping Napoleon's high officials in return for ransom money. Curtis gives a splendid tongue-in-cheek performance. Production is always first-rate, and the early 18th Century setting is good to look at in wide-screen color.

Plot concerns the efforts of Napoleon's men, led by O'Herlihy, to finally capture the mysterious "Mask," after Napoleon has to turn over a considerable amount of money to ransom his minister of police. The plan to trap Curtis is uncovered by Miss Miller, the daughter of a Royalist captive, and the Royalists arrange a counterplot, through which the police will capture an imposter "Purple Mask" while the real one goes free. Curtis volunteers as the imposter, succeeds in his mission, and finally falls in love with Miss Miller.

"A Day To Remember"

(Republic) 72 Min.

Cast: Stanley Holloway, Joan Rice, Odile Versois, Donald Sinden, James Hayter, Bill Owen, Harry Fowler, Edward Chapman, Theodore Bikel, Lilly Kann, Brenda De Banzie, Meredith Edwards, Vernon Gray, Peter Jones, Patricia Raine, Arthur Hill, Thora Hird.

Credits: A. J. Arthur Rank Production; Produced by Betty E. Box; Directed by Ralph Thomas; Screen play by Robin Estridge; Based on the novel, "The Hand and the Folwer" by Jerrard Tickell.

This English entry, which is being distributed in the U.S. by Republic, should do okay as a supporting feature. The big news about the picture is that it introduces to American audiences two British performers who have attracted a lot of attention abroad. They are Donald Sinden, rapidly becoming one of England's top young leading men, and Odile Versois, a captivating French actress, who is climbing equally fast. Miss Versois brings to the screen a refinishing new personality and she carries this film on her shoulders along with Sinden, who is a very fine actor. There is considerable in the film that will be appreciated by American audiences story-wise

The dart team of a middle class English pub decides to go on a French holiday to Bologne. One of the group is Donald Sinden, a farm boy who has lived in the city because he was in love with Joan Rice, a city girl. Returning to Bologne, where he had been a soldier during the war, he meets Odile Versois, whom he knew as a child but who has since blossomed into young womanhood. She is engaged but circumstances work themselves out. Joan has found another sweetheart, Vernon Gray, and is about to tell Sinden, who is on his way back to tell Joan that he wants Odile. The scenery of Bologne and its surrounding farm country will interest American audiences greatly. Film's music score is excellent.

"Othello"

(United Artists) 92 Min.

Cast: Orson Welles, Michael MacLiammoir, Suzanne Cloutier, Robert Coote, Milton Edwards, Michael Lawrence, Fay Compton, Nicholas Bruce, Jean Davis, Doris Dowling.

Credits: A Mercury Production; produced and directed by Orson Welles; based on the play by William Shakespeare.

Orson Welles' latest triple-threat venture into moviemaking, as star, producer and director of "Othello," may cause as much controversy as his previous entertainments. Some will call his adaptation of Shakespeare's tragedy of love, jealousy and murder a "masterpiece," while others will deem it a cold and mystifying failure. But few will deny that "Othello," photographed entirely abroad, has moments which display intense drama and extraordinary visual and cinematic beauty. The photography is magnificent always and the editing is masterful. As the names of Shakespeare and Welles are magic to some audiences, special handling and exploitation are definitely called for.

The story, of course, concerns the marriage of a Moorish general (Othello) and a young Venetian girl (Desdemona) in ancient days. Through the machinations of a sly and envious ensign, (Iago), the Moor is finally convinced that his wife has betrayed him, and he murders her. As acted by Welles as Othello, Michael MacLiammoir as Iago, and French actress Suzanne Cloutier as Desdemona, Welles' adaptation sacrifices the poetry of Shakespeare's language to the poetry of Welles' camera. The movie also has shock appeal that will appeal to many as it speaks of a wife's infidelity, although imaginary, with a frankness unusual on the screen.



Orson Welles and Suzanne Cloutier in United Artists' "Othello."

My Sister Eileen



Kurt Kasznar, Betty Garrett and Janet Leigh; CinemaScope-Tecnnicolor.

The Man From Laramie



Aline McMahon, James Stewart and Cathy O'Donnell; CinemaScope-Technicolor.

Count Three and Pray



Van Heflin and Joanne Woodward; CinemaScope-Technicolor.

Columbia Presents Imposing Production Line-up

Columbia Pictures has announced one of the most outstanding programs in the history of the company. Of the 28 pictures listed in the product lineup, 18 have been completed, four are before the cameras and six are in the final pre-filming stage. Fifteen of the films are in color by Technicolor and nine of these are in CinemaScope.

Teamed with long-standing stars will be younger players who have been developed by the studio in recent years and who have proved themselves as having name value. Carrying forward the policy of fostering independent production announced last year, many leading independent organizations and producers are also represented on the list of forthcoming pictures.

Leading entry for the Summer season is the William Goetz production for the company, the CinemaScope-Technicolor Jimmy Stewart starrer, "The Man From Laramie." The company has already announced that this outdoor drama, directed by Anthony Mann, will be given a gigantic premiere festival in the four largest Texas cities in mid-July. A large-scale advertising-exploitation-publicity drive will give impetus to countrywide release.

Due for release in the Fall is "My Sister Eileen," starring Janet Leigh, Jack Lemmon and Betty Garrett in CinemaScope and Technicolor with music by Jules Styne and Leo Robin. Currently being filmed is the Pulitzer Prize play, "Picnic" with a cast headed by William Holden, Rosalind Russell and Kim Novak. Joshua Logan, who staged the play, is directing the film.

The completed films on the Columbia schedule include:

Philip Yordan and Frank Burt wrote the screenplay and William Goetz produced.

Director Richard Quine wrote the screenplay with Blake Edwards and Fred Kohlmar produced.

"Queen Bee," drama starring Joan Crawford and co-starring Barry Sullivan, Betsy Palmer, John Ireland and Lucy Marlow. The Jerry Wald production was directed by Ranald MacDougall.

"A Prize of Gold," Technicolor melodrama starring Richard Widmark and Mai Zetterling. The Warwick production was directed by Mark Robson and Irving Allen and Albert R. Broccoli produced.

"Count Three and Pray," CinemaScope-Technicolor drama starring Van Heflin, a Copa production directed by George Sherman and produced by Ted Richmond.

"Footsteps In The Fog," in Technicolor starring Stewart Granger and Jean Simmons; Arthur Lubin directed M. J. Frankovich's production and Maxwell Setton produced.

"The Night Holds Terror," melodrama with a cast headed by Jack Kelly, Hildy Parks, Vince Edwards, John Cassavetes and David Cross. Andrew Stone produced and directed.

"Last Frontier," adventure drama starring Victor Mature, Guy Madison and Robert Preston and co-starring James Whitmore and Anne Bancroft. Anthony Mann directed in CinemaScope and Technicolor. William Fadiman produced.

"The Gentle Sergeant," starring Aldo Ray, Phil Carey and Dick York and introducing Mitsuko Kimura. Directed by Richard Murphy and produced by Fred Kohlmar.

"The Prisoner," drama starring Elec Guinness and Jack Hawkins. Peter Glenville directed, Vivian A. Cox produced and Sidney Box served as executive producer.

"It Came From Beneath The Sea," starring Kenneth Tobey and Faith Domergue. Robert Gordon directed and Charles Schneer produced with Sam Katzman as executive producer.

"Special Delivery," comedy with Joseph Cotten and Eva Bartok in the starring roles. The N. Peter Rathvon production was directed by John Brahm.

"Marshal of Medicine Bend," Technicolor outdoor drama, starring Randolph Scott and co-starring Angela Lansbury. Joseph Lewis directed for producer Harry Joe Brown.

"The Gun That Won The West," starring Dennis Morgan in a Technicolor outdoor drama. William Castle directed and Sam Katzman produced.

"Bring Your Smile Along," Technicolor musical starring Frankie Lane and Keefe Brasselle and introducing Constance Towers. Blake Edwards directed for producer Jonie Taps.

"Chicago Syndicate," melodrama starring Dennis O'Keefe and Abbe Lane with Fred F. Sears directing.

"Duel On The Mississippi," Technicolor adventure drama, starring Lex Barker and Patricia Medina. William Castle directed.

"The Big Shock," melodrama starring Frank Lovejoy, Mari Blanchard and Richard Denning, with Nathan Hertz Juran directing.

The four films now being filmed are:

"Picnic;" "Survivors Two," with Jose Ferrer and Trevor Howard; "1984," starring Edmond O'Brien and Jan Sterling; and "Joe Macbeth," starring Paul Douglas and Ruth Roman and co-starring Bonar Colleano.

Currently in the final pre-production stage are these six:

"It Happened One Night," CinemaScope-Technicolor musical version starring June Allyson and Jack Lemmon; "The Eddy Duchin Story," in CinemaScope and Technicolor with Tyrone Power in the title role; "The Harder They Fall," with Humphrey Bogart in the starring role; "The Gypsy," starring Jane Russell; "The Brothers Rico," a William Goetz production in CinemaScope and Technicolor; and "The Way We Are," William Goetz production starring Joan Crawford.

Queen Bee



Bill Leslie, Joan Crawford, Katherine Anderson, Barry Sullivan, Betsy Palmer.

Last Frontier



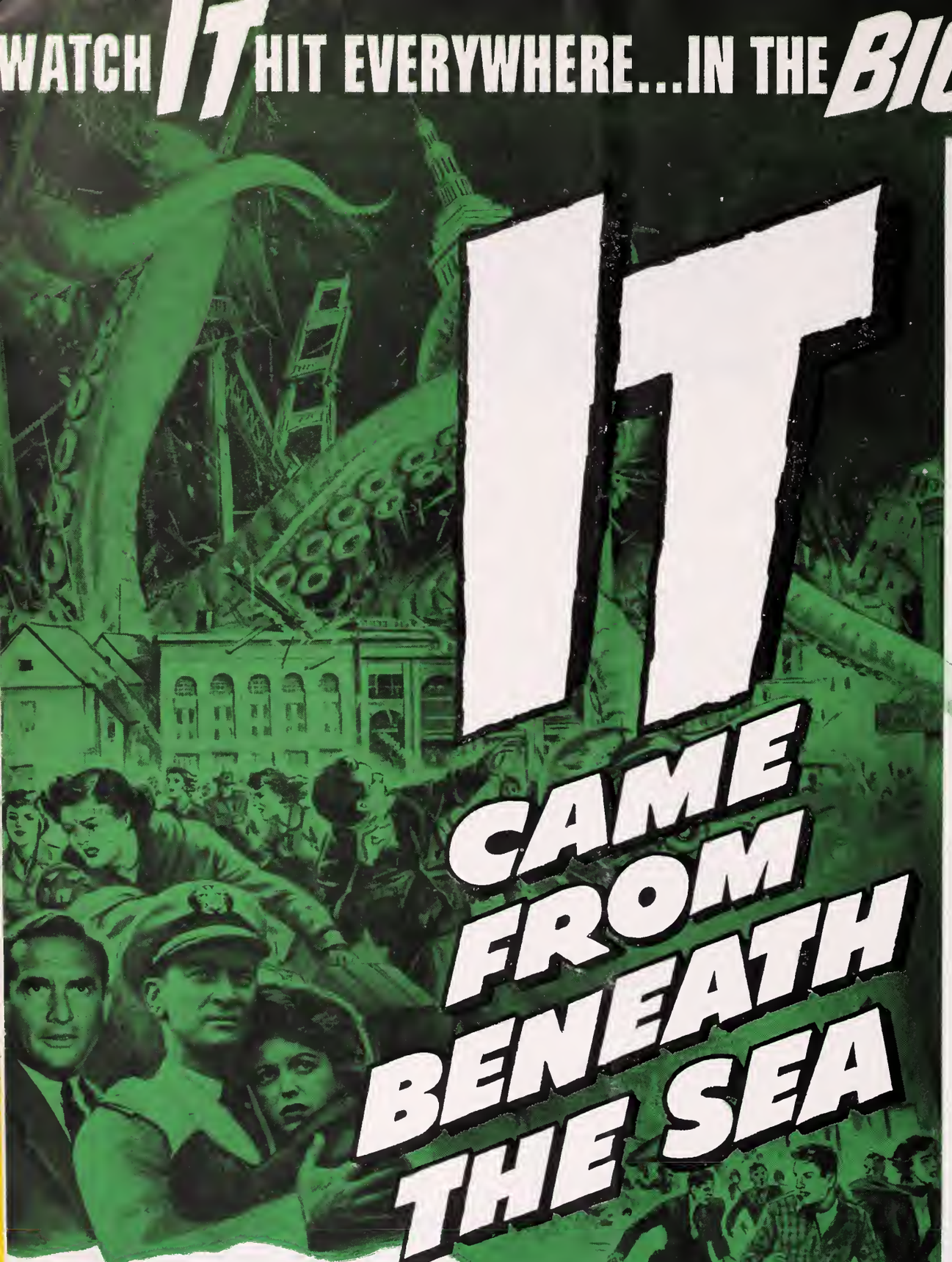
James Whitmore, Victor Mature and Pat Hogan; CinemaScope-Technicolor.

Footsteps in the Fog



Jean Simmons and Stewart Granger; Technicolor.

WATCH IT HIT EVERYWHERE...IN THE BIGGEST



IT CAME FROM BENEATH THE SEA

starring

KENNETH TOBEY · FAITH DOMERGUE

with

DONALD CURTIS

Screen Play by GEORGE WORTHING YATES and HAL SMITH · Technical Effects Created by RAY HARRYHAUSEN

Executive Producer SAM KATZMAN · Produced by CHARLES H. SCHNEER · Directed by ROBERT GORDON

BECKLEY—*PALACE*
HUNTINGTON—*PALACE*
HIGHLAND—*HILAND*
PRAIRIE du SAC—*MIDWAY*
FENNIMORE—*FENWAY*
PLATTEVILLE—*AVALON*
MARSHFIELD—*NEW ADLER*
MERRILL—*BADGER*
NEILLSVILLE—*ADLER*
COLUMBUS—*RUDALT*
EPHRAIM—*SKYWAY*
REEDSBURG—*BADGER*
TOMAHAWK—*PALACE*
WAUPACO—*LYRIC*
PORTAGE—*PORTAGE*
DARLINGTON—*TOWN*
EAST TROY—*TROY*
MANISTIQUE—*CEDAR*
GRAFTON—*PORT*
VICTORIA—*UPTOWN*
BAY CITY—*STATE*
EL CAMPO—*NORMAN*
WHARTON—*RIO*
YORKTOWN—*YORK*
GOLIAD—*GOLIAD*
NIXON—*NIXON*
VALLEY MILLS—*VALLEY*
ODESSA—*LYRIC*
DUBLIN—*MAJESTIC*
HAMLIN—*HAMLIN*
DE LEON—*WEEPING OAK*
MERKEL—*PIONEER*
BROWNFIELD—*RIALTO*
BUFFALO—*RIO*
COLEMAN—*RANCHO*
SEATTLE—*COLISEUM*
BELLINGHAM—*AMERICAN*
SPOKANE—*ORPHEUM*
BRUNSWICK—*CUMBERLAND*
LEWISTON—*LISBON*
CINCINNATI—*GRAND*
DAYTON—*COLONIAL*
ATCHISON—*FOX*
SPRINGDALE—*APOLLO*
NEVADA—*TRAIL*
WAKEENEY—*KELLY*
BUTLER—*DRIVE*
FAREWELL—*BORDER*
WAMEGO—*GARRONSON*
LAWRENCE—*JAYHAWKER*
LYONS—*STAR*
HIGGINSVILLE—*DAVIS*
VALLEY FALLS—*RIO*
MARSHALL—*MARY LOU*
ELDORADO—*ROXY*
SHERIDAN—*SHERIDAN*
WAYSHIRE—*BROOKSHIRE*
VICTORIA—*TEJAS-AZTEC*
EL CAMPO—*RICE*
BAY CITY—*BAY DRIVE*
REFUGIO—*RANCHO*
NEW BRAUNFELS—*BRAUNTEN*
CUERO—*CUERO*
MERCEDES—*STATE*
SAN BENITO—*RIVOLI*
WESLACO—*RITZ*
MCALLEN—*PALACE*
BROWNSVILLE—*MAJESTIC*
HARLENGEN—*RIALTO*
EDINBURG—*CITRUS*
CORPUS CHRISTI—*RITZ*
AUSTIN—*QUEEN*
ALICE—*REX*
ARANSAS PASS—*RIALTO*
BEEVILLE—*REX*
KENEDY—*RIALTO*
KERRVILLE—*RIALTO*
KINGSVILLE—*TEXAS*
SACRAMENTO—*ESQUIRE, TOWER*
CLEVELAND—*HIPPODROME*
SAN FRANCISCO—*PARAMOUNT*

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HERE IS A PARTIAL LISTING OF THE THOUSANDS OF THEATRES ALREADY DATED!

DEL CITY—*DEL CITY*
MIDWEST—*SKYTRAIN*
BLACKFOOT—*ROXY*
WARREN—*HARRIS*
STEUBENVILLE—*GRAND*
KENTON—*KENTON*
SCRANTON—*CAPITOL*
BLOOMSBURG—*COLUMBIA*
LANCASTER—*GRAND*
BETHLEHEM—*GLOBE*
FAIRMONT—*FAIRMONT*
BRIDGEVILLE—*EL RANCHO*
SWICKLEY—*BROOKSIDE*
DUMAS—*PRAIRIE*
DUNDEE—*DUNDEE*
MARCELLUS—*MARCELLUS*
CLINTON—*CLINTON*
PITTSBURGH—*STRAND*
COOPERAS COVE—*COVE*
SHERMAN—*PLAZA*
FT. MORGAN—*VALLEY*
CHADRON—*PACE*
VERNAL—*MAIN*
HARRISBURG—*COLONIAL*
LANSFORD—*PALACE*
McCARMEL—*STATE*
READING—*EMBASSY*
TARENTUM—*HARRIS*
PITTSBURGH—*BELMAR*
ALTOONA—*OLYMPIC*
JOHNSTOWN—*EMBASSY*
OAKLAND—*STRAND*
AMBRIDGE—*AMBRIDGE*
CLAIRTON—*CAPITOL*
NEW CASTLE—*SUPER CASTLE*
BELLE VERNON—*SUPER 71*
RICHLAND TWP.—*RENALLI'S*
WASHINGTON—*WASHINGTON*
PITTSBURGH—*ARCADE*
WARRINGTON AVE.—*CAPITOL*
PITTSBURGH—*CAMP HORNE*
PITTSBURGH—*COLONIAL*
E. McKEESPORT—*BLUE DELL*
PITTSBURGH—*SOUTH PARK*
MT. PLEASANT—*PENN*
GRAFTON—*DIXIE*
LOS ANGELES—*HILLSTREET*
GLENDALE—*CAPITOL*
HOLLYWOOD—*HAWAII*
PASADENA—*UNITED ARTIST*
E. LOS ANGELES—*UNITED ARTIST*
SAN DIEGO—*SPRECKELS*
RIVERSIDE—*DE ANZA*
SAN LUIS OBISPO—*OBISPO*
PHOENIX—*PARAMOUNT*
BAKERSFIELD—*CALIFORNIA*
LAS VEGAS—*PALACE*
PHOENIX—*RIALTO AND INDIAN*
OTTAWA—*PLAZA*
LIBERAL—*PLAZA*
WICHITA—*WICHITA*
JOPLIN—*PARAMOUNT*
HAYS—*FOX*
MINNEAPOLIS—*RITZ*
SYRACUSE—*RANCHO*
IOLA—*IOLA*
EXCELSIOR SPRINGS—*BEYER*
SEDALIA—*UPTOWN*
LEXINGTON—*MAINSTREET*
DODGE CITY—*DODGE*
COFFEYVILLE—*TACKETT*
KIRKSVILLE—*PRINCESS*
SPRINGFIELD—*FOX*
RICHMOND—*FARRIS*
CROSWELL—*MAXINE*
YALE—*YALE*
MILLINGTON—*CAPITOL*
DETROIT—*BROADWAY CAPITOL*
E. TAWAS—*FAMILY*
CARO—*STRAND*
CHISANING—*TOWN*

FRANKFORT—*GARDEN*
MIO—*DAI RAY*
ALBION—*BOHN*
MARSHALL—*BOGAR*
CHELSEA—*SYLVAN*
LINCOLN—*LINCOLN*
ELKS RAPIDS—*STATE*
MACKINAW CITY—*CHIEF*
HILLSDALE—*DAWN*
BIG RAPIDS—*BIG RAPIDS*
HOLLAND—*PARK*
CADILLAC—*LYRIC*
GREENVILLE—*SILVER*
ALLEGAN—*REGENT*
GRAND HAVEN—*GRAND*
IONIA—*IONIA*
LUDINGTON—*LYRIC*
MANISTEE—*VOGUE*
MONROE—*FAMILY*
NILES—*READY*
OWOSSO—*CAPITOL*
SOUTH HAVEN—*MICHIGAN*
THREE RIVERS—*RIVIERA*
TRAVERSE CITY—*STATE*
GALESBURG—*SALE*
ALPERIA—*MALTZ*
ADRIAN—*CROSWELL*
PINCONNING—*WHYTE*
SANDUSKY—*SANILAC*
DECKERVILLE—*THUM*
ELGIN—*RIALTO*
GALESBURG—*WEST*
YOUNGSTOWN—*PALACE*
OSHKOSH—*OSHKOSH*
GREENSBURG—*STRAND*
McKEESPORT—*CAPITOL*
ELKO—*RAINBOW*
CEDAR CITY—*HYLANDER*
HAZLETON—*GRAND*
POTTSVILLE—*HOLLYWOOD*
LOS ANGELES—*NINE THEATRES*
APPLETON—*APPLETON*
RACINE—*RIALTO*
SHEBOYGAN—*REX*
SHENANDOAH—*CAPITOL*
SHAMOKIN—*CAPITOL*
LEBANON—*STATE*
WAUKESHA—*PIX*
KENOSHA—*GATEWAY*
BELOIT—*ELLIS*
LINCOLN—*STATE*
PHILADELPHIA—*STANTON*
TRENTON—*CAPITOL*
PORTLAND—*ORPHEUM*
MT. PLEASANT—*KINEMA*
PLYMOUTH—*PLYMOUTH*
SENACA—*SENACA*
MARYSVILLE—*IRIS*
CLAY CENTER—*STAR*
COUNCIL GROVE—*CHIEF*
OSAGE CITY—*HILLCREST*
BROOKFIELD—*CIVIC*
STERLING—*ROYAL*
KALKASKA—*KAL*
ALMONT—*ALMONT*
OAK HARBOR—*ROYAL*
COLORADO SPRINGS—*8th St.*
PUEBLO—*MESA*
BOULDER—*BOULDER*
FT. COLLINS—*LYRIC*
NORTH PLATTE—*FOX*
GREELEY—*CHIEF*
CANON CITY—*SKYLINE*
LOVELAND—*MOTORENA*
ROCKY FORD—*STARLITE*
CRAIG—*SUNSET*
WICHITA FALLS—*STATE*
LAS CRUCES—*FIESTA*
FORT MORGAN—*VALLEY*
BUFFALO—*LAFAYETTE*
NIAGARA FALLS—*STRAND*

BINGHAMTON—*CAPITOL*
ARDMORE—*PARK*
BOVINA—*MUSTANG*
LANCASTER—*GRANTLAND*
CLINTON—*CLINTON*
STOUGHTON—*BADGER*
LAKE MILLS—*LAKE*
EDGERTON—*RIALTO*
PARMA—*PARMA*
NYSSA—*NYSSA*
CAREY—*INDIAN TRAIL*
AFTON—*RITZ*
CANADIAN—*CANADIAN*
CORDELL—*WASHITA*
CYRIL—*GUSHER*
HARRAH—*STATE*
LONE WOLF—*WOLF*
RINGLING—*EL RANCHO*
TEMPLE—*MAJESTIC*
WALEETKA—*AVON*
MITCHELL—*NILE*
BRIDGEPORT, NEB.—*CENTRAL*
ELKINS—*ELKINS*
E. LIBERTY—*LIBERTY*
PITTSBURGH—*SOUTH HILLS*
BRADDOCK—*PARAMOUNT*
McKEESPORT—*ROXIAN*
CHARLEROI—*STATE*
GREENSBURG—*STRAND*
PUNXSUTAWNEY—*JEFFERSON*
MARION—*SUN*
E. PITTSBURGH—*RIVOLI*
N. S. PITTSBURGH—*GARDEN*
LEMOORE—*LEMOORE*
STOCKTON—*ESQUIRE*
BEAR LAKE—*CUB*
BERKELEY—*OAKS*
OAKLAND—*T & D*
MERIDIAN—*CAPITOL*
STEVENS PT.—*FOX*
JONESVILLE—*JEFFRIES*
RANDOLPH—*RANDOLPH*
GAYS MILLS—*KICKAPOO*
ANTIGO—*PALACE*
ESCANABA—*DELFT*
SAULT ST. MARIE—*SOO*
RHINELANDER—*ROMAN*
MANITOWAC—*MIKADOW*
CASSVILIE—*CASS*
KIEL—*KIEL*
SHAWANO—*SHAWANO*
BRILLION—*BRILLION*
MONROE—*GOETZ*
STAMBAUGH—*PERFECT*
STURGEON BAY—*DOOR*
ISHPEMING—*ISHPEMING*
WHITEWATER—*STRAND*
WILSON—*DERRICK*
WAUSAU—*GRAND*
SPARTA—*SPARTA*
WESTBY—*WESTBY*
ADAMS—*ADAMS*
NEW LISBON—*HOME*
FREDONIA—*FREDONIA*
NEWTON—*ROXY*
FT. SCOTT—*MO. KAN*
AUGUSTA—*AUGUSTA*
JEFFERSON CITY—*STATE*
NORTON—*SUNSET*
E. LIVERPOOL—*CERAMIC*
NAPOLEON—*STATE*
BRYAN—*BRYAN*
ALVA—*PIX*
PENTWATER—*PENTWATER*
SHELBY—*SHELBY*
ADRIAN—*SKY*
BUHL—*ROMONA*
HAILEY—*LIBERTY*
SALT LAKE CITY—*AUTORIUM*
ANTLERS—*COOPER*
CHECOTAH—*69*

COALGATE—*SKY VUE*
DAVENPORT—*GEM*
EUFAULA—*CHIEF*
FORGAN—*FORGAN*
GARBER—*GARBER*
LINDSAY—*HILLCREST*
NOWATA—*REX*
PERRY—*PERRY*
SHAMROCK—*LIBERTY*
STROUD—*COZY*
WAGONER—*CHEROKEE*
WAIONGA—*ROCK*
WOODWARD—*TERRYTIME*
FT. COBB—*RIALTO*
FRIONA—*CHIEF*
GUYMON—*AMERICAN*
LAVERNE—*LAVERNE*
MAYSVILLE—*TREND*
PRAGUE—*SAVOY*
WYNNEWOOD—*DEAL*
ROCK SPRINGS—*RIALTO*
LARAMIE—*FOX*
COLEMAN—*SANDRA*
STURGIS—*STRAND*
CASEVILIE—*BAY*
BRECKENRIDGE—*GRATIOT*
UBLY—*HURON*
SWARTZ CREEK—*CREEK*
ST. CHARLES—*ROXY*
WATSONVILLE—*CENTRE*
VALLEJO—*RITZ*
VISALIA—*VISALIA*
SALINAS—*EL REY*
SONORA—*SONORA*
FIREBAUGH—*DRIVE IN*
PETALUMA—*STATE*
ANTIOCH—*STAMM*
SAN JOSE—*STUDIO*
DALLAS—*RIALTO*
FT. WORTH—*PALACE*
EL PASO—*STATE*
WACO—*IMPERIAL*
SAN JOSE—*STUDIO*
CORSICANA—*IDEAL*
DENISON—*STATE*
DURANT—*PLAZA*
MUSKOGEE—*ROXY*
MUSKOGEE—*GRAND*
AMARILLO—*STATE*
McALESTER—*OKLAHOMA*
PARIS—*MAIN*
ABILENE—*QUEEN*
VERNON—*PIC*
EASTLAND—*MAJESTIC*
TEMPLE—*TEXAS*
MEXIA—*PARKWAY*
MILWAUKEE—*ALHAMBRA*
LAWTON—*RITZ*
OKLAHOMA CITY—*STATE*
McCOOK—*BISON*
TORRINGTON—*WYOMING*
LEAD—*HOMESTAKE*
SIDNEY—*PLAINS*
COLOMA—*LOMA*
E. JORDAN—*TEMPLE*
BRONSON—*BRONSON*
PAW PAW—*STRAND*
BANTON HARBOR—*STATE*
ST. JOSEPH—*ELECTRIC*
TOLEDO—*RIVOLI*
LITTLE ROCK—*ARKANSAS*
TULSA—*TULSA*
TULSA—*PLAZA*
FREMONT—*PARAMOUNT*
BELLEVUE—*STATE*
STERLING—*LOGAN*
PETOSKY—*HOLLYWOOD*
HESPERIA—*STAR*
SUNRAY—*BUCKAROO*
VELMA—*V. D.*
WALTERS—*OKLA.*

CHEYENNE—*PARAMOUNT*
BAY CITY—*WASHINGTON*
GRAND RAPIDS—*REGENT*
LAKE ODESSA—*LAKE*
DURAND—*DURAND*
HASTINGS—*STRAND*
FOWLERVILLE—*ORR*
REED CITY—*REED*
LESLIE—*ARCADE*
WHITEHALL—*PLAYHOUSE*
DENVER—*DENVER*
ANN ARBOR—*MICHIGAN*
BATTLE CREEK—*BIJOU*
FLINT—*PALACE*
JACKSON—*CAPITOL*
KALAMAZOO—*CAPITOL*
LANSING—*GLADMERE*
MUSKEGON—*MICHIGAN*
PORT HURON—*FAMILY*
SAGINAW—*FRANKLIN*
CHARLOTTE—*MAPLE CITY*
CLARE—*NORTHLAND*
MANISTIC—*CHIPPIWA*
REMUS—*BRYCE*
LAKE CITY—*SAUKEE*
DAVISON—*MIDWAY*
VANDERGRIFT—*MANOS*
MARLETTE—*CENTER*
SEBEWAING—*LINCOLN*
CASS CITY—*CASS*
CASPER—*REX*
ALBUQUERQUE—*STATE*
LUBBOCK—*CLIFTON*
MIDLAND—*RITZ*
BURLEY—*ORPHEUM*
EMMETT—*IDEAL*
RUPERT—*WILSON*
JEROME—*RIO REY*
EVENSTON—*STRAND*
MONTPELIER—*RICH*
SUNNYSIDE—*NU STAR*
KALISPELL—*STRAND*
SALT LAKE CITY—*LYRIC*
GARLAND—*MAIN*
TWIN FALLS—*ROXY*
IDAHO FALLS—*RIO*
PRICE—*CROWN*
ALAMEDA—*CREST*
SIDNEY—*MOTOR VU*
CALDWELL—*FOX*
GREAT FALLS—*LIBERTY*
LEWISTOWN—*JUDITH*
PROVO—*UINTA*
LOGAN—*ROXY*
WALLACE—*WILMA*
KELLOGG—*RENA*
TRINIDAD—*STRAND*
BUTTE—*RIALTO*
BILLINGS—*BABCOCK*
MISSOULA—*FOX*
OGDEN—*EGYPTIAN*
MILES CITY—*PARK*
COEUR D'ALENE—*DREAM*
BOZEMAN—*RIALTO*
TOOELE—*STRAND*
ST. GEORGE—*DIXIE*
BOISE—*RIALTO*
PAYETTE—*CHARM*
HAVRE—*ORPHEUM*
SPANISH FORK—*ARCH*
HELENA—*MARLOW*
CANTON—*PALAC*
SANTA FE—*SAN*
ALLIANCE—*MO*
FOSTORIA—*FO*
FINDLAY—*RO*
OTTAWA—*R*
HOLLIS—*LA*
BINGHAM—*F*
FAIRFIELD—*S*
CRESCENT CIT

LONGMONT—*STARVUE*
SCOTTSBLUFF—*BLUFFS*
LIMA—*QUILNA*
MARION—*OHIO*
MANSFIELD—*MADISON*
MASSILLON—*WESLIN*
HOUSTON—*KIRBY*
SAN ANTONIO—*TEXAS*
LINDEN—*LINDEN*
DOWAGIAC—*CENTURY*
LOWELL—*STRAND*
ASHTABULA—*BULA*
RAPID CITY—*SIOUX*
YUMA—*SILVER SPUR*
CONNEAUT—*STATE*
GENEVA—*SHEA*
CORNING—*RODGERS*
MALAD—*STAR*
BRIGHAM CITY—*ROXY*
WENDELL—*ACE*
HUNTINGTON—*CASTLE*
DALHART—*EL RANCHO*
LAS VEGAS—*VEGAS*
MONTROSE—*STAR*
DURANGO—*KNOX*
BOWLING GREEN—*CLAZEL*
ADA—*McSWAIN*
ALTUS—*PLAZA*
BARTLESVILLE—*ARROW*
BLACKWELL—*RIVOLI*
BORGER—*REX*
CHANDLER—*H & S*
CHEROKEE—*RITZ*
CHICKASHA—*RIALTO*
CLAREMORE—*YALE*
CLINTON—*REDLAND*
CUSHING—*DUNKIN*
DRUMRIGHT—*TOWER*
DUNCAN—*RITZ*
ELK CITY—*WESTLAND*
EL RENO—*CENTRE*
ENID—*CHIEF*
SARANAC—*SARANAC*
FREDERICK—*RAMONT*
GEARY—*GEARY*
GUTHRIE—*MELBA*
HARTSHORNE—*OAK*
HENRYETTA—*BLAINE*
HOBART—*OKLAHOMAN*
HOLDENVILLE—*GRAND*
HOMINY—*PETTIT*
HUGO—*EIRE*
MANGUM—*TEMPLE*
MIAMI—*MIAMI*
NORMAN—*UNIVERSITY*
OKLAHOMA CITY—*JEWEL*
OKMULGEE—*ORPHEUM*
PAMPA—*LA VISTA*
PAULS VALLEY—*ROYAL*
PAWHUSKA—*KI HE KAH*
PICHER—*PLAZA*
PONCA CITY—*KAY*
PRYOR—*ALLRED*
SAPULPA—*STATE*
SAND SPRINGS—*HARMONY*
SAYRE—*STOVALL*
SEMINOLE—*SEMINOLE*
SHAWNEE—*RITZ*
[illegible]AGGIE

NEW ENGLAND!
WEST COAST!
NORTHWEST
SOUTH
MIDWEST!

WATCH THE SMASH OPENINGS...
RADIO...TV...
BALLYHOO...
TOURS...
THE WORKS!

Five Year Production Record Reached at M-G-M Studios

HOLLYWOOD.—A five-year production peak at M-G-M will be reached within the next seven weeks, with thirteen important productions either now before the cameras or scheduled to start before the end of July, according to Studio Head Dore Schary.



DORE SCHARY

To meet the material demands for the extraordinary production upsurge the studio has launched a huge construction program, expanding the facilities of numerous departments in some instances to more than double their present capacities.

"The current production upswing is a forecast of M-G-M's plans for the remainder of 1955," Schary stated. "We expect this accelerated schedule, with its accompanying vast increase in employment, will continue without interruption through the remainder of the year."

Launching the program is one of the biggest location ventures in the history of the company, "Tribute to a Bad Man," in the wilds of the Colorado Rockies, starring Spencer Tracy, Irene Papas, with Robert Francis, Vic Morrow and Stephen McNally. "Tribute" is being produced by Sam Zimbalist and directed by Robert Wise, from a screen play by Michael Blankfort. "The Last Hunt," to be filmed in the buffalo country of South Dakota, starring Robert Taylor, Stewart Granger, Lloyd Nolan and Russ Tamblyn, will be directed by Richard Brooks from his own screen play.

Ten in Cinemascope

All the pictures now filming and five of the eight starters will be in CinemaScope and color, the exceptions being "I'll Cry Tomorrow," "Fearful Decision" and "The Rack."

Starting this month and next are "I'll Cry Tomorrow," the best-selling autobiography of Lillian Roth, starring Susan Hayward, with Richard Conte, Eddie Albert, Jo Van Fleet, Don Taylor and Ray Danton, produced by Lawrence Weingarten, directed by Daniel Mann from a screen play by Jay Richard Kennedy.

Also, "The Tender Trap," Broadway stage comedy, starring Frank Sinatra, Debbie Reynolds, David Wayne, produced by Lawrence Weingarten, directed by Charles Walters, from a screen play by Julius Epstein; "Gabby," starring Leslie Caron, with Taina Elg, produced by Edwin H. Knopf, directed by Curtis Bernhardt, from a screen play by Frances Goodrich and Albert Hackett; "Weekend at Las Vegas," starring Cyd Charisse, Liliane Montevecchi, produced by Joe Pasternak from a screen play by Isobel Lennart; "Fearful Decision," suspense drama based on the U. S. Steel Hour TV presentation, to be produced by Nicholas Nayfack; and "The Rack," dramatic story of a World War II hero court martialed for collaborating with the enemy while a prisoner, starring Glenn Ford, to be produced by Arthur M. Loew, Jr.

In addition to the pictures scheduled for the studio, Zanra Productions will start "Forever Darling," to be released by M-G-M, June 14, with Lucille Ball, Desi Arnaz, James Mason and Louis Calhern starring, Arnaz producing and Alexander Hall directing, from a screen play by Helen Deutsch.

The augmented production slate will result in the highest employment at the studio in more than five years.

Now before the cameras are "Kismet," based on the New York musical hit, starring Howard Keel, Ann Blyth, Dolores Gray, Vic Damone and Monty Woolley; "Diane," Lana Turner and Pedro Amendariz, with Marisa Pavan, Roger Moore, Taina Elg, Ronald Green and Henry Daniell; and "Forbidden Planet," starring Walter Pidgeon and Anne Francis.

Two spectacular adventure stories, being produced abroad, are "Bhowani Junction," in Pakistan and Britain starring Ava Gardner and Stewart Granger and "Quentin Durward," starring Robert Taylor, Kay Kendall and Robert Morley, filming in France and London studios, with Richard Thorpe directing and Berman producing from screen play by Robert Ardrey.

Included in the new construction program necessitated by the increased production, now under way is the doubling of the floor space and capacity of the studio's mill and assembly shops, the building of a new paint shop with more than twice the capacity of the old one and a 60 per cent increase in the potential of the plaster and plastics department. Further increase in the use of plastics for sets is planned because of the economy afforded in subsequent use.

AA Begins Peak Shooting Activity

HOLLYWOOD.—Allied Artists entered the biggest six-month production period in its history, with eight important films highlighting the shooting schedule. Of the eight to roll between now and the year's end, at least three will be in CinemaScope, according to Walter Mirisch, executive producer.

With a mid-August date already set for his film, William Wyler now is at work preparing "Friendly Persuasion," much of which will be made on location in the east. The script is by Robert Wyler and Jessamyn West. Gary Cooper will star.

Those to be done in CinemaScope include "The First Texan," which Mirisch will produce with Joel McCrea in the star role; "Legionnaire," which goes before the cameras in October with Richard Heermance producing; "The Lady From Helltown," a Scott R. Dunlap production, scheduled to be launched this summer.

"Mother-Sir," to be made in Japan, is now being prepared by Walter Wanger. Plans call for putting the screenplay before the cameras before summer's end. Late in the year and in Vienna, producer-director Ernst Marischka will begin shooting an English version of "The Girlhood Of A Queen."

At work now on the script for "Ariane," which Billy Wilder will do as his first for Allied Artists, is I. A. L. Diamond, who is basing it on the Claude Anet classic. Late in the summer, Lindsley Parsons and his associate, John H. Burrows, will launch filming of "The Come On," starring Barry Sullivan, and will be made in large part in Mexico.



FCC Told Pay-TV Issue For Congress As Deadline Arrives

(*Continued from page 7*)

ment, the brief charges, would constitute a "moral breach of contract."

It is further pointed out that more than 50 percent of all TV sets are used by families in the under-$5000 a year bracket, and that the great majority of TV sets in the U.S. are purchased on time payments. Therefore, the expense of pay-TV would have to be borne by that segment of the public least able to afford it.

The opposition brief further emphasized that pay-TV "blandly" proposes to use the facilities of a gigantic communications outlet established by others, without contributing "one penny" to the building of this outlet, and yet expects the FCC to "grant them the right to use this system for their own personal profit and to the detriment of the 'public interest' the Commission is duty-bound to protect."

Filed FCC Statement

The position taken by the Committee Against Pay-As-You-See TV is as follows:

"A. The Commission does not have the authority . . . to authorize and regulate subscription TV operations.

"B. Whether or not the Commission does have the authority . . . (toll TV) should not be authorized without further enabling legislation from Congress. The Communications Act was enacted and amended in the light of the existing pattern of an advertiser-supported broadcast industry, and it does not offer an adequate basis for authorizing subscription TV.

"C. The present proposals for subscription TV on broadcast frequencies are not in the public interest, and therefore, pending requests should be denied.

"D. In any event, the Commission cannot conclude that the present proposal is in the public interest without ordering a full evidentiary hearing where testimony will be given under oath and will be subject to cross-examination."

Hazy Promises

It is further pointed out by the Committee that promises of "programs to come" with pay-TV always have been in the haziest of speculative categories. As far as is known, the report argues, no contractual agreements have been entered into with any opera troupe, ballet company, symphony orchestra, Broadway producer or Hollywood film company. Nor have any definite agreements been announced with educational institutions. "Vague promises of 'better programs' are hardly the background for authorization by the FCC of any such drastic upheaval of broadcasting as is contained in the petitions at issue," Marcus Cohn, Committee legal counsel, declared.

A challenge to Zenith Radio to verify its claims that numbers of exhibitors have asked for pay video rights in their territories is contained in the comments filed by the Committee. The group, which states that it represents 75 percent of the nation's theatres, says that it knows of none who have applied, or intend to apply, for any license to participate in toll TV "should it ever come to pass."

Predicting that pay-TV would eventually

(*Continued from first column*)

destroy television as we know it today, the Committee holds that there is only so much top talent available in the entertainment field. "If the Top Ten programs are wooed to home coin-boxes," Cohn asked, "will anyone deny that the 10 programs picked to replace them on free-TV could not possibly equal, or approach in popularity? As the quality drops, the audience drops, and finally the advertisers would find it not to their advantage to play their shows to dwindling audiences. What advertiser would be willing to spend thousands of dollars to develop a star only to see him jump to the pay-TV camp as soon as his popularity had been established?"

Becomes Public Utility

In the final analysis, the opposition brief stated, "once a TV station begins to charge the public directly for its programs, it is a public utility and is in the same position, as far as the public is concerned, as telephone, telegraph, and gas companies. To regulate the rates of one and not the other would be an unjustifiable discrimination against the regulated industry and against the consuming public of the unregulated industry.

Should pay TV become an actuality, the FCC should carefully restrict station eligibility, the number of program hours and also require that every toll TV network "be licensed and subject to the same limitations and control as a station licensee," the Committee Against Pay-As-You-See TV declared.

Richard A. Mack of Coral Gables, Fla. was nominated by President Eisenhower to succeed Frieda B. Hennock on the FCC. Mack, a Democrat, is now second vice-president of the National Association of Railroad and Utilities Commissioners. Miss Hennock, whose term expires on June 30, has been the only woman commissioner to date, and is noted for her vigorous dissents from majority opinions. The nomination, for a seven-year term, is subject to Senate confirmation.

The influential financial newspaper, "The Wall Street Journal," editorially announced its support of subscription television, and urged that the proposed systems be put to the test of public acceptance. The Journal proposed that "the public decide by the simple device of letting some eager entrepreneur try to sell it to them. It will take a good product to sell in competition with one that is free," the editorial stated.

Plans For French Film Center Discussed By Negotiator Flaud



Jacques Flaud, director of the Centre National de la Cinematographie of France, was entertained at a luncheon at the Harvard Club, by MPAA president Eric Johnston, with presidents and heads of the international departments of the Association's member companies present. Left to right: M. Flaud, Nicholas M. Schenck, president of Loew's Inc.; Johnston, and Barney Balaban, president of Paramount Pictures Corp.

A plan for a French cinema center to publicize that country's films in the United States was revealed this week by Jacques Flaud, director general of the National Film Center of France. At the same time Flaud revealed that negotiations on the new Franco-American accord will begin in Paris on June 25. The present pact expires June 30.

Flaud, whose organization is the coordinating body of the French film industry, said that he hoped the new cinema-center, a joint government-private enterprise project, would be in operation by September. It would serve strictly as a means of creating an appetite for French product, he stressed, and would not distribute pictures. In stressing the necessity for enlarging the U. S. market, Flaud asserted that the net earnings of French pictures in foreign countries last year amounted to the equivalent of $11,000,000 of which only $140,000 came from the U. S.

The reasons for this, he said, were misunderstandings and some "prejudice" on both sides of the Atlantic. He said that the feeling among American moviegoers was that French pictures were "morbid," a situation which he believed was "not healthy." "Accurate dubbing" and the release of short French documentaries here will be two methods of building the American audience for French pictures, Flaude suggested.

ASCAP Prosecuting Licensing Provisions

Enforcement of ASCAP licensing fee provisions as they apply to movie theatres appears to be in the works, as a suit has been filed for copyright infringement against the Thrift-Drive-In in Mecklenburg County, North Carolina by Irving Berlin and Frank Music Corp., alleging their songs were performed without authorization.

The songs involved are "Love, You Didn't Do Right By Me," by Berlin, and "Hey There," by Richard Adler and Jerry Ross. The plaintiffs asked the court to restrain the defendants from publicly performing the songs in the future, and to award statutory damages of not less than $250 for each unauthorized performance, together with court costs and attorney's fees.

THE OFF-BEAT ATTRACTION

Selected by the Normandie, New York's "Theat



Some of the provocative ads that are selling this great comedy attraction in New York.

Get the pressbook and start planning your campaign now!

YOU'VE BEEN LOOKING FOR!

e of Hits," for American premiere engagement!



TRANS-LUX *Normandie* 57th St. at 6th Ave. JU. 6-4448

What happens to a gal shipwrecked on a desert island with 3 amorous men...

"The Adventures of Sadie"



starring **KENNETH MORE**

The comedy hit of "Genevieve" and "Doctor in the House"

with **JOAN COLLINS**

A GEORGE MINTER presentation released by 20th Century-Fox

Adapted for the Screen and Directed by NOEL LANGLEY in COLOR



BASED ON THE BEST-SELLER

TRANS-LUX *Normandie* 57th St. at 6th Ave. JU. 6-4448



KENNETH MORE
Britain's "Best Actor of the Year"!



JOAN COLLINS
Keep your eye on this great new star!

"it's a pleasure to do business with 20th!"



Realism Stamps Lang's Direction

HOLLYWOOD.—"This is one of the most unusual newspaper stories since 'The Front Page' and 'Five Star Final,'" Director Fritz Land said of Bert E. Friedlob's production. "News Is Made At Night," which he is directing for United Artists release.

"It is the story of how the members of one newspaper compete with each other to trap a criminal and solve a crime," the director, who recently finished the Stewart Granger starrer at M-G-M, "Moonfleet," explained.

The film, screen played by Casey Robinson, from a novel, "The Bloody Spur," by newspaperman Charles Einstein, marks Lang's return to the directing of independent productions.

"This film has the most star-studded cast of any independent," Lang explained, "The cast is headed by Dana Andrews, Rhonda Fleming, George Sanders, Thomas Mitchell, Howard Duff, Vincent Price, Sally Forrest, John Barrymore Jr. and Ida Lupino."

Lang stated that he likes working for both indies and major studios, but added that working on an independent film puts more duties on the director. "He has to use his imagination more," Lang smiled.

Studies Newspapers

"I believe in realism," Lang said, "I visited newspapers and looked them over carefully. I spent a great deal of time watching them operate so that I know the routine of newspaper work. The sets will look like a newspaper office really looks."

Lang pointed out that newspaper dramas have proved to be top box office in the past if they were good. He added that there is a lot of color, adventure and drama in the story of a newspaper and its people and that this screen play has captured it.

"Also the newspaper people are going to act like newspaper people," he added.

Touching on the many names in the cast, Director Fritz Lang said," I think that pictures like this are good for independent production as a whole."

Lang recently purchased "Journey to Nowhere," a story which he, himself, plans to make independently in the future.

"Vitality and realism help make a top film," he concluded, "The realistic locations and sets help the actors and actresses in their parts. They help them get the proper mood for their lines." *R. B.*

HOLLYWOOD ... on the wire

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Herbert J. Yates, president of Republic Pictures, has signed Ray Milland to a new non-exclusive four picture contract whereby Milland will produce, direct and star in three top-budgeted films during the next four years and produce and direct a fourth. Milland recently finished "The Hostage," which he directed and produced and starred in with Ward Bond and Mary Murphy. First production under the new pact will be "Lisbon," based on an original story by Marty Rackin. William Bowers has been signed to do the screen play. . . . Republic also inked a long term contract deal with Steve Sekely, calling for two pictures a year as associate producer-director. Sekely recently returned from Rome, where he made "The Sinner," starring Ruth Roman and Akim Tamiroff.

* * *

Anthony Mann signed to direct the Mario Lanza starrer, "Serenade" at Warner Brothers. Nicholas Brodzky will write the musical score of the feature, based on the James M. Cain novel of the same name. The film will be produced by Henry Blanke. . . . Sol Lesser will shoot his next Tarzan film, "Tarzan and the Lost Safari" in wide screen and color. Gordon Scott will star and Victor Stoloff will direct. Scott leaves for Africa on July 1 and will safari to all sections of the continent where footage for the feature will be shot by wild animal photographer Miki Carter, who is already shooting in Africa.

* * *

"The Lady From Helltown" has been scheduled as a Scott R. Dunlap production for Allied Artist and will go before the cameras this summer, executive producer Walter Mirisch announced. Screen play is by George Van Marter and George Waggoner and will be filmed in CinemaScope. . . . Rory Calhoun has been set to star in U-I's "Back Trail," which will be filmed in Technicolor. It is the story of a notorious gunman who tries to reform but is unable to do so because of the number of enemies who are trying to kill him. Albert Zugsmith will produce the picture, based on an original story by Lewis B. Patten. Film will roll in mid-June.

* * *

Edmund Grainger announced that he has set a starting date of July 11 for the second of his major productions, "Great Day In The Morning." Grainger's production company has a contract with RKO to deliver six major productions for RKO distribution in the next two and one half years. The third production will be "Oh, Promised Land," by James Street, which will roll Sept. 12. Grainger's first film, "Treasure of Pancho Villa," starring Shelley Winters, Rory Calhoun, Gilbert Roland and Joseph Calleia, was filmed on location in Mexico.

* * *

Writer Elick Moll has been brought from New York by Phoenix Productions to collaborate with Daniel Taradash on the screen play of "The Library," now being given a final polish for star Bette Davis, who will face the cameras in August. This will be Phoenix's initial picture for Columbia with Julian Blaustein producing and Taradash directing. The story, written by Moll and Taradash, deals with a small town librarian, dismissed for her refusal to remove a controversial book from the shelves, and the result of this action on the life of the town.

* * *

Peter Ustinov has signed for one of the leads in Ponti-de Laurentiis' "War and Peace," which King Vidor will direct. . . . "Reprisal," the picturization of the Arthur Gordon novel, has been set as Guy Madison's first film at Columbia under his recently signed contract with Columbia Studios. The six-picture contract will star Madison in four of the films and he will co-produce the other pair with Helen Ainsworth. Arthur Gardner and Jules Levey are co-producing "Reprisal," which will roll in six weeks with Phil Karlson directing from a screen play by David Harmon.

* * *

U-I acquired three story properties this week and the purchases have been assigned to studio producers. Purchases are "Tammy Out of Time," a novel by Cid Ricketts Sumner, to be produced by Ross Hunter. This is a modern drama set in the South dealing with an improverished minister's daughter, who falls in love with a wealthy plantation owner whom her father has saved from drowning; also, "And No One Answered," a novelette by Ann Head, which will appear in McCall's this summer. Albert J. Cohen will produce. Charles Hoffman is writing the screen play, which deals with the thwarting of the kidnapping of a wealthy woman by her children; and "Cry Innocent," an original story by Irving Dick Hyland, to be produced b Howard Christie. This is about a gambler who pleads guilty to a hit and run charge to provide an alibi for a murder frame-up.

* * *

James Mason has signed at M-G-M to co-star with Lucille Ball and Desi Arnaz in "Forever Darling." The comedy is the first of the Zanra Productions with Arnaz as star-producer. Film starts June 15 with Alexander Hall directing. . . . Motion picture producer Lew Kerner announced the acquisition of the motion picture and television rights to the complete works of famed American author James T. Farrell. Kerner, who originally purchased the screen rights to "Studs Lonigan," plans to film

(*Continued on next page*)



Top industry leaders attended the Beverly Hills Hotel luncheon marking the presentation of awards to the winners of the 11th annual Woman's Home Companion poll. June Allyson, soon to be seen in Universal-International's "The Shrike," and Clark Gable were named the most popular film stars. Above are shown Edward Muhl, U-I v.p. in charge of production; Charles Brackett, president of the Academy of Motion Picture Arts and Sciences and David A. Lipton, U-I vice-president.

Harold Hecht Hopes

Co-Existence Between TV, Films Will Follow Success Of "Marty"

By Richard Bernstein

That outstanding and wholly acceptable pictures are not neeessarily tied in with astronomical budgets, top name stars or fabulously pre-sold plays or novels is the belief of Harold Hecht, conceded, along with his partner, star Burt Lancaster, to be among Hollywood's leading independent producers.

That Hecht knows whereof he speaks is no secret. The first two efforts of the vital young company, "Apache" and "Vera Cruz," appear to be heading for a combined world gross of $17,000,000 under the aggressive effective sales handling of United Artists.

The third, "Marty," which has received rave notices from such hardboiled publications as "Life," "Newsweek," "The New Yorker," and "Saturday Review," recently made headlines when it became the first American picture ever to win the Grand Prize at the International Film Festival at Cannes. "Marty" is a prime example of the spirit and courage inherent in this young company. It also goes a long way to prove Hecht's thesis.



BURT LANCASTER AND HAROLD HECHT

"Calculated Risk"

Hecht said that "Marty," at $350,000, was a "calculated risk." Ernest Borgnine, who plays the title role, had been seen before only in a few parts—and at that as a "heavy." Betsy Blair had made one notable appearance before in "Snakepit"—yet her gentility and quality made her ideal for the schoolteacher role.

Hardly a glamourous starring team—but Hecht wisely considered them in relation and balance to the whole—an attempt at a truly different picture. The director, Delbert Mann, had experience in the TV field but this was his first time out as a motion picture director.

The author, Paddy Chayefsky, was likewise a neweomer to films, but with a fine reputation in TV. Hecht and Lancaster backed a portion of the film, and their belief in a special movie, with cold hard cash beyond the loan commitment offered by the banks.

In commenting on the budget, Hecht remarked: "$350,000 doesn't sound like much held alongside the three or four million dollar costs of the super-colossals—but you mustn't lose sight of the fact that about 5,000,000 people have to pay their admission fees at the theatres to get back $350,000!"

"If 'Marty' is at all successful as a motion picture, it promises to lead the way to other projects of a similar nature. Burt and I feel that the public is discerning and that a great segment of it has been maligned with that oft-repeated 'twelve-year-old mentality' tag. It is our hope that 'Marty' appeals not only to the so-called 'intellectual' but to a broad base of movie-goers who might like a little Shakespeare larded into their Spillane."

The results in New York, Chicago and Detroit, where the picture has opened to date, would seem to bear out Hecht's hope.

Lancaster and Hecht also have in the can "The Kentuckian," which was lensed in CinemaScope. Burt Lancaster made his directorial debut on the film, which is the screen version of the best seller, "The Gabriel Horn," by Felix Holt.

"We're using an international cast on 'Trapeze,'" Hecht stated. "Gina Lollobrigida and Burt will star. Sir Carol Reed will direct. The film will be based on the novel by Max Catto, 'The Killing Frost.'"

Hecht-Lancaster will follow "Marty" up with another film written by Chayefsky and directed by Mann. This will be "The Bachelor Party," which, like "Marty," was produced on TV first.

Hecht hopes that the success of these TV properties will effect a marriage between TV and motion pictures. "A co-existence so to speak," he explained. "You get good material from TV and then add what motion pictures are equipped to add."

18 Months Old

Hecht-Lancaster Productions got underway in January, 1954 and today is looked upon as one of the foremost independent companies in the business. A look at the story properties that the company has is amazing. They are all choice, which can be traced to the fact that prior to becoming a producer, Harold Hecht was a literary agent.

The company has "The Way West," by A. B. Guthrie, Jr.; "Until They Sail," by James Michener of "South Pacific" fame; "Elephant Bill," by James Webb; "Tell It On The Drums," by Robert W. Krepps; "The Tall Dark Man," by Anne Chamberlain; "The Lost Chukker," by Jack Shaefer, who wrote "Shane," and "Too Much Man."

"We're still looking for material," Hecht said. "We like to make films of distinction and you can't get too many good stories. The crux of production is good story material."

Hecht-Lancaster plans to do three to four films a year. The boys both believe that the exhibitor is a much maligned guy, who has a problem today and is rising to meet it. He has to sell pictures and he uses vigorous exploitation and top-notch selling to do this.

HOLLYWOOD...

(*Continued from preceding page*)

this novel for United Artists release.

* * *

Victor Saville and United Artists have bought the rights to Samuel Grafton's book, "A Most Contagious Game," published last fall by Doubleday. The novel deals with a reporter assigned to cover underworld gambling and who becomes enmeshed in the racket. Joe Pasternak will produce "Opposite Sex," scripted by Michael and Fay Kanin, as an Esther Williams starrer. The vehicle deals with merry widows and philandering males in Reno.

* * *

John Gilling will direct "The Gamma People," for producers Irving Allen and A. R. Broccoli, a science fiction story with a background in the Alps. The film will star Paul Douglas. Robert Aldrich wrote the screen play from an original story by Louis Pollack. Warwick also signed Adrain D. Worker as producer on "Safari," and Phil C. Samuel as producer on "Zarak Khan," to star Victor Mature with Terence Young directing.

* * *

Story Properties Inc., formed by Josef Shaftel, with its first completed feature, "No Place To Hide," has as president, Shaftel, vice-president, Chicago attorney Arthur B. Sachs, and secretary-treasurer, Edward Mosk. "No Place To Hide" stars David Brian and Marsha Hunt in a script by Norman Corwin. The company also has purchased a Helen S. Bilkie original, "The Four Seasons," with screen play by producer-director Shaftel, which they plan to start in late spring. . . . New national release date for "Simba," J. Arthur Rank color feature to be distributed by Lippert in the U.S., has been set for July 22. . . . Richard Heermance will produce "Legionnaire," as a CinemaScope production. It will roll in Oct. . . . Jennifer Jones has been set for the lead in 20th Century-Fox's "Good Morning, Miss Dove," which Henry Koster will direct with Samuel G. Engel producing. . . . Margaret O'Brien will star in "Glory," which David Butler will produce and direct for RKO release in SuperScope and Technicolor.

* * *

Charles Watts landed the role of the judge in "Giant," George Stevens' Warner Brothers productions starring Elizabeth Taylor. . . . Rodney Bell inked for a role in "Trial" at M-G-M. . . . Allied Artists has closed a distribution deal with producers Samuel Bischoff and David Diamond for "Screaming Eagles," a paratrooper story by Virginia Kellog, it was announced by the studio. David Lang has been signed to do the screen play for the picture, which will roll July 15 in Fort Benning, Ga. This film is in addition to the three-a-year from Bischoff and Diamond which Allied Artists will handle. The producers are now completing "The Phenix City Story," filmed several weeks ago in Alabama.

* * *

Paramount executives are so excited about Mitzi Gaynor's performance in "Anything Goes" that they have just handed her the acting plum of the year—the co-starring role with George Gobel in the television comedian's first movie, "The Lady Eve." A complete departure from her song and dance roles, the star will play a comedy assignment.

"Crockett" Spurs Merchandise Sales At Lobby Trading Posts

An unusual movie-merchandising trend is being pioneered with the national release of Walt Disney's "Davy Crockett," as theatre houses will shoot for substantial subsidiary income through the sale of tie-in merchandise at lobby displays and sales counters. Indicative of the trend is Brandt's Globe Theatre, of Times Square, now premiering "Crockett," while similar merchandising is planned for Brandt's New Jersey theatres beginning with the release of Crockett in that state on June 22. Disney's next feature-length cartoon feature, "The Lady Is a Tramp," will be accompanied by similar in-theatre sales at the Roxy Theatre, New York, the Trans-Lux, Philadelphia, and others.

The astonishing success of Disney's tie-ins with department stores, retail chain outlets, and music and record shops is becoming industry history, with some estimates of Disney's royalties on licensed merchandise by the end of 1955 exceeding $3,000,000. The Globe has "high hopes" for Crockett sales, according to Sam Kantor, Brandt executive in charge of merchandising, who predicts that small town operators can also "reap a harvest" with Crockett merchandise, especially if they advertise their forthcoming sales in advance of the picture's opening.

Attractive Display

The Globe's display is colorful and attractive. At either end of the counter stands a life-sized cutout of Fess Parker as Davy Crockett, while a large peg-board on the wall behind the counter holds samples of the various products offered. Book and record racks, plus neatly arranged displays of merchandise, are on the counter, and over the entire project is a large rustic placard calling attention to "Davy Crockett's Trading Post."

The theatre stocks only about 20 items of more than 70 Disney-licensed products, partly because of space limitations and partly because some of the items were temporarily unavailable. The Crockett boom has apparently swamped some manufacturers; also, priorities are being given to outlets in cities where Fess Parker and Buddy Ebsen are now making a personal appearance tour. The tour started in Oklahoma City on May 19 and will swing through the Southwest, the South, the Middle West and the Atlantic seaboard, ending in Philadelphia on June 19. Theatres to play "Crockett" later on, Kantor predicted, will have a "better chance" to get whatever merchandise they want.

Best-sellers at the Globe, according to Kantor, are—in the high-priced line—rifles and powder kegs and a gun set; other popular items are the coon-skin hats, jigsaw puzzles, wallets, music books and belts. Charm bracelets and washcloth mits sold out during the first weekend of the experiment. Other items on sale range from balloons through tee shirts, story books, towels, tie pins with Davy's photograph attached, lunch boxes, recordings and song books.

Sales of the recordings and books were "not up to expectations," said Kantor, who surmised they were "probably not a novelty anymore." He wanted to stock bows-and-arrows and Davy Crockett dolls but couldn't obtain them. Kantor also wanted to stock moccassins, but he felt the official versions were too expensive for his counter (about $5.00) and in addition would have had to wait for the shipment.



An unusual merchandising trend is being pioneered with the sale of official "Davy Crockett" merchandise in theatre lobbies throughout the country, in conjunction with the film's showing. Shown here is the "trading post" at Brandt's Globe Theatre, New York. On sale are many varieties of clothing, toys, and "shootin' irons."

Other official Disney merchandise includes: Felt hats, shirts, pants; underwear; gloves; pajamas; leather, suede, vinyl and wool jackets; sweaters; bathing suits; socks; suspenders; raincoats; printed synthetic fabrics; boots, shoes; wallets & key cases; "Magicpaint" with water pictures; covered wagons; party favors; jointed figures and string puppets; costumes; curtains, drapes; canteens; costume jewelry for children; tents; glitter paint set.

Deciding on Stock

Frontierland construction kits in the form of wooden logs; pencil boxes and color by number sets; electric quiz games; Indian peace pipes with whistles; inflatable tomahawks; stockades with plastic figures; school bags; children's luggage; board games; guitars; interlocking building block construction sets; leathercraft kits; stamp books; picture projectors with toy-length film strips; stage coach model kits, horse & rider wooden push toys; picture cards for use in stereoscopic viewers; watches, and cardboard huts.

How does an exhibitor decide which of these imposing products to stock? "Since you can't buy them all," Kantor advises, "pretend that you're a father, and decide accordingly." Most of the merchandise—two exceptions are books and records—are not returnable.

Kantor has had a few surprises during the brief experiment. Many people buy high-priced items, he says, including $5 guns and $4 hats. One man—the ideal customer, one would say—bought one of everything on the counter, running his bill to $32, plus the cost of his movie ticket, of course.

The Brandt executive has three suggestions for exhibitors planning to open similar "Trading Posts": (1) Have a good-looking display; (2) Stress the phrase "official Disney merchandise" in all sales material; (3) "Give the crowd a spiel, the louder the better. Don't expect your merchandise to sell itself, and get behind the counter yourself if you have to. (Kantor did.) Most of your business will come at the "break"—only a small percentage buy on the way inside the theatre, probably afraid the youngsters will lose or damage the products—and in the confusion of the break you'll have to get their attention and make the sale quickly."

With proper handling, it looks like a few more dollars in the till for some enterprising exhibitors.

Saturation Booking Set For Columbia Science-Fiction Duo

Giant saturation campaigns will be launched beginning June 22 for Columbia's science-fiction feature, "It Came From Beneath the Sea." When completed, 27 exchange areas will have had huge multiple openings involving more than 2200 large and small theatres, backed by area-by-area newspaper, television and radio advertising. In every territory, advertising will develop on a radial plan, with sales messages beamed out from key cities to blanket entire market areas. According to a company spokesman, the campaign will enable the smallest situations to ride along with key cities on this large campaign.

Double-billed in most playdates with Columbia's "The Creature With the Atom Brain," "It" is scheduled to open in upwards of 600 theatres in eight branch areas. Leading the initial parade are Oklahoma City and Detroit, with Denver, Salt Lake City, Pittsburgh, Philadelphia, San Francisco and Los Angeles to follow. With an augmented supply of over 350 prints, "It" will follow the same pattern in 19 other sections of the country.

Pine-Thomas-Shane Ready First For UA

The independent production company originally established by William C. Thomas and the late William H. Pine formally assumed the name of Pine-Thomas-Shane Productions when it opened its offices at the Samuel Goldwyn Studios in Hollywood, according to an announcement by Maxwell Shane, vice-president. Howard Pine, son of William H. Pine and himself a producer at Universal-International, is severing his affiliation there on July 10 to join Pine-Thomas-Shane as an equal partner. Shane also announced that purchase of "The Big Caper," suspense novel by Lionel White, for United Artists release.

New SuperScope Bonus

HOLLYWOOD.—Joseph Tushinsky, President of Superscope, this week disclosed a bonus plan to exhibitors who purchase a pair of Superscope lenses. Beginning June 6, any theatre that purchases a pair of lenses at the regular price of $395 per pair is eligible for a $100 bonus to be paid to them by Superscope and to be applied toward the booking of a Superscope print.

Wide-Screen, Color Make Locale Lensing Imperative: Grainger

"Two recent Hollywood developments," says Producer Edmund Grainger, "make it more than ever imperative that whenever a story is laid in a colorful locale, the picture should be filmed there. The developments are: The new wide-screen processes which give the camera an almost unlimited canvas on which to tell a story; and the virtually standard use of color in today's movies."

Producer of a long list of box office hits, Grainger has just completed filming "The Treasure of Pancho Villa" in Cuernavaca, Mex., with a company headed by Rory Calhoun, Shelley Winters and Gilbert Roland, and is eminently happy with the results he's getting on his Mexican location.

"The wide screen and color give us range, flexibility and depth to tell our story more effectively," Graineger points out, "and they make obsolete the tricks of the trade which served for so long—and so well—as substitutes for real backgrounds and genuine locales."

Mexico Cooperative

Most of the problems which used to go with making pictures in Mexico no longer exist, the producer states. "We couldn't have had more understanding and cooperation than we've had on this picture if we'd made it in or near Hollywood," says Grainger.

"We've found the Mexican censorship authorities most cooperative, interested chiefly in helping make our picture accurate and authentic."

Grainger is equally pleased with two other Mexican factors—the competence and enthusiasm of Mexican picture crews and the helpfulness of governmental authorities.

UK Pay-TV For Korda; Sells Us TV First Run

Sir Alexander Korda, leading British film producer, has signed contracts with Zenith Radio Corp. leading toward the establishment of subscription television in the United Kingdom, Ireland, and the Channel Islands, according to an announcement made in Chicago by Commander E. F. McDonald Jr., Zenith president.

According to Zenith officials, Korda plans to seek permission of his government to broadcast pay-TV programs and make manufacturing arrangements to produce the necessary devices. The British producer, it was announced, would launch and operate the service under a contract which in general terms is similar to the one that Zenith concluded last year with the Rola Company of Melbourne, to establish subsription TV in New Zealand and Australia.

Korda last week announced a pioneer showing of a "The Constant Husband," a full-length color film produced in England and starring Rex Harrison, on one of NBC TV's "Color Spread" spectaculars next Fall prior to its theatrical release in this country. This would mark the first time that an entire picture designed for theatrical release will have been given a television premiere. American distribution rights have not yet been arranged.

"Itch" Causes Box Office Swell



Advance publicity, before and after: One instance of the tightly integrated publicity campaign for 20th-Fox's "Seven Year Itch," starring Marilyn Monroe and Tom Ewell, was a giant 52-foot, four-story high likeness of Miss Monroe, above Loew's State Theatre, where the film premiered. Short-lived first version, left, was removed due to "pressures," giving way to the present incumbent, right.



"Sneak" preview: A gala turnout of stars appeared at a preview that captured the gala atmosphere and glamour of a play opening along the Gay White Way. Thousands filled the Times Square area to see luminaries entering the kleig-lighted theatre, receiving newspaper, radio, TV and newsreel coverage. Left to right: Joe DiMaggio and Miss Monroe; W. C. Gehring, 20th-Fox executive assistant general sales manager and star Judy Holiday; famed songwriter Harold Arlen and Margaret Truman.



Opening Day: Lines formed at the Loew's State box office as early as 7:30 a.m. for the 9 a.m. opening of "Itch," with lines extending from Broadway and 45th Street, around the corner toward Sixth Avenue. Opening week business was estimated at a smash $80,000. Evelyn Keyes, Sonny Tufts, Robert Strauss, Oscar Homolka, Marguerite Chapman and Victor Moore are featured in Billy Wilder's comedy from Charles Feldman Group Productions.

REGIONEWS

ALBANY

Jules Perlmutter added to his multiple operations by leasing the long-closed Paramount in Albany from Neil Hellman and reopening the neighborhood house without newspaper advertising and without union projectionists. IATSE Local 324 picketed—the first time in many years it had done so at a local theatre. . . . Alvin Kosoff, former student salesman in Philadelphia, is now a salesman here for 20th-Fox, succeeding Clayton Pantages who was upped to mgr. John Wilhelm is the other local Fox salesman. . . . A daughter was welcomed by Frank Lynch, chief booker and office mgr. for Paramount.

John Gardner installed the first area theatre automatic telephone-answering service at the Turnpike Drive-In, Westmere. . . . Nancy Watkins, daughter of Claude E. Watkins, chief projectionist at the Strand, Albany, was graduated magna cum laude from Syracuse University. . . . John Capano resigned as booker for U-I to join the staff of Upstate Theatres of Albany. He also operates the State in Troy. . . . Wm. J. Jarvis, chief projectionist at the Troy in Troy for many years, passed away after a long illness. . . . Jack Goldberg, asst. chief Barker of the local Variety Club and Metro mgr., submitted a report on the recent Variety International convention in Los Angeles at the dinner ending Tent 9's annual golf tournament at Shaker Ridge Country Club.

ATLANTA

Norton Tune, Shelbyville, Tenn. theatre owner, was elected pres. of Tenn. TOA, succeeding Stacy Wilhite. Also elected: W. R. Holder, v.p.; Aubrey Couch, secy.-treas.; Alfred Starr and Kermit Stengel, directors. . . . Dr. T. A. Cochran and John P. Edge opened their new 400-car Blue Sky Drive-In at Lafayette, Ga. . . . Ralph B. Mann, mgr. of the Monroe Theatre, Monroeville, Ala., conducting a contest in cooperation with local merchants to select a "Movie Queen of 1955," who will receive an all-expense trip for two to Florida. . . . Improvements at 78 Drive-In, Jasper, Ala., include CinemaScope, paved parking areas and driveways, and a free playground with airplane and train rides. . . . Sky Vue Drive-In at Oneonta, Ala., formerly known as the Blount, reopened after extensive remodeling.

With the provision that construction be completed within nine months, Florida's Dade County commissioners approved permits for ozoners by George C. Hoover, Variety International chief barker, and by George Wilby. . . . Wometco started on a 750-car ozoner on Davie Blvd. in Ft. Lauderdale, Fla., which they hope to complete by Labor Day. . . . P. L. Taylor, owner of the Dixie Theatre and editor of the Columbus World, welcomed twin daughters; the Roy Martins of Martin Theatre, Columbus, have a new arrival also. . . . Stelle Poulnot of Republic was elected to succeed Betty Rary as pres. of the Atlanta WOMPI's and will represent them at the National Convention in New Orleans Sept. 30-Oct. 1. . . . Wilby-Kincey's Roxy Theatre, Atlanta, booked "Killers All," a Toddy Picts. release, for the third time within three years.

A federal gift tax claim against Mrs. Nettie E. Sudekum, widow of the founder of Crescent Amuse. Co., has been settled out of court for $84,307. . . . Recent Ala. incorporations include Avon Art Theatre, Inc., Birmingham, and Cullman Amusement Co., Cullman. . . . Edward Hayes, former office mgr. for Realart, returned to the Row as sales rep. for UA. . . . Sam George, former mgr. of the Paramount, Atlanta, now in the home office of Bailey Theas. . . . R. C. Mullins acquired the New Drive-In at High Springs, Fla. from Carlos Gutschlag. . . . Norris Hadaway, mgr. of the Alabama Theatre, Birmingham, is new pres. of Birmingham Advertising Club.

One dollar buys a pre-teenager an identification card and a full year of bargain prices at the Levy and Ritz theatres in Enterprise, Ala. . . . Ernest Ingram installed a new wide screen in his Lineville Theatre, Lineville, Ala. . . . Tamiami Theatre, Naples, Fla., installed CinemaScope. . . . Al-Dun Amuse Co. celebrating its 25th anniversary. . . . R. B. and Mrs. Wilby back after a world cruise. . . . Alpha Fowler, theatre owner in Douglasville, Ga., purchased a site in Villa Rica, Ga. for construction of an ozoner to be named Rock Drive-In. . . . Shell Theatre, Shellman, Ga., and the York at Red Boiling Springs, Tenn. closed.



Dore Schary (left), Metro production chief, headed the entertainment committee at the M-G-M Studio Club's annual spring dinner-dance at Hollywood's Moulin Rouge, which attracted 750 members. He is shown here with Dolores Gray, star of the show, and George Murphy, who acted as emcee.

BOSTON

Boston City Council adopted a resolution which would establish bundle checking desks at all theatres and a reserved section "for the exclusive use of female patrons during and for some time after shopping hours." Proposal came from Councilman Wm. J. Foley, Jr. among others designed to make Boston more attractive as a place of entertainment. . . . The Bowdoin Square Theatre, Boston, was closed and building will be razed to make room for a parking lot which owner Ben Williams will operate. . . . Herman Rifkin left for the west coast to take in the Allied Artists board meeting. He and Mrs. Rifkin will stay on to attend the wedding of Eleanor Broidy, daughter of AA prexy. Steve Broidy.

Variety's Great Heart Award banquet, honoring Rudolph F. King, Registrar of Motor Vehicles, will be held June 20 in the Imperial Ballroom of the Hotel Statler. Robt. J. O'Donnell, gen. mgr. of Interstate Theatres of Texas, will come on to be toastmaster, and Dr. Sidney Farger of the Children's Cancer Research Foundation will present the award to King. . . . C. Edwin Compton has taken over the Altec service in the Worcester area, replacing the late Phil Gruen. . . .Rex Reason, star of U-I's "This Island Earth," was in town to publicize the film which opens June 15 at the Memorial Theatre in its New England premiere. He was introduced at a press luncheon arranged by Johnnie McGrail, U-I publicist.

John Scully, Jr. was appointed dist. mgr. of E. M. Loew Theatres, replacing Nick Lavidor who is now mng. dir. of the University Theatre, Cambridge. . . . Mack C. Paul, co-owner of Major Thea. Equip. Co., was married to Marilyn Bloom. . . . Elizabeth Stoddard, daughter of the Chester Stoddards of New Eng. Theas., is engaged to marry Paul Sutton of Marblehead. . . . William Cuddy of RKO was reelected pres. of the Cinema Club of Boston. . . . George Roberts, Rifkin circuit, will represent the Grand Lodge of Dist. 1 at the International triennial convention of B'nai B'rith in 1956, to be held in Washington.

Portland, Me. will have its first film premiere when "The Virgin Queen" is presented at the Strand Theatre on July 22, arranged through the efforts of Bette Davis, star of the film and a resident of Cape Elizabeth, Portland. 20th-Fox stars who will attend the world premiere in Raleigh, N.C., will be flown in for the occasion and Strand mgr. Nat Silver reports proceeds will be turned over to Miss Davis's pet project, the Children's Theatre of Portland.

BUFFALO

The old Academy Theatre in lower Main St. has been purchased by Marine Trust Co. of Western N.Y. from Michael D. Perna for a reported $135,000. They will erect an office building on the site. Closing of the Academy leaves only two theatres in the vicinity, the Little Hippodrome and Keith's. . . . Aero Drive-In on Union Rd. near George Urban Blvd., installed a new playgound complete with swings, slides and merry-go-round, also a giant screen. Mgr. Ronald Hoelcle is urging parents to come early so the kiddies can enjoy the playground. . . . Robt. T. Murphy, mng. dir. of the Century, announced the forthcoming "Seven Year Itch," in which Robert Strauss, who used to run a women's wear shop in Buffalo, is cast.

Edward F. Meade, Shea Circuit ad head, sent postcards to a long list of local music lovers in connection with presentation of "Interrupted Melody" at Shea's Buffalo. . . . The Commodore Theatre, East Side nabe, has been put on the market by David Krieger. It was last operated by William Brett, now pres. of Skyway Drive-In Theas. . . . The Colonial, a link in the Gammel community chain, closed for the summer. . . . Edward L. Hyman, v.p., will be in Buffalo June 14-15 to look over UPT operations here and in Rochester. . . . Reported that Common Council pres. Elmer F. Lux, who also heads Elmart Theas., may become a candidate for city comptroller.

CHARLOTTE

The Florence S. C. County delegation to the State Assembly cleared the way for Sunday night showings with introduction of a bill which would make it legal to start after 9 P.M. . . . W. F. Harris, Harris Theatre Sales, nominated Bob Turnbull to succeed him as chairman of Equipment Dealers Assn. and he was unanimously elected. . . . CinemaScope installed by Harris Theatre Co. in the Carver Theatre, Rock Hill, S.C. . . . Carl Eugene Hargett, UA booker, married Virginia Todd. . . . Meiselman Theatres acquired the Danaca Theatre, Wallace, N.C. from Cary Caudell. . . . Rufus Stewart, Universal booker, resigned. . . . Louis F. Turner is on leave of absence from 20th-Fox. . . . RKO booker Charles Dean Lynch moved up to student sales rep. . . . Betty Patterson, IFE office mgr., back after an operation.

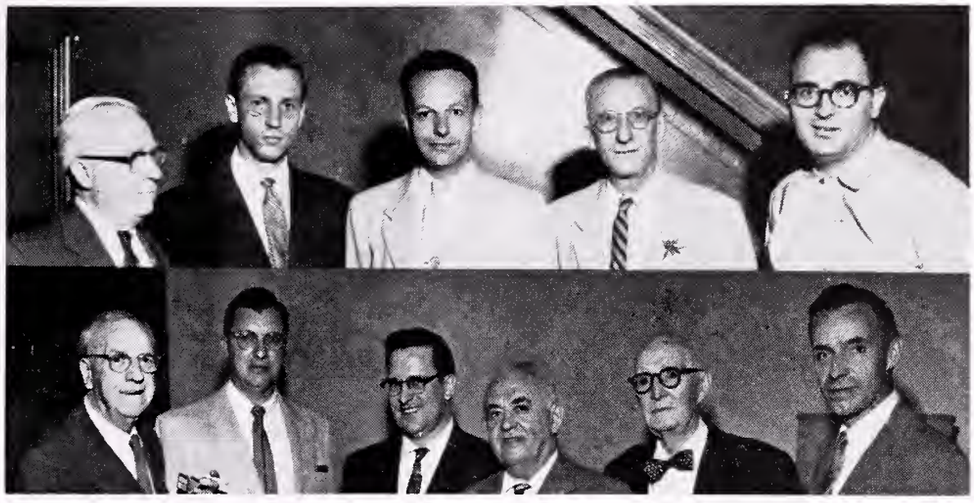
CHICAGO

The modernized Stadium in Evanston will be reopened as the Evanston Theatre early in July by owners Julius and Jack Kaplan, with Lester Stepner as mgr. Sil Greiver agency will book. . . . Marks Bros. will shortly start on a 2500-car ozoner at 31st and Cicero Ave., which they will call the Belair. . . . Drive-In theatres in Ill. will have competition from 99 county fairs in the state and the big State Fair in Springfield Aug. 12-21, with more than $600,000 designated for prizes. . . . Paramount's "Seven Little Foys" going into Chicago Theatre June 24, to be followed by "We're No Angels" on July 8. . . . Film theatres amusement tax for May down $1500 from May of last year—first month this year to show decrease over last. . . . Klopp Engineering Co. has developed a coin changer for the theatre trade.

Five weeks run of "Blackboard Jungle" at Essaness' Woods Theatre broke this year's house records. Expected to run three weeks more. . . . Despite lack of permit to show "Son of Sinbad" in this city, film was heavily advertised by RKO. . . . Coronado Theatre will use stage acts from time to time, booking through Paramount Attractions, Roy Davis agency in Chicago. . . . UA will need 40 prints to supply subsequent runs on "Marty," which gets under way in this territory July 1. . . . Norman Pyle, M-G-M pub. dir. preparing strong ad campaign for "Love Me or Leave Me," going in singly at independent McVickers on July 8. . . . Arrangements have been completed by Marshall Migatz to establish a summer theatre at Edgewater Beach Hotel.

Phil Sears named pub. dir. for Sunset and Double Drive-In theatres. . . . Eli Fink, former law partner of Leo Spitz, organized the law firm of Fink and Miller at 231 S. LaSalle St., with Byron S. Miller and Harry Golter as partners. . . . Chester Reid reopened his Aloha Theatre in Clifton, Ill. after installing new projection equipment and a wide screen. . . . Town Theatre, Lovington, Ill., recently closed because of a booth fire, will be repaired for reopening in the fall. . . . Spiro Papas, v.p. Alliance circuit, named IPA gen. chairman for Nov. convention. . . . Ralph Smitha, gen. mgr. Essaness circuit, flew to Hollywood to preview "Phenix City," which Allied Artists will distribute. . . . Harry Goldman, UA div. mgr., won the Ford raffleld off by Variety.

"7110 Ocean Drive," first film produced by Essaness prexy Eddie Silverman, will be distributed by Columbia. . . . Recent managerial appointments: Stanley Lesritz, Esquire Theatre; Phil Higgins, Harper; Marty O'Brien, Halfield; J. Nassos, Vision; Alford Blanchard, Armitage; Nicholas Simios, Piccadilly; Robert Deimel, Gold Coast. . . . George Nikolopulos, Van Nomikos circuit exec., celebrated 25 years with the company. . . . Alliance started a kiddie birthday club in all key cities of the circuit which gives celebrants two tickets of admission on their birthdays.



Warner Bros. introduced Leland Hayward's "Mr. Roberts" at a series of "In-The-Theatre" trade slowings in 32 exchange cities across the country. Shown at the Des Moines Theatre in Des Moines, Ia. (l to r) top: Herb Blass, WB branch mgr.; Gary Sandler, Sandler Circuit; Don Bloxham, Iowa United Theatres; Nathan Sandler, Co-Ed Theatre; Dwight Hanson, Golden Buckle Theatre; and bottom, at the Valley Theatre, Cincinnati, Ohio: William and Bob Keyes, Dayton Victory Theatre; Dale Stevens, drama ed. of Dayton Daily News; J. S. Abrose, WB branch mgr.; Elmer Redille, veteran showman, and Louis A. Wiethe, Cincinnati exhibitor.

Watch These Dates!

June 16: Richmond—Virginia Motion Picture Theatre Assn. convention.

June 20: Boston—Variety Club of New England's Great Heart Award banquet, Hotel Statler.

June 21-23: Kiamesha Lake, N. Y.—Allied Theatre Owners of New Jersey annual convention—Concord Hotel.

June 26-28: Biloxi — Mississippi Theatre Owners Assn. annual convention—Edgewater Gulf Hotel.

Oct. 6-9: Los Angeles—Theatre Owners of America national convention — Biltmore Hotel.

Nov. 6-9: Chicago—International Popcorn Association convention, Hotel Morrison.

Nov. 13-15 Jacksonville — Motion Picture Exhibitors of Florida convention.

Nov. 13-15: Charlotte—Theatre Owners of N. & S. Carolina annual convention—Hotel Charlotte.

Nov. 21-22: St. Louis — Missouri-Illinois Theatre Owners annual convention — Hotel Chase.

CINCINNATI

W. Va. and some Ky. exhibitors are deploring business conditions in their communities and a number of houses have closed until there are signs of improvement. Among those closed are Earl Hale's Waco at Huntington; Malcolm Loew's Burwell, Parkersburg; Hyman Circuit's Ferguson, Charleston; Hyman Bank and Louis Shor's Mingo, Williamson; Rupert, Rupert, W. Va., and houses in Hitchins and Warsaw, Ky. . . . Grading started on the new Starglow D-I to be built on Rt. 25 north of Monroe, O. by Charles Purvis and James Stamper. . . . The new all-steel screen tower on the Cruise In Theatre, Miamisburg, O., owned by Lou Clemmer and first of its kind in the area, is said to be able to withstand winds of great velocity.

Effective June 20, Mrs. K. R. Weigel, who owns the theatre in Deer Park, O., will take over the Kentucky in Latonia, Ky. from Louis Wiethe. . . . Mid-West Theatre Supply installed wide screens and CinemaScope in the theatres of J. W. Thomas in Fayette and Oak Hill, W. Va. . . . Jerry Shinbach and Morris Holleb opened their new 900-car In-Town Theatre, Whitehall, O., with Lou Holleb as mgr. . . . The

CINCINNATI (cont'd.)

Sherwood Twin, North Screen, Dayton, owned by Sam Levin, had its formal opening May 27. This is a twin to the former Sherwood D-I, now called Sherwood Twin, South Screen, and is equipped with wide screen, CinemaScope and in-car heaters. . . . Dick Johnson, owner of Family D-I, Lexington, Ky., acquired a private plane in which he commutes between his home in Hazard and the theatre.

National Theatre Supply, which equipped the recently opened 350-car Mc's 33 D-I, Lancaster, O., is doing the same for Ace-Hi, McConnelsville; the 600-car Marietta, Marietta, under construction for M. E. Rose; and the new ozoner on Rt. 25, Blue Ball, O., a suburb of Middletown. . . . Other new drive-ins, open or about to open in the area are Foster Lane's Dixie, Williamsburg, Ky.; G. D. Saylor's at Manchester, Ky.; New Valley, Hamilton, O., owned by Geo. Turlukis and associates; Sunset, Beattyville, Ky., owned by McHaffey and Meintosh. . . . William Blum, who resigned as Columbus salesman for U-I to manage the Park Swim and Cabana Club, is succeeded by Stuart Jacobson formerly Ky. salesman, who is replaced by booker Robert Doppes.

Allan S. Moritz opened a distribution office on the 4th floor of the Film Bldg. and is specializing in exploitation pictures and roadshow attractions. . . . Frank Schreiber, U-I branch mgr., became a grandpa for the third time. . . . Mr. & Mrs. Charles Mikeseel are new owners of the Majestic, Camden, O., which they took over from Mr. & Mrs. Wingate. . . . Senator Mosher, chairman of the Education Committee of the Senate, will hold four hearings prior to the June 23 adjournment in connection with the pending censorship legislation.

CLEVELAND

Ray Zeller was appointed the Palace's new asst. house mgr., succeeeding William Schroeder who resigned because of ill health. . . . "To Paris With Love" is hitting an all-time high at the Heights-Art Theatre. . . . Sam Barck has taken over the 570-seat Lincoln Theatre in Lisbon, formerly operated by George A. Rogers and closed for several years. . . . Charles Mack installed CinemaScope lenses, a wide screen and other new equipment in his Strand Theatre, Sebring. . . . Ann Walker, Columbia office mgr., will shortly marry Virgil Jones, Warner booker. . . . S. P. Gorrell and Leonard Mishkind took over the Olympia Theatre here from L. C. Glaab. . . . New ozoners recently opened include George Mano's Elm Land, Goshocton; John Dempsey's Starlite, Toledo and Joseph Binder's Skyway, Fremont.



Ernesto Rufino, leading Philippines exhibitor, is greeted at Columbia Pictures home office by executive v.p. Jack Cohn.



Producer Edmund Grainger and his company threw a Hollywood party in Cuernavaca, Mexico, where they filmed "The Treasure of Pancho Villa," with Gen. Rudolfo Lopez de Nava, Governor of the State of Morelos, as guest of honor. L to R: Grainger, Gilbert Roland, Lita Baron (Mrs. Rory Calhoun), Rory Calhoun, Gov. de Nava and two unidentified aides, Shelley Winters is co-starred with Calhoun and Roland in the Superscope-Technicolor RKO release.

DALLAS

Joe S. Jackson, asst. chief booker at Interstate, has been named head booker, replacing Ray Jones, who resigned effective July 1. Jones will head his own company, TV-Southern Buying Service. A. D. Deason, asst. city mgr. in Houston, will be brought to Dallas as Jackson's asst. . . . Alfred N. Sack, Coronet Theatre owner, was named "Dad of the Year" by the Central Dad's Club and received the annual Arthur A. Everets award—an engraved wrist watch. . . . Robert Allen Gill, 63, Carthrage, Tex. exhibitor, who with his son-in-law, Jack Walker, owned and operated the Esquire and Cortex theatres, passed away. . . . Roy K. Ashburn installed wide screen and CinemaScope in his Strand Theatre, Chillicothe. . . . CinemaScope was installed in Eph Charninsky's Prince Theatre, San Antonio.

DENVER

Despite heavy rain, a good crowd showed up at opening of the new 600-car Mile High Drive-In at Lead, S. D. The ozoner is equipped with the latest in projection and sound and was furnished by Minneapolis Theatre Supply. Partners in the project are Lenard Steele, Jr., who is mgr., C. C. Creamer, Robt. Lahti and Robert Lundquist of Mpls. Jack Rose, booker-buyer, flew in for the opening. . . . Wm. Dollinson opened his new 450-seat Dolly at Billings, Mont. . . . Mitchell Kelloff bought the Valley at Fowler and the Ord, Ordway, Colo., from Schumour Theatres. . . . Florence and Paul Allmeyer bought the Lake at Grand Lake, Colo. from R. D. Ervin.

John Wolfberg has taken over the Vogue and will continue to operate it as an art theatre. . . . Mr. and Mrs. Dorrance Schmidt opened their 250-car drive-in at Bridgeport, Neb., where they also operate the theatre in town. . . . A $20,000 fire hit the closed U.S.A., Ft. Morgan, Colo. . . . Tillie Chalk, Paramount office mgr., entered a local hospital for a checkup. . . . 69 theatres in the Denver area took up a collection for the Korean fund and theatre men are being urged to take up collections for the Will Rogers Memorial Hospital. Jack Felix, Allied Artists branch mgr., is chairman of both drives.

Atlas Theatres started extensive remodeling of the Unique at Gunnison, Colo., where they will add CinemaScope and stereophonic sound. . . . Albert McCormick, son of the late B. P. McCormick, Canon City, Colo. and Hot Springs, N.M. theatre owner, is seriously ill in a New Orleans hospital. . . . E. H. Bennington will open a new 320-car ozoner, to be named the Island Acres, at Gunnison, about July 15. . . . Quincy Lamar and L. M. Peterson open their new 350-car drive-in at Hotchkiss, Colo. about July 1.

Robt. and Facion Beck plan a July 15 opening of their new 500-car Starlight at Sheridan, Wyo. . . . Harold E. Brown is rushing construction of the Cactus, a 250-car project at Shoshone, Wyo., for a July 1 opening. . . . Ralph Gwynn is installing complete new Motiograph projection and sound equipment, CinemaScope with magnetic pickup, and other improvements in his summer-operated Park at Estes Park.

DES MOINES

Dr. J. F. Hardin leased the newly-rebuilt theatre building in Bedford to E. W. Kerr of Colorado, who was operating the theatre when fire destroped it recently. . . . I. R. Clesne and Mrs. Lily Johnson reopened the Swan Theatre in Mediapolis, which had been closed since March, 1954. . . . Everly Theatre raised admission prices to 15¢ for children under 12 and 35¢ for all over 12. . . . Mrs. F. L. Miller remodeled the entrance of the Cedar Theatre in Mechanicsville, putting in a composition stone front with a large window at either side of the door. . . . Vogue Theatre in Remsen announced it will be open only four nights a week until Fall.

Mrs. Anaceta Anderson sold her interest in the King Theatre in Ida Grove to Robert L. Fridley who also owns and operates the Varsity and Easttown Theatres in Des Moines and the Golden Buckle in Rockwell City. Improvements and installation of new equipment are planned for the King and the theatre will be closed about 10 days to allow for necessary work. Jerry Crawford, Des Moines, has been appointed mgr. . . . Mr. and Mrs. C. A. Tuey decided to keep the Exira Theatre in Exira open after many requests from people of the community. They had planned to close the house on May 25 but will give it a two-month "try" again.

DETROIT

Paul Broder, head of Realart, sold out his interest in the Sterling Theatres group to his partner Arthur Weisberg, who thus becomes sole owner of the 12 houses operated by both Sterling and A&W Theas. Weisberg is introducing something new—trading stamps for theatre patrons. . . . Henry Carley, operator of three theatres at Holland in partnership with Butterfield Circuit, is taking over the Starlight Drive-In there, formerly operated by Jack Loeks Ents. . . . Bernard Kilbride's Beverly Theatre suffered a wrecked screen when some youths tossed a beer bottle through it. Malicious destruction charges were issued against the leader, who was tracked down by mgr. Jack Tenny. . . . Hyman Gordon, former owner of the Shores Theatre, is now an "expectant grandfather."

Big Pavilion Theatre at Saugatuck, summer resort house operated by Shutter, Byfield and Constantine, is joining Cooperative Theas. and Mrs. Evelyn Phillips will be in charge of booking. . . . Stuart L. Gorelick has taken title to the firms of S. L. Gorelick Ents. and Concessions by Gorelick, both headquartering at the Apollo Theatre which he recently took over. . . . Mitchell Victor, who has run the north end Astor Theatre since he built it in 1922, finally decided to put up the shutters. . . . Louis Spann, Jr., son of a pioneer colored exhibitor, has closed the Arcade, on the fringe of the downtown district.

Wesley Benac and J. Totten, who run the Hillman Theatre at Hillman, opened the new 500-car Thunder Bay Drive-In near Alpena, with Floyd Chrysler handling the bookings. . . . Ben J. Robins, owner of the Alhambra in Detroit, opened his new 1000-car General Custer Drive-In at Monroe, with Paul Field as house mgr. . . . Joseph Dennison is building another drive-in, to give Monroe three airers within a half mile. . . . Frank J. Downey, who was M-G-M mgr. here for 31 years until his retirement last Sept., passed away in Los Angeles.

Bert Penzien, owner of the Shores at St. Clair Shores, cooked up an 11-day "Nickelodeon Days" promotion, with 20 local merchants participating. . . . Bell Wetsman of Wisper and Wesman Theas. is arranging a special matinee for underprivileged children on June 30, under sponsorship of Variety Club. Milton Zimmerman heads the committee for the club's annual golf outing at Tam O'Shanter Club on June 27.

HOUSTON

After 13 years as asst. city mgr. in Houston, A. D. Deason has become Interstate's head booker in Dallas for 31 nabes in Houston, Dallas, San Antonio and Ft. Worth. Russell Rindy steps up from mgr. of the Tower to asst. city mgr. and Ross Vallone moves from the Eastwood to the Tower. Hank Hannington goes from the Santa Rosa to the Eastwood and is replaced by John Ellis from the Wayside Theatre, with Oliver Klaus upped from asst. at the downtown Majestic to mgr. of the Wayside. . . . Lone Star Theatre has a free swimming pool which opens at 5:30.

A clock radio is to be drawn at Loew's State from cards patrons fill out telling which films they would most like to see. Prizes for the "Name the Star" contest include a home, automobile and many other items, including cash, all presented by Armour. . . .Boulevard Theatre has come out with a discount card for teen-agers at 50¢ which entiles kids from 12 to 17 to be admitted for 30¢ instead of 50¢. Franke Wilke is owner; Lowell Bullpit, mgr. . . . E. W. Buckalew has installed RCA 60-projectors in his Edgewood Drive-In, St. Augustine.

A bicycle is to be the grand prize at each of 11 Interstate theatres after four weeks of giving eight weekly prizes. Carnation Milk Co. is sponsor of contest in which kids exchange bottle caps for theatre tickets. Cost is all Carnation's. . . . Reports from Boulevard Theatre are that after using theatre ads in only one of the three dailies, business has not changed. Mr. Bullpit took a poll before deciding which paper was most widely read by his patrons. . . . Alamo Theatre has a new snack bar.

KANSAS CITY

As a memorial to the late Sam Abend, a shelter cottage is under construction at Camp Santosage, where the M.P. Assn. of Greater K. C. sends underprivileged boys in summer. Contributions from industry friends financed the project. . . . A 1000-car ozoner is going up in Lincoln, Nebr. with Herman Gould and Russell Brehms of Lincoln and Senator Roman Hruska of Omaha as owners. Ozoner will occupy 7 acres of a 53-acre tract and will have a 120x60′ screen, 3 exits and hard-surfaced ramps. Owners have another Lincoln drive-in.

Dickinson Theatres engaged John Gregg as mgr. for the Trail at Olathe to replace Leo Colvin, sent to the Dickinson at Topeka to succeed Jas. Ferrell, transferred to the Glen at Joplin. . . . RKO screened safety short, "Devil Take Us," for traffic and safety representatives of Greater K. C. communities. . . .Frank Thomas is mgr. at Allied Artists, replacing Ray Copeland, retired. Thomas had been in the sales dept. . . . Bev Miller, pres. Kans.-Mo. AITO, attended N.Y.C. natl. board mtg. . . . Cozy Theatre, Genesco, Kans. reopened under mgmt. of Emery Duncan, a local business man, as a community project to hold week-end trade. . . . Commonwealth sold the Plaza at Lindsborg, Kans. to Elvin Lambert, owner of the Pic at Lebanon.

Avenue Theatre, K. C., Kans., has new panels running width of bldg. and new marquee letters. . . . New equipment has been installed in Mrs. Olive Travis' Avalon at Sarcoxie, Mo., Mrs. Mabel McCormick's Car-Vue ozoner at Reed Springs, Mo. and in the Paramount, K. C. . . . Grand opening for K. C.'s new 63rd St. Drive-In featured free admission for youngsters. Ozoner has 50x120′ screen and 500 patio seats with parking lot for patrons wishing to sit there. . . . Recent action by Jackson County Court on amusement taxes raised fee for ozoners from $50 to $500. . . . Deaths in the industry are Mason Hall, 53, asst. mgr. at Hall Theatre, Columbia, Mo., Mrs. Catherine D. Prosser, 65, former film ed. of K. C. star.



Frankie Laine greets John Cusack, managing director of the Victoria Theatre in Times Square, where Laine personally presented patrons with autographed Columbia recordings of "Strange Lady in Town," which he sings as part of the score in the Warner CinemaScope drama, starring Greer Garson and Dana Andrews.

MIAMI

Oran Cohen's Cameo Theatre goest first run for the July 1 opening of "Interrupted Melody." . . . Alice Torrell, asst. mgr. at the Grant, is recuperating at home from surgery. . . . Capacity of the 27th Ave. Drive-In is being increased to 870 and 120 speakers are being added. . . . Mrs. Lillian Claughton, head of the Claughton chain, will present a pass to each of the graduates of Junior and Senior Grade High Schools in Miami, numbering some 2,000. . . . New asst. mgrs.: James Husted at the Circle and Henry Chueta at the Normandie. . . . Frank Meyer, who suffered a heart attack, is out of the hospital and convalescing at home. He is purchasing executive for Wometco.

MILWAUKEE

Earl Fischer has taken over operation of the Alamo Theatre here after being out of the business for 10 years. It had been leased during that time to M. Chesnick and A.



Rex Reason, who co-stars with Jeff Morrow and Faith Domergue in U-I's Technicolor science-fiction thriller, "This Island Earth," visits with Universal execs while in N.Y. for advance promotion of the film. L to R: F. J. A. McCarthy, southern & Canadian sales mgr.; Reason; P. T. Dana, eastern sales mgr.; Ray Moon, asst. sales mgr., and Foster M. Blake, western sales mgr.

MILWAUKEE (cont'd.)

Provinzano. CinemaScope will be installed in the near future. . . . Among guests at the closing session of the Better Films Council of Milwaukee County were Col. Robert Haynes, Gordon Hewitt, Fox-Wisconsin Theas.; Al B. Meskie, Warner Theatre; Andrew Spheeris, Towne Theatre, and Estelle Steinbach, Downer Theare.

Henry J. Claudius, 65, theatre electrician with FoxWisconsin, passed away after suffering a stroke recently. . . . Film clip of motion pictures scheduled for downtown Milwaukee are being shown on a local TV program to interest advertising houses in promoting such a program.

MINNEAPOLIS

N. R. Madsen is building a drive-in at Hector, Minn. to replace his conventional Palace which burned March 20. Slated to open the end of June, it will accommodate 350 cars and be equipped for all wide screen processes. . . . Erling Utoft opened his new 250-car Lincoln at Tyler, Minn. . . . Work is starting on Leo Aved's new drive-in at Coon Rapids, Minn. . . . New ozoners in the territory which opened recently include the Lucky Twin south of Mpls. and two other projects at New Ulm and Montevideo, operated by the Welworth circuit. Work is also progressing on Welworth's new drive-in at Devils Lake, N. D. Welworth operates conventional theatres in the three towns.

The Lake Pepin area will get its first airer sometime late this month when Gordon Sties finishes a 400-car stand at Wacouta, Minn., just outside Red Wing. . . . Plans have also been announced for a 650-car outdoor stand at Faribault, Minn. by Drive-In Thea. Co. of Sioux Falls, S.D., which John Watters will manage. . . . Arnold Shartin, former office-booking mgr. at Paramount, has been transferred to Los Angeles as salesman. Replacing Shartin is Joe Rosen, upped from booker. Bonnie Lynch, branch mgr.'s secy., takes over as booker.

A $40,000 suit brought by Arthur W. Anderson, Warner's prairie dist. mgr., for injuries received about two years ago in a hunting accident on the farm of John Whalen of Clarks Grove, Minn., was settled out of court for $12,000. . . Roxy at Clarkfield and its equipment are being auctioned off, according to announcement by Mrs. Franceil Kereby, owner. . . . Mel Davis, former owner of the State at Red Lake Falls, Minn., has purchased the drive-in at Hibbing, Minn.

The Boulevard, Mpls. nabe, was completely redecorated and has new carpeting and seats. . . . Hal Perlman, Universal exploiteer, was in for "Island Earth," due at Lyric June 17 and the Riviera, St. Paul, June 15. . . . Police are hunting a former employee at the Campus and Varsity theatres, operated by Sol Fisher, following theft of $4,678 from the two houses. . . . Cloquet Theatre Co. sold the Leb, Cloquet, Minn. to Arthur Carter, a business man there.

NEW HAVEN

The Menschell-Calvocoressci interests reopened the Parsons, Hartford, with a policy of "mature films, augmented by presentation of selected stage attractions," and Walter Lebowitz as mgr. They have also named Charles Aaron mgr. of the Victory, New London. . . Ray McNamara, Allyn, Hartford, is local theatre chairman for the 1955 Cerebral Palsy Campaign.

Sperie Perakos, gen. mgr. of Perakos Theas., arranged with Radio Station WKNB, New Britain, to broadcast local cowboy personality Tex Pavel's show from the nearby Plainville D-I on Mondays and Fridays from 7:30 to 8 P.M. . . . Teresa Locatelli of the E. Hartford D-I announced plans to erect a small platform in front of the screen for use by patron talent. . . . Milton LeRoy, Blue Hills Drive-In, Bloomfield, has a tie-in with the Farmers Market for weekly insertion of 5,000 theatre heralds in shopping bags at check-out counters, in return for which the market receives a free trailer on screen. . . . The Stratford Board of Zoning Appeals unanimously upheld the Town Planning Board in denying James Sniffen a waiver of zoning regulations to permit construction of a drive-in there.

State Police Commissioner ruled in favor of an ozoner to be built by John D. Sirica and Fred Quatrano at Watertown after a formal protest by area residents. . . . Sal Adorno, Jr. is handling buying and booking for his new $200,000, 875-car Middletown Drive-In. The theatre has a concession building section called the Diaper Den, where mothers may tend their youngsters. . . . Mike Adorno, asst. gen. mgr. of M&D Theas., Middleton, closed the first-run Middlesex for remodeling. . . . Harry Kaplowitz transferred from buyer-booker for S-W theatres in the Philadelphia zone to this area, replacing Elmer Hirth, who joined the Phila. staff.



Robert S. Benjamin (left) United Artists board chairman, and William J. Henieman (right), v.p. in charge of distribution, were among international industry leaders attending the gala world premiere of UA's "Summertime" in Venice, where the Ilya Lopert Technicolor production was filmed. Shown with them are Rossano Brazzi, who co-stars with Katherine Hepburn in the romantic drama, and Luisella Boni, Italian starlet who presided at opening ceremonies as "Miss Summertime."



Henry Fonda (center) is shown with producer Dino De Laurentiis (left) and the latter's American representative, Ralph Serpe, following the signing for the top male role, opposite Audrey Hepburn, in the Paramount release, "War and Peace."

NEW YORK

A "second-story" drive-in—the first ever to be built completely above ground level, will be part of the huge new Dover Shopping Center in Dover, N.J., to be operated by the Walter Reade Theatres on a long-term lease. The Center's parking lot will be double-decked and the 1,000-car ozoner, built on the top level, will also serve as a parking area during the day. A fully equipped modern restaurant in the center of the upper deck will be operated day and night. The same building will house the projection booths and a screen more than 100 feet wide, with a kiddie play center at its base. In-car heaters will be installed for year-round operation and the ozoner will have all the latest equipment.

The greatest weekly gross in the history of the Sutton Theatre was rolled up on "Marty" in its eighth week there. . . . Chesapeake Industries, Inc. is taking over the Trans-Lux 85th St. Theatre the evening of June 15, to show its shareholders the expanding products and services of its subsidiaries. Sharing co-billing with "The Magnificent Matador," there will be displays in the lobby from Chesapeake's nine subsidiaries, with officials on hand to answer questions on products and operations.

Majority Leader Joseph T. Sharkey introduced Council Int. 421, which means increased safety to patrons and tremendous dollar savings to theatres since it will eliminate the need for licensed operators on all freon systems up to 90 h.p. and permit wider use of direct air-conditioning systems. An ITOA bulletin urges all theatre owners to write their City Councilmen to support passage of this bill. . . . By a smashing 25-to-1 margin, readers of Newsday, Long Island daily published in Garden City, told the FCC they were opposed to Pay-To-See TV—one of the most convincing demonstrations by "average set-owner" yet received at the Commission offices.

OKLAHOMA CITY

The McKenna Brothers have opened their new Chief Drive-In in Perry, Okla. Bernard will book and buy, and Gene will manage the theatre. . . . Don Abernathy's campaign on "Julius Caesar," which played in his 89'er Theatre, Fairview, Okla., won first prize of a $50 bond from M-G-M for the best campaign by an independent exhibitor

OKLAHOMA CITY (cont'd.)

in the state. J. C. Duncan, Plaza Theatre, Tulsa, won first prize of a $50 bond for best campaign submitted by a circuit mgr. . . . Variety Tent 22 contributed $500 to the Blackwell tornado victims. . . . Sam Brunk is no longer with Buena Vista. His work will be handled from the Dallas office by Sede Miller, who will devote three weeks of the month to servicing Texas and one week to Okla.

PITTSBURGH

All the trappings of a Hollywood opening will herald the premiere of "The Cobweb" on June 15 at the J. P. Harris Theatre. The M-G-M film was chosen by John H. Harris as fitting the celebration of the Golden Anniversary of the Nickelodian in Pittsburgh since the career of one of its stars, Lillian Gish, has spanned the years from early silent pictures. . . . Tony and Don Mungello, Burgettstown exhibitors who are readying their Tri-State Drive-In near Slovan for opening soon, plan to finish the base of the large screen tower building as a half-dozen motel rooms.

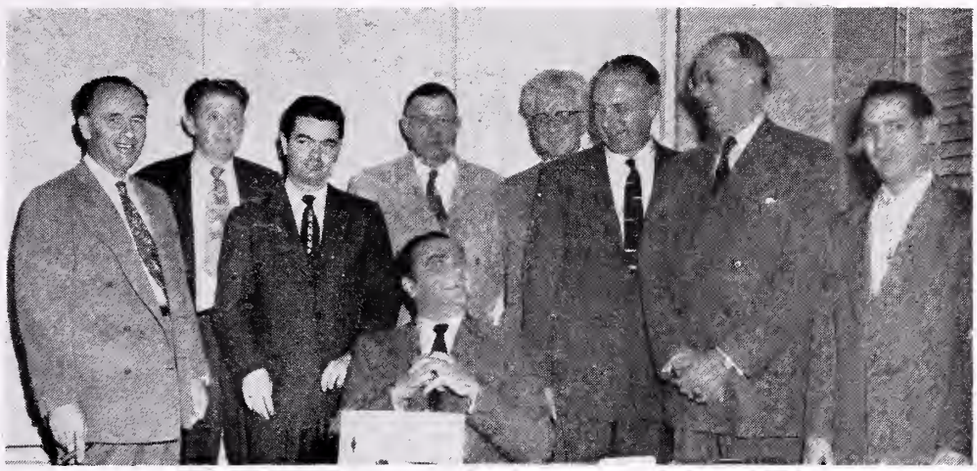
Theodore Grance leased his Huntingdon, Pa. ozoner to Wally Anderson, Mt. Jewett circuit exhibitor. . . . The 50-year-old marquee on Shea's Fulton Theatre will shortly be replaced with a modern new one. . . . George Wasko opened his new Bar-Ann Drive-In at Portage, Pa., which accommodates 400 cars.

PHILADELPHIA

The formation of Brian Cartoons, Inc., in conjunction with the operation of Louis W. Kellman Productions of Phila., has been announced. The new organization, headed by Louis W. Kellman, will produce special color theatrical cartoons for national and international distribution and their first release will be ready within 30 days. . . . Variety Tent 13 cancelled its regular film showing last Sunday to make the clubrooms available for members and guests attending the 1955 Humanitarian Award dinner honoring John B. Kelly. . . . Mel Fox has reopened the Penypak Theatre which now has a 40' screen equipped for CinemaScope. . . . July 1-7 has been named United Artists Week with bonuses in the offing for all employees if the drive goes over the top.

Jack Flynn, S-W dist. mgr. is celebrating a double silver anniversary—25 years with Stanley-Warner and 25 years of marriage. . . . Harry Kaplowitz was feted by his coworkers prior to leaving for his new assignment as head film buyer for S-W in New Haven. . . . The former Rialto Theatre in West Chester has been sold for D. Arthur Magaziner to Max Slavitz for $50,000. The lot also contains a restaurant and apartments. . . . Film Exchange Bldg., under lease to RKO, was sold to Marie N. Valentine for $185,000. . . . Ed Gabriel, Capital Film Exch., reports his firm is now distributing reissues of "Home of the Brave" and "Champion."

Frank Blum, former exhibitor and landlord of some theatre properties, bought the three-story Malas Bldg. for $325,000. . . . John Nirenberg, who was with S-W for 25 years and was mgr. of the Strand Theatre, is now managing the Arcadia. . . . John Golder is now associated with his brother Sam in Golder Construction Co., which is doing the Trans-Lux remodeling job. . . . The daughter of independent distributor Jack Weiss, Dorothea, was married to Herbert Weiss, a textile worker. . . . Theatres recently shuttered include the Ritz in Coplay, Andrea in Catawissa, Ritz in Treverton, and York in York, Pa.



Ernest Borgnine (seated), who stars in the title role of United Artists' "Marty," chats with San Francisco area exhibitors during his nation-wide personal appearance tour in behalf of the Hecht-Lancaster production, first American film to win the Grand Prize at the Cannes International Film Festival. Standing (l to r): David Bolton, Bolton Circuit; Roda Harvey, Westland Theatres; Robert Broadbent, mgr., United Artists Theatre; Gerald Hardy, Hardy Theatres; Rotus Harvey, Westland; Homer Tegtmeier, B. F. Shearer Co.; Frank Harris, UA branch mgr., and Frank Harr, branch sales mgr.

PORTLAND

Russ Brown, dist. mgr. for Evergreen Theatres, announced plans for the observance of the golden anniversary of the motion picture theatre at the circuit's theatres in this area, June 15-22. . . . Terry Miller, mgr. of the Liberty Theatre, Oregon City, advises the building will shortly be sold and razed. Long's Star, the only other theatre in the city, was closed several months ago. . . . Free doughnuts and ice cream were served at opening of the Albany Drive-In, Albany, Ore., under management of M. J. Severson.

During April and May, Interstate Theatre Equip. Co. made installations for CinemaScope in the following Oregon theatres: Starlite Drive-In, The Dalles; Motor Vue, Coos Bay; Sunset D-I, Gearhart, Odem Medo D-I, Redmond; Tri-City D-I, Myrtle Creek; Roxy Theatre, St. Helens. . . . Six distributors settled their claims out-of court against the estate of Charles L. McNeil, former owner of the Plaza Theatre, Portland, who committed suicide in 1953.

SALT LAKE CITY

Clyde A. Blasius, local representative for COMPO, announced plans for area participation in the Motion Picture Audience Award Poll, which will be nationwide and conducted Nov. 17-27. . . . Frank H. Smith, of Paramount returned from a Denver meeting with Bob Selig, dist. mgr. for Fox-Intermountain, and put on a preview of "We're No Angels" at the local Rialto Theatre. . . . Paramount salesman Richard Safford was married to a Kansas City girl and will make his home here. . . . H. D. Jorgensen, operator of the Main Theatre at Rigby, Idaho, was in booking some new attractions for his house, also Mr. and Mrs. Van Anderson, who operate the Rich Drive-In and Huish Theatre at Richfield, Utah.

"Day of Triumph," a special release of Selected Picts., is holding over to large crowds at the local Tower Theatre, managed by Karol Tonia. . . . New projectors and sound equipment were installed at the Fortress Theatre, Roundup, Mont. . . . Modern Theatre Supply installed new lamps, a generator and CinemaScope in Jack Holmes' Sunset Drive-In, Miles City, Mont. . . . Sunset Theatre Corp. has been organized by E. R. Munger and Leo J. Kottas, both of Helena, Mont., and B. F. Sautter, Townsend, to build drive-in theatres.

SAN FRANCISCO

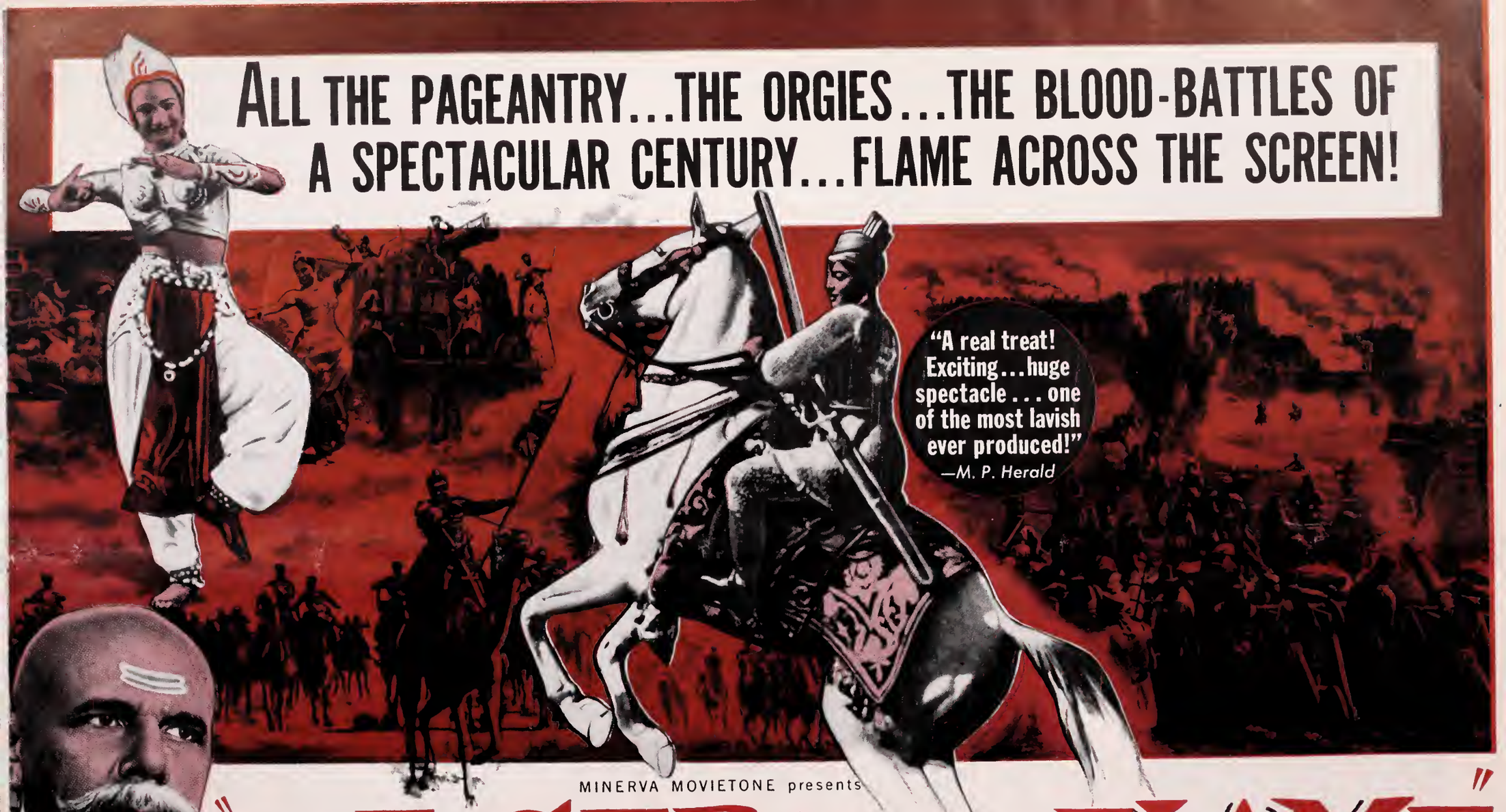
M-G-M Workshop, slated for June 20 at the St. Francis Hotel, is drawing good exhibitor response, according to Ted Galanter, pub. dir. . . . Al Grubstick, chairman of Variety Tent 32's Heart Fund, announced that theatre contributions have been scheduled for August. . . . A new 750-seat theatre is scheduled for the site adjoining the postoffice in Sonora, according to Robert N. Patton, mgr. of the Uptown Theatre there. . . . Bill McCarty, maintenance man at the RKO Golden Gate, who recently celebrated his 80th birthday, is the oldest working stage hand in the union, according to mgr. Mark Alling.

Eight of George Mann's Redwood Theatres in N. Calif. and one at Klamath Falls, Ore. will honor this year's graduating seniors with a film preview and breakfast, involving some 1650 students. School authorities are cooperating with theatre mgrs., and teachers will serve as ushers and waiters. . . . The Suisum Theatre in Suism was taken over by George B. Campbell from William Hayden. . . . Exhibor Jack Hillman of the Grenada Theatre, Morgan Hill, Calif., passed away recently.

SEATTLE

The new Variety Club of the Pacific Northwest and Alaska will get under way with a dinner and cocktail party at the Club Room of the New Washington Hotel on June 15. An organization committee has been formed, comprising Fred Merey, Jr., Glen Haviland, Fred Danz, Ed Cruea and Bud Saffle. . . . H. L. Plunkett, J. A. Riley and W. C. Stahl of National Theatre Supply were among guests at the press opening of the Big Bear Drive-In, one mile north of Agate Pass Bridge near Poulsbo, Wash. . . . Ben Slowe was planning to open his new Cashmere Drive-In at Cashmere this month. It will have a capacity for 350 cars and complete CinemaScope equipment. . . . B. F. Shearer Co. installed optical CinemaScope at Clayton Finkbeiner's Sunset Drive-In, Othello, Wash.

ALL THE PAGEANTRY...THE ORGIES...THE BLOOD-BATTLES OF A SPECTACULAR CENTURY...FLAME ACROSS THE SCREEN!



"A real treat! Exciting...huge spectacle . . . one of the most lavish ever produced!"
—M. P. Herald

MINERVA MOVIETONE presents

THE TIGER AND THE FLAME

In Fiery color by TECHNICOLOR

Introducing MEHTAB and SOHRAB MODI
Produced and Directed by SOHRAB M. MODI



On the raging battlefield... In the Silken Boudoir...
THE QUEEN OF JHANSI RULED BY THE SWORD!

A CAST OF 25,000!
10 YEARS IN THE MAKING!
Filmed entirely in mystic India!

thru UA

THE Independent FILM JOURNAL

DEVOTED to the BEST INTERESTS of the MOTION PICTURE INDUSTRY

In this issue

NEWS

OUTSIDE GROUPS TAKING UP ANTI PAY-TV CUDGELS

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Vol. 15, No. 6 april 2, 1956

"THE MAGIC CIRCLE"

A PREVIEW of the "Allied Artists Story" has just completed a series of roadshow engagements to impressive exhibitor audiences and has received an enthusiastic grass roots endorsement.

At a time when motion picture theatre owners are faced with a calamitous shortage of product, it is rather unique for a film company president to engage in a barnstorming tour of the exchange areas to solicit pledges of support for an imposing line-up of forthcoming attractions.

Broidy is not seeking financial support. He is asking for an investment with playing time simultaneously with his announcement that Allied Artists will allocate $25,000,000 to produce approximately 37 pictures within the next 16 months.

(See Page 5)



"PRODIGAL" SHOWMANSHIP!

Big Promotion That Sells M-G-M's Giant Show!

From the enthusiastic Coast Theatre Previews it is obvious that this tremendous show, (*two years in the filming and a fortune to produce*) is destined to be a showmanship field day. M-G-M has used every resource of promotion to launch it in a big way.

ARMOUR'S BIG $100,000 PRIZE TIE-UP

Unprecedented publicity tie-up. $100,000 Prize Contest. 50,000 Armour & Company dealers spanning the nation get kits with 1-sheet for window display, streamers, data on contest. The First Prize, a completely equipped home will be shown for 17 days on NBC-TV's "Home Show." Six Dodge cars for weekly prizes offer continuous Dodge dealer tie-ups. Contest advertised in Life and many other top circulation publications, as well as on TV and radio and in newspaper co-op ads locally. 3,000 Armour field men will cooperate with theatres in promotion. Many other angles are described in "Prodigal" press-book.

TICKET-SELLING!

Here are the sensational materials to work with:

60 x 80 STANDEE

Exciting display for advance lobby sells bigness of spectacle, romance and feminine allure.

40 x 60 LOBBY MURAL

Full-color reproduction of big "Prodigal" painting for lobby and other uses.

THREE TEASER TRAILERS

Three flash color teasers, brief enough to slip into program several weeks ahead.

15 FOOT LOBBY STREAMER

Another fine special accessory for your lobby selling.

LANA TURNER POSTCARD

Lana Turner's breath-taking "Prodigal" costume makes an attention-getting card for local mailing.

LIFE-SIZE LANA TURNER CUT-OUT

Eye-catching life-size Lana Turner photo in the much discussed bead costume for lobby cut-out.

ADVANCE VISUAL SELLING

M-G-M sent special "Color Photo-Viewers" and color slides to 600 newspaper and TV outlets to acquaint the nation's best publicity sources with the magnitude of the attraction and the exotic appearance of Lana Turner.

TEASER 1-SHEETS MONTHS AHEAD

In many lobbies throughout America a special 1-sheet has carried the message: "1955 Is The Year of 'The Prodigal'."

LUX NATIONAL CAMPAIGN

A Lux tie-up with "The Progidal" is carried to millions of homes by way of full page ads in the four big Sunday Magazine Supplements, This Week, Pictorial Review, American Weekly and Parade.

GENERAL MILLS 250,000 PACKAGES

Enclosed in 250,000 Kix Cereal boxes is a "Prodigal" tie-up sponsored by General Mills.

LUSTRE CREAM IN NATIONAL MAGAZINES

Full page ads in Life and 19 leading national publications give terrific circulation to "Prodigal" in the Lustre Cream tie-up.

COSTUME TEASER FOR EDITORS

One of many space-getters was sending one bead from Lana Turner's "Prodigal" costume in a small box to editors from Coast to Coast.

"HUMAN WHEEL OF FORTUNE" FLOAT

One of the most unusual and most expensive travelling promotions is "Wheel of Fortune" float with its beautiful girls. It will cover 35 to 40 key cities spreading publicity everywhere therefrom.

M-G-M Presents in

CINEMASCOPE

and COLOR

"THE PRODIGAL"

Starring

LANA TURNER · EDMUND PURDOM

LOUIS CALHERN

With

AUDREY DALTON · JAMES MITCHELL · NEVILLE BRAND

WALTER HAMPDEN · TAINA ELG · FRANCIS L. SULLIVAN

JOSEPH WISEMAN · SANDRA DESCHER

Screen Play by MAURICE ZIMM

Adaptation from the Bible Story by JOE BREEN, JR. and SAMUEL JAMES LARSEN

Photographed in EASTMAN COLOR

Directed by RICHARD THORPE · Produced by CHARLES SCHNEE

(Available in Magnetic Stereophonic, Perspecta Stereophonic or 1-Channel Sound)



"PRODIGAL" GIANT CAMPAIGN!

NEWSPAPERS! MAGAZINES! RADIO! TV!

A FULL-PAGE, FULL-COLOR AD IS JUST PART OF THE BIG PROMOTION!

It Appears in American Weekly, Sunday Supplement, May 8th Issues

Albany Times-Union
Baltimore American
Boston Advertiser
Buffalo Courier-Express
Chicago American
Cincinnati Enquirer
Cleveland Plain Dealer
Corpus Christi Caller-Times
Dallas Times-Herald
Detroit Times
Houston Chronicle
Huntington, W.Va. Herald-Advertiser
Knoxville Journal
Los Angeles Examiner
Miami Herald
Milwaukee Sentinel
New Orleans Item
New York Journal-American
Philadelphia Bulletin
Pittsburgh Sun-Telegraph
Portland Oregonian
St. Louis Globe-Democrat
St. Paul Pioneer Press
San Antonio Light
San Francisco Examiner
Seattle Post-Intelligencer
Syracuse Herald-American
Washington Post & Times-Herald
Wichita Beacon

Also, in Parade, Sunday Supplement, May 15th Issues

Akron Beacon Journal
Albuquerque Journal
Allentown Call-Chronicle
Augusta Chronicle
Baton Rouge Advocate
Beaumont Enterprise
Boston Post
Bridgeport Post
Charleston, W.Va. Mail
Chicago Sun-Times
Columbus, Ga. Ledger-Enquirer
Columbus, Ohio, Citizen
Denver Rocky Mountain News
Detroit Free Press
El Paso Times
Erie Dispatch
Evansville Courier & Press
Fort Wayne Journal-Sentinel
Fort Worth Star-Telegram
Greenville, S. C. News
Harrisburg Patriot-News
Hartford Courant
Indianapolis Times
Jackson, Miss. Clarion-Ledger
Knoxville News Sentinel
Little Rock, Ark. Gazette
Long Beach, Calif. Independent-Press-Telegram
Long Island Press
Macon Telegraph & News
Madison, Wisc. State Journal
Newark Star-Ledger
New Bedford Standard-Times
Oakland Tribune
Pasadena Star-News
Peoria Journal-Star
Portland, Me. Telegram
Roanoke, Va. Times
St. Louis Post-Dispatch
St. Petersburg Times
San Diego Union
Scranton Scrantonian
Sioux Falls, S. D. Argus-Leader
Syracuse Herald-American
Tucson Star
Washington Post & Times-Herald
Wheeling News-Register
Youngstown Vindicator

Also, in Independent Sunday Supplements Appearing At Playdates

Denver Post
Louisville Courier-Journal
Atlanta Journal-Constitution
Des Moines Register
Minneapolis Tribune
Dayton News
Oklahoma City Oklahoman
Tulsa World
Omaha World-Herald

Also, on May 15, N. Y. Daily News, Chicago Tribune, Philadelphia Inquirer

TEASER ADS!
Advance campaign in 31 top cities. 15 insertions in each newspaper averaging 125 lines per insertion.

MAGAZINES!
'Picture of the Month' and 'Lion's Roar' columns in national magazines (Readership 109,261,300). Also Fan Magazines (Readership 10,979,200).

RADIO COVERAGE!
The "Blair" Bulk plan 3 weeks in advance in 41 markets with 12 one-minute spots weekly. Total 1,476 spots.

TV CAMPAIGN!
Spectacular TV footage radiating from 32 cities with 12 one-minute daytime spots weekly for 3 weeks. Total 1,152 spots per week.

GET PRESS-BOOK!
Order free from National Screen Service the big "PRODIGAL" press-book. This is the biggest picture ever produced in Hollywood and the press-book reveals most extensive campaign since "Quo Vadis."

USE THESE TNT EASERS TO TELL 'EM A SENSATION'S HEADED THEIR WAY!





from 20th Century-Fox in CINEMASCOPE
Color by DE LUXE



LIKE A VOLLEY OF .45 SLUGS!



A FIVE-PRONGED ASSAULT ON YOUR NERVOUS SYSTEM!



April 2, 1955
Vol. 35 No. 6

THE Independent FILM JOURNAL

Editor: MORTON SUNSHINE

DEVOTED TO THE BEST INTERESTS OF THE MOTION PICTURE INDUSTRY

"The Magic Circle"

(continued from cover)

Wherever he has gone, exhibitor leaders have urged their associates to provide maximum support to those companies which are doing so much to fill the product void. In his analysis of the present dilemma in which the exhibitor finds himself, Broidy points out that the major film companies, which control the "magic circle" of playing time, have found it more profitable to make fewer pictures. Adding that the companies are run for the benefit of stockholders, the Allied Artists president asks exhibitors what they would do if they found it more profitable to run their theatres with fewer pictures.

Stating that the majors have been most helpful to his company in the production of several films and are, in no way, part of a conspiracy to constrict the market, Broidy concludes that the one thing that can stimulate additional production is competition.

This is sound advice and exhibitors can appreciate Broidy's position when he says, "Give us the playing time and we will furnish the pictures."

To which the exhibitors respond, "Furnish the pictures and the playdates are yours."

This is just what Allied Artists intends to do with William Wyler, Billy Wilder, John Huston, Jose Ferrer and Walter Wanger set to make pictures under the AA banner. The exhibitor is looking for good product and anyone can safely venture the guess that Allied Artists is headed toward the "big leagues" with that impressive array of creative talent.

No one must forget that, while a company trademark may be a symbol of quality, it does not sell tickets. The box office knows no company labels and the best way for any company to break into and stay in the magic circle is to deliver the goods.

Novel Approach

The advertising, publicity and exploitation staff at 20th Century-Fox, under the able leadership of vice-president Charles Einfeld, can greet the world premiere of "A Man Called Peter" with a great deal of inner satisfaction for having given a picture of inspiration an inspired publicity and advertising campaign.

The approach was novel, daring and unorthodox, yet in complete harmony with the picture's religious theme. The unusual ads spread the gospel that "religion can be fun."

Furthermore, the extensive saturation previews have made potent allies of the clergy in the merchandising of this best-seller adaptation. One has only to read the enthusiastic comments of the more than 110,000 clergymen, Sunday School teachers and opinion makers who viewed the film at 60 special screenings around the country to know that this is so and it will be most interesting to see the word-of-mouth that develops from the pulpit.

Interruption Please!

The INDEPENDENT suggests an orchid to the New York Journal-American for its current series of impressive institutional advertisements on moviegoing. In addition to photographic scenes from Hollywood's newest and best movies, the ads urge the reader to treat the family to an evening at the movies where "you'll find more fun . . . enjoy yourself . . . and see entertainment without interruption." It's a great series and it wouldn't be amiss for other newspapers to follow the Journal's lead. Nor would it be amiss for theatre owners to interrupt their busy schedules long enough to let the Journal know they are appreciative of this effort.

For enterprising exhibitors who would like to show their local editors what some newspapers are doing for the motion picture theatre industry, we would be most happy to furnish tear sheets on request.

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Outside Groups Taking Up Cudgels For Anti-Pay-TV

Evidence accumulated during the past two weeks indicates that more and more groups outside the film industry are becoming aware of the dangers that pay-TV represents to their different activities.

The Florida State Retailers Association, meeting in Orlando, called upon the FCC and Congress to "keep the air free in line with the philosophy on which American broadcasting has been established," and resolved unqualified opposition to pay-as-you-see.

"Retailers throughout the nation have a stake in maintaining the stimulating effect of free radio and television," the Florida businessmen declared. They added that pay-TV would add to a "stay-at-home trend of present consumers and further result in the lessening of the large listening audience of free radio and television . . . definitely helpful to retail business."

Further Action Expected

It is reported that action by the Florida merchants, a unit in the national "Organizations for Free Television," will be followed by similar organizations representing varied businesses throughout the country who have been investigating the implications of "coin box" TV on the American economy.

Meanwhile, an all-day session of the Committee-Against Pay-As-You-See TV mapped strategy in Washington for a determined fight before the FCC that would enlist a growing force of non-industry interests. It was said said that groups with an estimated membership of more than 1,000,000 persons, including business interests with uncounted millions of dollars of asset values likely to be affected, will soon sign up in the protest movement.

For example, support is expected from a group of business units of many types — such as Chambers of Commerce, merchants, restauranteurs, night club and other entertainment groups — whose economic well-being depends to some degree upon the movie magnet to draw persons downtown to shopping centers and other concentrations of business houses.

Hospitalized Vets Imperiled

Another group of hospitalized veterans has warned that if pay-TV should become a reality, free sporting events and numerous other shows which now constitute the major part of entertainment for hospitalized veterans would be imperiled. Perhaps the largest group to support the Committee may be "shut-ins" recruited from among the millions of viewers who are incapacitated or for other reasons confined to their homes, hospitals, or other places of treatment of convalescence.

In Oklahoma City this week, Abram F. Myers, National Allied general counsel, told the third annual convention of Allied of Oklahoma that exhibitors could expect future help from outsiders in the fight against pay-TV, but right now theatre owners must carry the load. Myers urged quick and full cooperation in the national fund that Oklahoma Allied members are supporting through state organization.

A survey designed to show that approval of pay-TV will result in high costs to the home television set owners is to be prepared by Dr. Dallas Smythe, director of the Communications Institute of the University of Illinois and research consultant for the Committee Against Pay-As-You-See-TV.

In Washington, FCC chairman George McConnaughey has again suggested that the entire broadcast industry, including television, be congressionally probed to fix its status and future, according to Sen. John Bricker of Ohio, who told of receiving such a proposal in a letter.

Also, Sen. Warren G. Magnuson, chairman of the Interstate Commerce Committee, announced that he has asked television manufacturers to meet with him in Washington on May 25th, to discuss the feasibility of making more all-channel sets. It is understood that the UHF band on television will not succeed unless it can obtain a larger viewing audience. Relatively few sets have been constructed to receive UHF programs. It is believed that if more dual-purpose receivers are made, the UHF channels could compete for good programs and profitable sponsorship, and would not be dependent on pay-TV.

Pay-TV proponents were reported to see de facto recognition of the principle involved in that medium by the FCC's action in allowing commercial FM stations to pipe background music and other programs to stores, factories, restaurants and transit lines.

Principle Seen

The action, interpreted as an attempt to give financial aid to the troubled FM broadcasters, legalizes certain types of non-broadcasting activities, although only as a subsidiary to regular broadcast service. Subscription service at present would be limited to special programming of music, weather reports, time, and allied subjects, according to the FCC. The Commission adds that it "does not undertake to spell out every type of operation" possible — a statement which gives heart to pay-TV supporters.

"Movie theatres represent the only segment of the entertainment industry that has openly opposed subscription TV," Zenith Radio Corp.'s shareholders are told in the company's annual report, recently released. The report devotes three full pages to Phonevision, the company's pay-TV system, and avers that although the Committee Against Pay-As-You-See TV "may be joined by other interests who are . . . fearful of new competition," movie producers have not joined the committee and "numerous far-sighted motion picture exhibitors are applying to Zenith for branches to operate Phonevision in their local area."

Meanwhile, exhibitors have been warned not to "sound off" on pay-TV until they have "all the facts and all the correct answers." The warning was sounded by Edward W. Lider and Frank C. Lydon, co-chairman of the New England Committee Against Pay-As-You-See-TV, in a letter to New England exhibitors appealing for financial contributions to carry on the fight against subscription video. The theatre men were told that pamphlets, with suggestions on how best to use them, would reach them soon.

Army Clearances Continue Unsettled

WASHINGTON.—Defense Department agreement on clearance for nearby private theatres over post theatres apparently is not as close as the film industry had believed. An industry committee headed by MPAA president Eric Johnston has met with Defense Secretary Charles E. Wilson and other top-ranking Pentagon officials and it appeared this week that further meetings will be necessary. In previous negotiations at lower levels, tentative agreement had been reached on a 14-day clearance for some 90 listed theatres over nearby theatres on approximately 60 military posts.

Then the Army, Navy and Air Force turned down the industry's plan for ending military theatre competition with private theatres. Secretary Wilson could still override their recommendations, but apparently the industry must now come up with a new plan acceptable to the armed services.

CBS Offering Time For Pay-TV Debate

A pro-and-con presentation dealing with pay-as-you-see was presented by the Ford Foundation on their large-audience "Omnibus" television program on Sunday, March 27th. Pay-TV found support of varying degree from three speakers: Jean Dalrymple, director of the City Center; Adm. Tom Hamilton, Univ. of Pittsburgh director of athletics, and Dr. David Henry, executive vice-chancellor of New York University. The single opposing voice came from George Storer, president of Storer Broadcasting, which operates a number of TV stations.

Storer footage was filmed in Florida and some listeners found the sound so bad that it was difficult to understand what he was saying. "Vigorous protest" was voiced to Frank Stanton, president of CBS, and Robert Saudek, producer of "Omnibus," by the Committee Against Pay-As-You-See-TV, which demanded that Storer again be permitted to make his views known to millions who were unable to understand his remarks "because of the poor quality of the film sequence."

Stanton Replies

In reply, Stanton admitted that the program "did not do full justice" to the views opposing subscription TV. In a wire addressed to Philip Harling, treasurer of the Committee, Stanton offered on "some Sunday shortly after April 10 . . . to devote a full program of one-half or an hour to a more comprehensive discussion," when Storer "will be invited to present his views" again.

A Committee spokesman expressed satisfaction with Stanton's proposal. Saudek, also replying, accepted responsibility for deciding "at a late hour" not to have the Storer sequence refilmed, maintaining that despite its "inferior recording quality" the sequence was "intelligible" to him.

Another debate over the merits of pay-TV between Alfred Starr, former TOA president, and co-chairman of the Committee Against Pay-As-You-See-TV, and Dr. Millard C. Faught, Zenith Radio Corp.'s Phonevision economic consultant, at a National Press Club luncheon in Washington has now been definitely set for April 14th.

Cite Distributor Profits As "Regulation" Argument: Shor

National Allied president Ruben Shor told an Allied of Oklahoma convention that zooming profits of major distributors following last year's tax cut will be used as an argument in favor of Government regulation of the film industry.

Shor said that exhibition won the tax campaign but distribution won the lion's share of gains. Citing figures, he said that Paramount in 1953 made a 15 percent net increase over 1952 net profits, but in 1954 jumped to a 33 percent gain. "That's where your tax relief is going," he told the exhibitors.

The Allied president urged exhibitors to take a more prominent role in pushing for Government intervention. "The Government bill is definitely going to be submitted," he said. "To get it approved, I believe you're going to have to do the same kind of work as you did on the tax campaign.

"One would rather be regulated by the Government than by eight or 10 individuals in New York," he stated. "I say there are eight or 10 people in New York who by getting together and being considerate could end this situation." Shor told the delegates to get next to their own Senators and Representatives, and added, "you shouldn't fear regulation because you're regulated now."

AB-PT Profits Up; Divestments Go On

Operating income for 1954 increased 10 percent and net operating earnings were up slightly over 1953, Leonard H. Goldenson, president, American Broadcasting-Paramount Theatres, reported this week in the annual stockholders report. Net earnings were $4,722,000 or $1.06 per share common, after preferred dividends of $534,000. This compares with $4,480,000 or $1.00 per share common in 1953, after preferred dividends of $488,000. Theatre income was $115,916,000 as against $114,926,000 in 1953. However, income for comparable theatres, after adjusting for theatres disposed of, increased $3,276,000 over 1953, the report stated.

At year's end, AB-PT had a whole or partial interest in 639 theatres. The company is required to divest itself of an additional 42 theatres by Sept. 3, to complete the requirements of the consent judgment.

New Arbitration Meet Soon, Says Schimel

News on arbitration came this week from Adolph Schimel vice-president and general counsel of Universal, who has shared with Herman Levy, TOA counsel, the task of hammering out the draft of a system for the adjudication of disputes between exhibition and distribution. The conference was the first held on arbitration in several weeks, due to the illness of Schimel.

The Universal executive said that a meeting of the distribution-exhibition arbitration sub-committee will be called "very soon" to "clean up some items . . . still to be decided upon." Schimel and Levy met yesterday to discuss the "few points" still to be resolved before the arbitration draft is completed.

Allied Quits Round Table Hopes, Seeking Relief In "Other Forums"

More fuel was added to the controversy over the proposed industry roundtable conference this week when National Allied general counsel Abram F. Myers, in a bulletin released at his offices in Washington, said that his association had abandoned hope of a top-level industry get-together being held to discuss exhibitor complaints of allegedly harsh film terms. National Allied will now prepare the exhibitors' case "for presentation in other forums," according to Myers.

"Allied," he said, "proposes to tell all who will listen just what the film companies have done: (1) That following April 1, 1954 (the effective-date of the tax bill), film price increased; (2) that, in consequence, the film companies' net earnings have increased by leaps and bounds; while (3) the exhibitors continue to be no better off than they were before the bill was passed."

The bulletin called attention to the net earnings after taxes of the film companies since "April Fool's Day last year" to support Allied's case. Attached is a tabulation of earnings of Paramount, Warner Bros., Universal, Columbia, 20th-Fox, Loew's' Allied Artists, Republic and RKO Radio.

"The bare fact that the companies' profits are soaring while the exhibitors are barely holding their own and in many cases are losing ground, tells us all we need to know about what happened to the tax benefits," the bulletin states.

Cynicism Suspected

Allied also accused distribution of having no intention of going through with the roundtable conference. Myers notes several protracted delays since such a forum was first proposed last fall and reports that an interview between "an Allied leader" and Al Lichtman, 20th-Fox distribution chief, who first proposed the roundtable, "developed nothing beyond the now familiar alibi that the roundtable cannot be held until the arbitration issue is settled.

"Arbitration," Myers observes, "has been kicked around for four years, and since the film companies will not agree to arbitrate film rentals or selling policies, it is impossible to see how this issue can have any bearing on the roundtable proposal.

"All the exhibitors have sought," said the Allied bulletin, "is the opportunity to place their case before the responsible heads of the film companies in hopes that each such official, with respect to his own company, would voluntarily abate or abandon policies which threaten the whole industry. Cynicism begets cynicism, and the manner in which exhibitor overtures looking to a peaceful settlement . . . have been rejected engenders the thought that this idea of a top-level conference may have been advanced merely to induce exhibitors to postpone their plans for remedial action, while the film companies continue to wax fat on their present destructive policies."

Exhibs Elect McKenna

TULSA.—At their recent Oklahoma City convention, Bernard J. McKenna was elected president of Allied of Oklahoma, succeeding Earl Snyder Jr. of Tulsa who becomes board chairman. Others elected were: Eddie Jones, Tulsa, vice-president; Richard O. Thompson, Oklahoma City, secretary.

Congress, Courts Make Trust News

WASHINGTON.—Four items of news dealing with industry anti-trust actions came from the nation's capital this week.

Regent Theatre Co., Cleveland, asked the Supreme Court to refuse to consider a case in which it was alleged that a film buying organization violated the anti-trust laws when it allegedly used its buying power to procure preferential treatment for its clients against non-client theatres.

The G. & P. Amusement Co., which brought the suit against Regent, the Co-Operative Theatres of Ohio, the film buying organization, 20th-Fox, Loew's, Warners and Universal, lost its case in the lower courts. They operated the Morcland in Cleveland in competition with the Regent, and claimed that the Co-Operative through its buying power could get choice films for the Regent from the distributor defendants, resulting in the Moreland's closing.

Regent pointed out that the Moreland had operated at a loss since opening, closing several times before Co-Operative was even in existence. The Moreland was never improved, not even adding air conditioning, it was argued, while the Regent "kept pace with the times."

Decision Reversed

The Supreme Court reversed a lower court decision and ruled this week that punitive damages in anti-trust suits represent taxable income. By a vote of 8-1, the Court held that "Congress applied no limitations as to the source of taxable receipts," and noted that previous high court decisions had given a "liberal construction" to the statute defining taxable income "in recognition of the intention of Congress to tax all gains except those specifically exempted."

A uniform four-year statute of limitations, discretionary authority to judges to award less than treble damages, and increased fines in criminal anti-trust actions by the Government were recommended this week by a special committee of distinguished jurists appointed by Attorney General Herbert Brownell to study the anti-trust laws and recommend revisions. Strictly an advisory group, its recommendations will be considered by the Justice Dept., who will later make its own recommendations to Congress.

Of special interest to the motion picture business, the committee for the most part recommended giving the trial judge in private anti-trust suits discretion to impose less than treble damages, instead of the present requirement for mandatory treble damages. "In all instances," said the report, "this would recompense injured parties. Beyond compensation, the trial court could then penalize the purposeful violator without imposing the harsh penalty of multiple damages on innocent actors."

The House this week approved a bill to increase maximum criminal anti-trust fines from $5,000 to $50,000, after turning down three separate amendments to stiffen the penalties to a much greater extent.

Studio Budget Of $25,000,000 Allocated For 37-38 Pictures

Allied Artists continues to make headlines. With disclosures of greater production plans at higher budgets breaking at an unprecedented rate by the company, the top executives are literally barnstorming the nation with stopovers and speeches at numerous major cities.

The AA tour is being keyed by company president Steve Broidy, who is eliciting pledges of exhibitor support for the coming big-picture line-up in every city he visits. Broidy pegs his speeches to a fighting spirit — the spirit of the small but rising production company that hopes, in the words of a leading exhibitor, to break into the ranks of the 'magic circle" of the major eight.

In New York last week, Broidy targeted his speech to exhibitor demands for more and good pictures. "If you need pictures, we'll deliver them," the AA president told an assemblage of more than 100 theatremen at a Toots Shors luncheon. Following the meet, Broidy and other AA executives addressed approximately 150 stockholders at the Avon Theatre.

Expenditures Disclosed

Among the disclosures made known by the AA topper was the fact that the company will allocate $25,000,000 for the production of between 37-38 pictures during the next 16 to 17 months. These projects will be made in addition to the slate of 24 films the company has scheduled for release this year, Broidy pointed out.

Broidy's appeal to exhibitors was in the nature of a request for investment of playing time in AA product. He said that the majors are producing fewer pictures and finding that policy more profitable. Broidy then asked the theatremen what they would do in a situation where fewer pictures would be more profitable for exhibition.

The support of several major producers in some of AA's forthcoming films was disclosed by Broidy as responsible for making those projects possible. He listed Paramount's aid for the loaning of John Derek; Metro's support in supplying physical facilities for "The Annapolis Story," and 20th-Fox's help in financing half of "The Warriors."

Broidy reviewed his company's past and noted that 10 years ago AA "took a beating of a lifetime" in its attempt to crack into the major distributor's arena. "We don't hope to take another such beating," he emphasized.

Broidy was firm in his announced goal of getting playing time in top cities. He inferred that his company will resort to litigation if necessary to achieve its end. Broidy said that "some people would like to tell us who our customers should be." He added that he would not object to "shotgun marriages" if these were legal.

The AA president disclosed that while on his tour numerous exhibitors showed him their booking calendars to reveal little room for AA films. "They seemed a bit fretful of hurting the relationship they had with salesmen of the major companies," he commented.

Earlier, Broidy told a Pittsburgh audience of 150 exhibitors representing 400 theatres that the current product shortage is in large part to due to theatremen. He claimed that exhibitors a few years ago asked production to "give us less pictures but make them bigger and better."

Broidy added that "the studios took the cue, but as we all know, every picture that starts on the planning boards as a 'block-buster' does not always hit its mark. In fact, the entire industry does not turn out more than 15 or 20 'block-busters' in any year. Your box office returns tell you that."

Broidy Praises Competition

Broidy told the Pittsburgh gathering that "the one thing that can stimulate more production is competition, and it is for you exhibitors to encourage and support not only our company but other companies similar to us who are striving to give you the product you need."

In Boston, Morey Goldstein, vice-president and general sales manager of AA, was the key speaker before 185 exhibitors representing 600 theatres. Goldstein was introduced by M. J. Mullin, president of New England Theatres, Inc., who referred to the AA executive as "an exhibitor's distributor — not that he gives away pictures, but he understands our problems."

Mullin added that "as exhibitors, it is vital for us to have AA 'go places.'"

After the New York session, Broidy and other top executives journeyed to Detroit for a meeting at which Buffalo, Albany, Cleveland and Cincinnati exchange personnel were in attendance.

The executives then travelled to Chicago, for sales personnel from Denver, Des Moines, Indianapolis, Omaha and St. Louis. The final meeting was held in San Francisco this week, with salesmen from Los Angeles, Portland, Seattle and Salt Lake City on hand.

Many films in the forthcoming AA release line-up were described by Broidy in his New York address as "interim product" to bridge the gap until the really major pictures are ready.

William Wyler, he said, will begin work on his AA film, which will star Gary Cooper, between July 15 and August 15. In November, Billy Wilder is scheduled to start on his project for the company. The stars, Broidy promises, will be two of the biggest box office names in the industry today. The John Huston venture, which will star Humphrey Bogart, will be launched in January. Jose Ferrer will begin "Matador" between Sept. 15 and Oct. 15.

The AA topper was preceded by William F. Rodgers, consultant to the company on sales. Rodgers compared AA's current merchandising approaches to those utilized years ago by his former associates in tourning the nation to acquaint exhibitors of forthcoming product. Rodgers noted that in every past instance of major company success, that success was made possible by support of exhibition.



At the head table of Allied Artists' New York luncheon meeting with exhibitors during a 14-state national tour were these AA executives: (l to r) John C. Flinn, ad-publicity director; Roy Brewer, manager, branch operations; Alfred Crown, vice-president and liaison officer; Lloyd Lind, manager, special services; Norton Ritchey, president, AA International Corp.; Steve Broidy, president; Leonard Goldenson, AB-PT prexy; William F. Rodgers, consultant and advisor; Earl Revoir, assist- and treasuer; Harry Goldstein, exploitation director, Nat Furst, New York branch manager.

Exhibs Must Support Small Producers: Goldenson

Exhibitors must help the smaller producers such as Allied Artists, Distributors Corp. of America and Republic "break through the magic circle of the eight majors" or else they will do themselves the "greatest injustice in the world" by causing a limitation in product supply. Such were the words of Leonard Goldenson, president of American Broadcasting-Paramount Theatres, prior to his introduction of Steve Broidy, AA president, at the film company's luncheon for leading exhibitors last week.

Goldenson warned his audience that unless exhibition can stimulate competition in production, the theatremen will face a situation wherein product will be in short supply and at high rentals and earnings wil average nothing above theatre operating costs.

Exhibs Elect Nolte Jr.

BALTIMORE.—Allied Motion Picture Theatre owners of Maryland, holding its annual election of officers, voted into office C. Ehner Nolte Jr., president; Meyer Leventhal, vice-president; Jack L. Whittle, treasurer; board of directors: Leon B. Back, Jacob Levin, J. Stanley Baker, J. Robert Gruber, Milton Schwaber, H. R. Worman, Dorn M. LeLauney, George Walker, Russell Hildebrand and Eddie F. Perotka.

S-W Sets Movie Festival

The months of April through June have been designated for a Spring Movie Festival at Stanley Warner theatres. 176 prizes totaling $19,500 will be awarded to managers on the circuit creating the best exploitation, merchandising and promotion campaigns. All theatres are being serviced with copies of an elaborate manual designed to stimulate creation of such campaigns. Top award is a two-week expense-paid trip to England for two.

Censorship . . . *across the nation*

Wisconsin

Milwaukee police have banned the films "Karamoja" and "Halfway to Hell," after a screening permit had been granted by the Milwaukee Motion Picture Committee, it was announced by Irwin Joseph, president of Essanjay Films, Inc., distributors of the films. Joseph said this is the first such action in 2,000 dates, and that the ban will be contested in court.

Pennsylvania

Two bills have been introduced in the Pennsylvania State Legislature which would authorize the State Board of Censors to disapprove any film which is obscene or incites to crimes of violence. Senate Bill 237 introduced by Sens. John H. Dent (D., Westmoreland County) and Joseph M. Barr (D., Alleghany) was referred to the Senate Committee on State Government, and House Bill 675 offered by Reps. Robert K. Hamilton, Beaver, and Julian Polaski, Erie, both Democrats, was referred to the House Judiciary Committee.

Maryland

A bill which would exempt newsreels from state censorship has been passed by the Senate of the State of Maryland. The vote on the measure was unanimous and it now goes to the Governor for his signature. Action on the bill by the chief executive is expected shortly. The Senate's action follows by about a month a similar approval by the House, which voted in favor of the measure by two votes. Virginia's recent action in voluntarily dropping a similar requirement leaves Maryland as the last state in the union clinging to such a law.

Chief Judge Emory H. Niles, in Baltimore, in another reversal of the State film censor board, has ruled that the effect of the motion picture, "The Game of Love" is not "substantially to arouse sexual desires." In upholding the appeal of Times Film Corp. of New York, Judge Niles declared that although it "may fairly be contended that the film is based upon a narrative of improper conduct, it does not in the opinion of the court constitute an indictment to such conduct."

Ohio

Rep. Andrew Putka, D., Cuyhoga County, sponsor of a pro-censorship bill now before the Ohio Legislature, told an initial hearing that a censorship law would not be "so necessary or urgent if all film producers were members of the producers' association." The Ohio Democrat said that "fast-buck boys and some foreign film distributors" have become active since the cessation of censorship. He also claimed that the use of narcotics has increased in areas where "She Shoulda Said No" has been shown.

Massachusetts

In Boston, Times Film Corp. has asked the Supreme Judicial Court of Massachusetts to rule that the Commissioner of Public Safety, Otis M. Whitney, exceeded constitutionality in banning Sunday showings of the French film "Games of Love." The company also complained of his censorship on the Swedish film, "One Summer of Happiness." The film company has asked for a petition of certiorari to determine the validity of Whitney's actions and seeks to have him be prohibited from activity in the field of movie censorship. No damages were asked.

Vitality In Amusement Pages Urged By Ad

The latest COMPO ad to appear in "Editor and Publisher" asserts that newspapers should print more news to get people out of their homes. Referring to a retail drygoods merchant who said that a movie theatre near his store had been of enormous help to his business, the ad quotes him as saying that "newspapers should wake up to the position television has put them in. For by keeping people at home, TV has greatly reduced the effectiveness of newspaper advertising. The living room is not the point of sale."

The ad concludes that "a brighter, more exciting entertainment page, giving more news about the movies and the attractions at the local theatres, will help to get people out of their homes better than anything else we know of."

Stronger Licensing Asked For Ozoners

BOSTON.—Further regulation of the licensing of open-air theatres was aired at a hearing at the State House on Bill No. 2288, Mercantile Affairs, which states the Commissioner of Public Safety may require changes in the structural condition of the open-airers if, in his opinion, public safety requires them. No changes shall be ordered in excess of the requirements of a new building of like character, the bill said.

At the hearing, Ray Feeley, executive secretary of Independent Exhibitors Inc. of New England, and Frank Lydon, who holds a similar position with Allied Theatres of New England, argued that the bill in its present form would allow the Commissioner to ask for structural changes which would cost the exhibitor almost as much as the original construction. They also declared that no evidence had been submitted to show there was any need for new safety regulations. Supervision is now under the local municipalities and should remain there, they said.

Brando, Miss Kelly, 'On The Waterfront' Cop Academy Oscars

The Columbia release of Sam Spiegel's Horizon-American Production, "On The Waterfront," registered with a grand sweep at the 27th annual Academy of Motion Picture Arts and Sciences ceremonies this week in Hollywood and New York. "Waterfront" won nine "Oscars," including the best picture award for 1954.

Ceremonies, which were telecast and broadcast into the home by NBC from the stages of the Pantages and Century Theatres, west and east coasts, respectively, saw Grace Kelly receiving the best actress "Oscar" for her role in Paramount's "The Country Girl;" Marlon Brando, best actor award for "Waterfront," and Elia Kazan for his megging of "Waterfront," best director award.

An additional measure of Academy Awards television publicity was supplied immediately prior to the "Oscar" ceremonies program when Ralph Edwards' "This Is Your Life" program surprised Walter Brennan, veteran actor attending the Pantages Theatre fete, with a half-hour version of his screen career. Brennan is the only actor to have won three "Oscars."

Edmond O'Brien won the best supporting actor statuette for his portrayal in the Joseph Mankiewicz-United Artists "The Barefoot Contessa" while Eva Marie Saint copped the corresponding actress award for her performance in "Waterfront," Miss Saint's first motion picture.

Story and screen play award went to Budd Schulberg for "Waterfront." George Seaton won the "Oscar" for best screen play with "Country Girl" and Philip Yordan received an "Oscar" for the best motion picture story in 20th-Fox's "Broken Lance."

Best documentary feature "Oscar" went to "The Vanishing Prairie," a Walt Disney Production released by Buena Vista Film Distribution Co. Emile Kuri, set director, received an award for his work on "20,000 Leagues Under the Sea." John Meehan, art director, also took an "Oscar" for his creations for "Leagues."

Awarded "Oscars" for best song from a film were Jule Styne and Sammy Cahn for "Three Coins in the Fountain," from the 20th-Fox picture of the same name. "The High and the Mighty," Warner Bros., brought Dimitri Tiomkin an "Oscar" for best music score for a drama. "Seven Brides for Seven Brothers," M-G-M, brought Saul Chaplin and Adolph Deutsch "Oscars" for best scoring of a musical film.

Exhibs Vote To Snub Films Debuting First On Television

PITTSBURGH. — Following the announcement that Walt Disney's film, "Davy Crockett," adopted from ABC-TV's Disneyland series, was being tailored for theatre exhibition, the final session of Western Pennsylvania Allied MPTO convention has voted a resolution to avoid theatre screenings of films that have first been shown on TV. In addition, delegates resolved to oppose the discrimination in the enabling act against state admission taxes and also passed another resolution to fight pay-TV.

A report on National Allied's Emergency Defense Committee was presented by Allied general counsel Abram F. Myers, the session's principal speaker, who also brought the theatre men up-to-date on the bill slated for Congress which was drafted at the Allied board meeting.

Charles R. Blatt was re-elected president by the convention. Other officers re-elected included: Ray Woodward, vice-president, and Harry Hendel, secretary-treasurer.

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Matador

Starring

MAUREEN O'HARA · ANTHONY QUINN

in GLORIOUS COLOR in

CINEMASCOPE

In the wonder of STEREOPHONIC SOUND

with THOMAS GOMEZ and Mexico's Top Matadors
Jesus (Chucho) Solorzano • Jeaquin Rodriguez (Cagancho) • Rafael Rodriguez • Antonio Velasquez • Jorge (Ranchero) Aguilar • Felix Briones • Nacho Trevino

20TH IN MAY!

Directed and Story by
BUDD BOETTICHER

Screenplay by
CHARLES LANG

Co-Producer
CARROLL CASE

UA Sets Top Promotional Budget; Record 'Stranger' Gross Targeted



Launching United Artists' 1955 sales conventions in Los Angeles recently were William J. Heineman, distribution vice-president, Max Youngstein, vice-president (both at center) and general sales mgr. B. G. Kranze (sixth from left), who jointly presided. Francis M. Winikus (extreme right), national ad-publicity-exploitation director and division, district and branch chiefs from 10 exchanges participated in the conclave, which announced a record ad-publicity-exploitation budget of $6,000,000 for 1955 and a "Blueprint for Tomorrow" sales plan.

Arrival of Stanley Kramer from the Coast to launch the pre-release promotional drive for his "Not As A Stranger" pin-pointed activities this week at United Artists, firm currently concluding its annual sales conventions with sessions in Chicago.

Earlier portion of the conclave, held in Los Angeles, saw the company allocating a record $6,000,000 for an ad-publicity-exploitation budget over the coming 12 months. Promotional outlay for "Stranger" alone is listed at $1,200,000.

Kramer told the trade press in an interview this week that the promotional budget would be expended in every possible media from now through the July opening of "Stranger." He said that both his company and UA are "sharing heavily" in the ad allocation.

"Stranger" represents Kramer's first directorial effort and is geared to break into the "golden circle" of $10-15,000,000 domestic gross, he ventured. The picture will be sold on a strict 70-30 sales policy, with exhibitors guaranteed a 10 percent profit after presenting the company with expense deductions.

Kramer termed the advertising-sales push for "Stranger" a "supereme effort" on the part of both his organization and UA. He said the picture represents a "mutual challenge" for both groups and that every promotional avenue is being exploited to the hilt to assure world-wide saturation.

Kramer To Tour

Such specialized items as television shorts, flourescent billboards and a pre-release 15-city tour by Kramer will be utilized to push the film, he disclosed.

Kramer noted that "Stranger" was produced at under $2,000,000 via UA financing. It will be followed by "The Pride and the Passion," which will be filmed under a similar arrangement in Spain for UA release. "Passion" may star Cary Grant and Marlon Brando, Kramer predicted. It will be shot in color and, possibly, VistaVision, he added, next January.

The company intends, in the field of promotion, to intensify advertising in every medium, with special emphasis on national magazine, newspaper and TV advertising coordinated with banner publicity coverage blanketing mass-circulation publications, according to Max E. Youngstein, ad-publicity-exploitation vice-president.

Also to be stepped up, Youngstein added, will be field promotion by UA's recently expanded exploitation staff, with a similarly marked increase in national merchandising tie-ins and co-ops. The 1955 promotional budget of $6,000,000 compares with one of $4,800,000 for 1954.

Youngstein pledged that for this year "every single feature will be backed by a tailor-made campaign that will guarantee the strongest possible long-range penetration both in key runs and smaller situations."

The company has "more money to spend" this year and "exhibitors can be sure that we're going to spend it," Youngstein promised.

Distribution Vice-President William J. Heineman told the Los Angeles convention that the company ranked as one of the industry's top suppliers of quality product last year, with its record gross of $43,100,000. He said that during the coming year UA will release at the average rate of four features a month.

Heineman's remarks were geared to a "Blueprint for Tomorrow" theme, aimed at placing UA releases in every theatre in the U.S. and Canada during the coming year.

Meanwhile, president Arthur B. Krim arrived in Europe for a month-long tour of duty in connection with UA's production activities abroad. Such pictures as "Alexander the Great," in Spain, "Trapeze" and "The Ambassador's Daughter," both in Paris, and "The Story of Goya," also Spain, will be the concern of Krim.

Latest actor to sign a producing-releasing contract with UA is Victor Mature, who will make six films in five years and star in at least three of these.

Fox Nearly Doubles Earnings Of 1953

Net earnings for 1954 were nearly double the 1953 figure for 20th Century-Fox and its wholly-owned subsidiaries. According to a company report, the firm earned $8,044,524 for the 52 weeks ended last Dec. 25 as against $4,560,887 for the previous year.

For 1954, the per share earnings on the 2,644,486 common shares outstanding was $3.04. For 1953, the figure was $1.65 on the 2,769,486 shares then outstanding.

Film rentals were listed by the company as totalling $106,355,068 for the past year and $105,662,266 for 1953. Film distribution and administration expenses was listed as $31,593,279 for 1954 and $28,223,295 for 1953.

Net earnings for the fourth 1954 quarter, ended Dec. 25, were $2,312,461 as compared with a net of $3,127,850 for the previous year's fourth quarter.

Net earnings for the 1954 third quarter were $2,635,518.

EuropeanBottleneck Foreseen By Bassler

A bottleneck in available CinemaScope production and stereophonic sound processing facilities is foreseen for Europe this Summer, when much independent filming gets underway on the Continent, according to Robert Bassler, producer who just completed "Gentlemen Marry Brunettes," for United Artists release. Bassler shot his locations in Paris and Monte Carlo for the Jane Russell starrer and arrived in the U.S. last week following eight months of work on the picture.

Reason for the predicted bottleneck, according to Bassler, is the lack of studio facilities, equipment and labs in France. The situation, he added, is not much better in England. Production costs should, however, be less for projects filmed in Europe as against Hollywood in view of the fact that "Brunettes" was turned out for $2,000,000.

Film Dividends Rise

WASHINGTON.—A total of $2,190,000 has been reported for film industry publicly declared dividends in February as compared with $846,000 for the previous February. Total for 1955's first two months was $3,244,000; for the same 1954 period the figure was $2,047,000, according to the Commerce Dept.



Win Min Than, Burmese beauty who debuts opposite Gregory Peck in United Artists' "The Purple Plain," shares a native dish with circuit officials during Chicago stopover on a month-long swing publicizing the picture. L to R: John Dromey, buyer and booker for Great States Theatres; Duncan Kennedy, Great States district mgr.; Miss Than; Harry Lustgarten, buyer-booker for Balaban & Katz; Abe Platt, B&K district mgr.; and Bill Hollander, B&K ad-pub director.


The
'Sleeper'
of the
year!
GINGER ROGERS
EDWARD G. ROBINSON
BRIAN KEITH
"TIGHT SPOT"
Screen Play by WILLIAM BOWERS
Produced by LEWIS J. RACHMIL
Directed by PHIL KARLSON
FROM THAT
WIDE-AWAKE
Columbia!

SAC Anniversary Sparks 'Air Command'



Kicking off Paramount's "Strategic Air Command" invitational preview at Omaha's Orpheum Theatre was the presentation by the Air Force Association of its annual Citation of Honor to the picture company for "distinguished public service" in making the film. L to r are Gen. Curtis E. LeMay, head of the Air Force's Strategic Air Command; John R. Alison, Air Force Association prexy, and Briskin, producer of the film.

OMAHA.—You think that civilians and military can never get together, that never the twain shall meet? Well — you haven't been to the gala two-day festivities teeing off the selling campaign for Paramount's big Technicolor "Strategic Air Command," starring James Stewart, June Allyson, and a bevy of beautiful airplanes. Co-sponsored by Paramount and the Air Force (SAC's headquarters are at Offutt Air Force Base nearby), the lengthy calendar of newsworthy events that unfolded showed a high degree of cooperation that should give exhibitors good cheer, as they think of the co-exploitation that will be done on this colorful air spectacle in the months to come.

"Strategic Air Command," billed as the first large-scale, outdoor film photographed in "high-fidelity" double-frame VistaVision, will offer the public its first behind-the-scenes glimpse of the Air Force upon which the U.S. and perhaps the free world depends for the preservation of peace. And the Air Force, through technical advisor Lt. Col. O. F. "Dick" Lassiter, and Paramount, through famed Paul Mantz, in charge of aerial sequences, was determined to give the public a good look. The Air Force offered up the largest group and variety of military aircraft ever assembled for a motion picture — all extremely photogenic. These included B-36 atomic bombers, B-47 medium range atom bomb carriers, H-19 helicopters, KC-97 in-air refueling ships, T-33 jets, C-124 Globemasters and C-97 transports.

For the celebration, which was tied in to both the ninth anniversary of SAC's establishment and a special invitational premiere of the film at the Orpheum Theatre here, the Air Force also furnished Military Air Transport ships to transport to the field of action from New York and Los Angeles some 100 newspapermen, magazine writers and radio and television commentators, as well as stars-of-the-movie James Stewart, June Allyson and Frank Lovejoy; Barney Balaban, president of Paramount Pictures; "SAC" producer Samuel J. Briskin; writers Beirne Lay Jr. and Valentine Davies, and many others. Among the big-circulation newsmen and newswomen present were Bob Considine, Bill Mauldin and Florabel Muir.

They were joined at a round of cocktail parties and dinners by such dignitaries as Gov. Victor Anderson of Nebraska, Mayor John Rosenblatt of Omaha, many state and city leaders, and an impressive collection of military leaders—including the famed, cigar-chewing SAC Commander, Gen. Curtis E. LeMay.

Briefings Held

The Air Force is happy about "Strategic Air Command," because they hope that it will call attention to little-known SAC, lead to higher pay for the Air Force everywhere, and also stimulate enlistments and reenlistments. The film's story is about a former flier, successful and adjusted to civilian life, who is at first bitter about having to serve for the second time in the Air Force; finally, when he sees the importance of SAC's mission, he is more than willing — as the Air Force hopes many other Americans will be — to do his part.

At a series of briefings, tours, and inspections held at Offutt Air Force Base, the stars and newsmen were made aware of Air Force problems by high-ranking officers including Gen. LeMay, Brig. Gen. William H. Blanchard, Deputy Director of Operations, SAC; Brig. Gen. Arno H. Leuhman, Commander, 3500th Recruiting Wing, Wright-Patterson Air Force Base, and Brig Gen. Richard H. Carmichael, Deputy Director of Personnel Processing and Training, Headquarters USAF.

They made clear to the assemblage — and urged them to communicate to their various audiences — the difficulties of getting — and keeping — in service the high quality of men needed to man the ships and facilities of the Air Force. (The Air Force at Offutt has the right idea: enlisted men live in new prefabricated metal barracks that look much like a first-class motel; the base furnishes, among other things, a complete machine and woodworking shop where the men may build a complete automobile).

From our point of view, the most interesting special event in conjunction with the anniversary celebration was the press preview of "Strategic Air Command," using a new giant curvilinear screen and specially-constructed horizontal feed projectors, installed at the Orpheum Theatre to permit showing of this film, which was produced in double-frame VistaVision by Paramount.

The Omaha screen may seem midget-sized alongside of the screen now being constructed in New York's Paramount Theatre — the Omaha screen is *only* fifty by twenty-seven feet! — but this observer was definitely impressed.

SAC Hailed

According to Paramount, the "chief feature of the new horizontal double-frame VistaVision is a top-and-bottom curve in the aperture plate on the projector, and a corresponding curvature at the top and bottom of the large-size screen. The curvature, determined after many months of scientific research at Paramount and at some of the country's leading optical laboratories, is said to "give a definite sense of third-dimensional viewing and an accompanying feeling of being an actual participant in the action being seen on the screen."

The double-frame VistaVision installation is planned for large, deluxe theatres, and for smaller theatres the present standard single-frame VistaVision prints will continue to be available.

Bouquets were tossed around freely, and all were deserved. During the round of dinners and cocktail parties, government leaders, civic and business organizations and the Air Force Association, the largest and most influential setup of military airmen—Stewart, who was a World War II flying hero himself, is a charter member — joined in hailing

(*Continued on page* 22)



Arriving at the Orpheum for the Omaha showing of Para's "Strategic Air Command" were Barney Balaban, Paramount president, and James Stewart, star.



Star June Allyson of Para's "Strategic Air Command" is greeted at the airport on her arrival in Omaha by the local Junior Chamber of Commerce.

GREAT TALENT MAKES GREAT PICTURES!



All pre-release openings to date continue smash pace set by brilliant New York Astor world premiere of Elia Kazan's explosive production of John Steinbeck's "East of Eden". *Insert* — Jack L. Warner at premiere with Author John Steinbeck *(right)* and Director-Producer Kazan. *(CinemaScope and WarnerColor; print by Technicolor.)*



At the hallowed Alamo of Texas, George Stevens pauses with Rock Hudson, who will star as Bick Benedict in "Giant", Stevens' epic production of Edna Ferber's great novel. *Insert* — Jane Withers, returning to the screen for the role of Vashti Snyth, discusses wardrobe with Designer Marjorie Best.



Violence brews in snow-packed Sierras as Jack Palance, shown here with Gonzalez Gonzalez, enters criminal hideout in shadow of towering Mt. Whitney for scene of "Jagged Edge". *Insert* — On location in sub-zero weather of California's highest mountains, Shelley Winters, starring with Palance, and Director Stuart Heisler discuss script point. *(CinemaScope and WarnerColor.)*





Jack Webb, star and director of "Pete Kelly's Blues", his second picture for Warner Bros., shoots Deep South opening sequence on the banks of a Louisiana bayou as the film goes into production near city of New Orleans. *Insert* — Webb and Cameraman Harold Rosson check composition on the kind of off-beat angle shot Webb favored in "Dragnet". *(CinemaScope and WarnerColor.)*

WE'RE DOING THINGS HERE AT WARNER BROS.

Independent Trade Reviews

"The Prodigal"

(M-G-M) CinemaScope-Eastman Color 115 Min.

Cast: Lana Turner, Edmund Purdom, Louis Calhern, Audrey Dalton, James Mitchell, Neville Brand, Walter Hampden, Taina Elg, Francis L. Sullivan, Joseph Wiseman, Sandra Descher, John Dehner, Cecil Kellaway, Philip Tonge, David Leonard, Henry Daniell, Paul Cavanagh, Dayton Lummis, Tracey Roberts, Jarma Lewis, Jay Novello.

Credits: Produced by Charles Schnee; Directed by Richard Thorpe; Screen play by Maurice Zimm; Adaptation from the Bible story by Joe Breen Jr. and Samuel James Larsen.



Edmund Purdom and Lana Turner star in MGM's "The Prodigal." CinemaScope-Eastman Color

A super-spectacle in the most grandiose and colorful tradition of its type is presented by M-G-M in this CinemaScope-Eastman Color version of the Biblical tale about the prodigal son. The picture savors with Old Testament lore, carrying a goodly amount of violent action, bacchanalian orgies and romance as well. With its plentiful supply of entertainment, "The Prodigal" should hit the general audience jackpot. Extra box office insurance is to be found iu the Lana Turner name, the anamorphic lensing of numerous ornate sets, compelling use of stereophonic sound and the splash and color of a tremendous cast.

"The Prodigal" tells the story of a young Israelite, Edmund Purdom, who forsakes the hand of a girl pledged to him in marriage by arrangement of their respective parents in order to sow his wild oats in far off Damasacus. The time of the action is centuries prior to the birth of Jesus, when the Near East was the center of the world's most decadent civilization. Purdom has an object in Damasacus: Miss Turner, the high priestess of a pagan sect dedicated to worshipping the gods of fertility. His efforts to fulfill his desire with Miss Turner, and the consequeut loss of faith he experiences as a follower of Jehovah, make for sensual melodrama. Purdom, in his quest, is opposed by Louis Calhern, head of Miss Turner's sect, and Francis L. Sullivan, a money-lender of Damasacus. Together they bring about Purdom's downfall as a free man. He is sold into slavery. Purdom's actions in leading his fellow slaves in a successful revolt against Calhern and his sect cause Miss Turner to sacrifice her life in the name of her pagan god. The finale finds the prodigal returning home, repentant.

Helping to furnish "The Prodigal" with dramatic authority are such seasoned actors as Walter Hampden, who plays Purdom's father; Joseuh Wiseman, as a canny beggar; Cecil Kellaway, a corrupt official, and Henry Daniell, a slave. Young James Mitchell delivers a strong supporting performance as Purdom's mute comrade while Taina Elg, a charming lass, lends a refreshing note to the film's subsidiary romance. Major action in "The Prodigal" is the climatic slave revolt in which massive idols, palace gates and legions of soldiers are destroyed. Numerous hand-to-hand encounters and chases also serve to punctuate the plot. All told, "The Prodigal" packs a strong spectacle punch that should boost the grosses of any exhibitor this Easter season, when the film goes into release.

"A Man Called Peter"

(20th-Fox) CinemaScope-De Luxe Color 119 Min.

Cast: Richard Todd, Jean Peters, Marjorie Rambeau, Jill Esmond, Les Tremayne, Robert Burton, Gladys Hurlbut, Richard Garrick, Gloria Gordon, Billy Chapin.

Credits: Produced by Samuel G. Engel; Directed by Henry Koster; Screen play by Eleanore Griffin; From the book by Catherine Marshall.

Here is inspirational drama that is also solid entertainment and a fitting subject for the Easter season. "A Man Called Peter," sporting a CinemaScope-De Luxe Color production, is the biography of a Scottish immigrant who became a Protestant minister of major standing in America and, before his death several years ago, chaplain to the U.S. Senate. Richard Todd and Jean Peters, who play the clergyman and his wife, deliver capable performances. The book on which "Peter" is based remained high on the best-seller list for months.

Peter Marshall, the clergyman of the story, preached vividly stirring sermons that brought tremendous crowds to the Washington, D.C., church in which he held forth. The picture presents extracts from several of these sermons in an intelligent and dramatic manner. From the preachings of the Rev. Mr. Marshall, the man emerges as a vital and understanding human being, capable of folly as well as wisdom. Via Todd's portrayal, the flesh-and-blood recreation of Peter Marshall is most convincing. His absent-minded romance with Miss Peters, their marriage and later his reactions to an illness she suffers, are made all the more real by top performing. The relations of the two main characters to the numerous members of the parish are packed with warm and often humorous incideut. Audiences should consequently respond positively to each new aud dramatic development in the lives of the main characters, and thus assure runs of "A Man Called Peter" of healthy returns.

As seen from the eyes of Miss Peters, who supplies an occasional narration, Todd emerges as a dedicated clergyman whose goal was the spreading of the gospel to all, regardless of class position or wealth. Because of Todd's progressive nature, he ran afoul of vested interests among the Washington aristocracy. Because, also, of his honesty and powers of persuasion, Todd was able to make friends of his opponents. During World War II he opened the historic Washington church in which he preached to lonely servicemen. After the war, he sacrificed his health to serve the Senate. The closing moments of "Peter" recreate his tragic and untimely death. Few will fail to be moved by these scenes and audiences in any situation, regardless of their religious beliefs, will respond positively to the teachings and doings of this clergyman's life.



Jean Peters and Richard Todd star in 20th-Fox's "A Man Called Peter," CinemaScope-De Luxe Color

"Strategic Air Command"

(Paramount) VistaVision-Technicolor 110 Min.

Cast: James Stewart, June Allyson, Frank Lovejoy, Barry Sullivan, Alex Nicol, Bruce Bennett, Jay C. Flippen, James Millican, James Bell, Rosemary De Camp, Richard Shannon, John R. McKee, Henry Morgan, Don Haggerty, Glenn Denning, Anthony Warde, Struther Martin, Helen Brown, Wm. Hudson, David Vaile, Vernon Rich, Harlan Warde, Robert House Peters Jr., Henry Richard Lupino, William August Pullen, Stephen E. Wyman.

Credits: Produced by Samuel J. Briskin; Directed by Anthony Mann; Screen play by Valentine Davies and Beirne Lay Jr. from a story by Lay.



Paramount's "Strategic Air Command" stars James Stewart and June Allyson, in VistaVision

"Strategic Air Commaud" is a highly entertaining treat for the eyes. This story of a World War II flier recalled to duty with SAC gives the American people their first good look at the atom-bomb carrying command whose long-range bombers protect the U.S. against attack. Although James Stewart and June Allyson are starred, Paramount might have well costarred the B-36s and B-47s. The awesome beauty of these bombing giants, lovingly photographed from many angles in Technicolor by horizontal VistaVision cameras and projected onto an extra-large screen, provide a rare cinematic thrill that will enchant all audiences. This wealth of visual splendor plus fine family humor, numerous scenes of danger and excitement, as well as expert performances by all concerned, should make "Strategic Air Command" a big picture everyhere. Biggest sales assets are the box office names of Stewart and Miss Allyson, plus the presence of Frank Lovejoy, Alex Nicol, Barry Sullivan, and Bruce Bennett, with a strong assist from the Air Force Association and other groups who are plugging the film in various media to stimulate enlistments.

Never have the forms and textures of airships been captured so magnificently on film. A long sequence showing a cigar-shaped B-36 flying into the sunset, streaming contrails against the sky, brought on spontaneous applause by the premiere audience in Omaha. Another scene that caused gasps of admiration showed a B-47 goliath being re-fueled in mid-air by a KC-97 tanker, and a tight side shot of the tremendous B-36, completely filling the screen, was stunning in its impact. A mock attack on the SAC base at Carswell Field, bail-outs over Greenland, the crash of a B-36 in the Arctic wastelands — simulated with amazing fidelity — and finally a nonstop overseas movement of an entire jet bomber wing covering 7,400 miles with re-

fueling in the air, will satisfy all action fans.

The film tells its story well, as it shows the problems of a former B-29 pilot forced to leave his career as a $70,000 a year third baseman with the St. Louis Cardinals and make the transformation — for the second time — from civilian to military life. This time, however, he is newly married. The flier is at first bitter, realizing he is no longer a young man, and may never get started again in baseball; he looks forward to the expiration of his 21 months of duty. Eventually, aware of the importance of SAC's mission, he decides to stay in service, but his wife provides active opposition to SAC because her home life is disrupted. Stewart and Miss Allyson — teamed for the third time as husband and wife— play their roles in a charming and believable manner. Furthermore, there is considerable suspense as Stewart cracks up in Greenland while his wife is expecting their baby, and more suspense is generated as Stewart, returning from a long flight, fights sleep, a fuel shortage, and a useless arm, to bring his ship in for a landing. Miss Allyson, finally convinced of SAC's importance, agrees to share her husband's career without complaint, but he has already been ordered to resign because of his disabled arm. All in all, "Strategic Air Command" offers something for everybody. It will be a great crowd-pleaser, and should rake up big grosses everywhere.

"Interrupted Melody"

(M-G-M) CinemaScope-Eastman Color 106 Min.

Cast: Glenn Ford, Eleanor Parker, Roger Moore, Cecil Kellaway, Peter Leeds, Evelyn Ellis, Walter Baldwin, Ann Codee, Leopold Sachse, Stephen Bekassy.

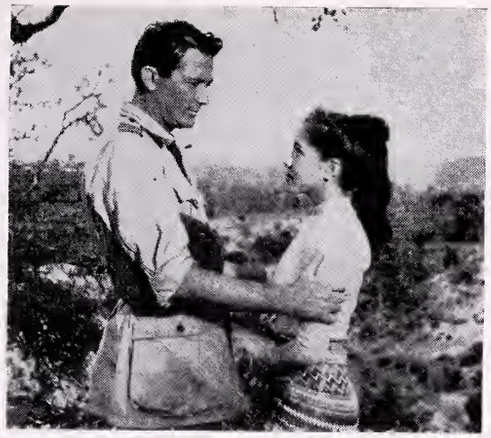
Credits: Produced by Jack Cummings; Directed by Curtis Bernhardt; Written by William Ludwig and Sonya Levien; Based on her life story by Marjorie Lawrence.

This biography of famed Metropolitan Opera star Marjorie Lawrence has something for everybody. Filmed in CinemaScope and Eastman Color, it tells the story of an Australian girl who journeyed to Paris to learn operatic singing and rose to international prominence in her field. At the height of her fame she suffered a crippling attack of polio. Her efforts to fight and conquer this disability make for convincing drama that will tear at the heart-strings of every patron. Playing Miss Lawrence is Eleanor Parker while Glenn Ford co-stars as her doctor-husband. Both performers contribute emotional portrayals in keeping with the human interest impact of the script. Their names, plus the drama of the story, should do much to assure "Interrupted Melody" of a high general audience grossing figure.

The first half of "Melody," dealing with Miss Lawrence's rise to operatic stardom, contains a wealth of arias from a number of famous and popular operas. Snatches of "Carmen," "Samson and Deliliah," "Tristan and Isolde," etc., are handsomely staged and the voice of Miss Parker expertly dubbed by Eileen Farrell, the singer. The narrative of this first



Eleanor Parker and Glenn Ford star in M-G-M's "Interrupted Melody," CinemaScope-Eastman Color



Gregory Peck and Win-Min-Than, a Burmese lass, are the the principals in UA's "The Purple Plain"

half is winning in romantic appeal. Miss Parker meets Ford in Paris, where they participate in a one-night whirlwind romance. Miss Parker wins her first stage acclaim while Ford struggles to establish himself as a physician.

Miss Parker becomes successful and joins the Met in New York. She and Ford marry. Then she falls victim to polio. Years pass and their funds run out in trying to bring about recovery. Miss Parker vainly attempts suicide and only after she consents to sing for crippled soldiers does her will to live again return. The climax finds Miss Parker on her comeback at the Met, meeting with and conquering her physical disability on stage. These final sequences pack an emotional wallop that will bring handkerchiefs into play even among the most hardened members of an audience. The personal drama in "Melody" is universal. Despite the picture's grand serving of opera, the general audience will find a wealth of interest and identification in its story.

"The Purple Plain"

(United Artists) Technicolor 100 Min.

Cast: Gregory Peck, Win Min Than, Brenda De Banzie, Bernard Lee, Maurice Denham, Lyndon Brook, Ram Gopal.

Credits: A J. Arthur Rank Organization presentation; Produced by John Bryan; Directed by Robert Parrish; Screen play by Eric Ambler; Based on the novel by H. E. Bates.

"The Purple Plain" registers as good-to-look-at adventure fare, set in Burma during World War II and dealing with the exploits of a Canadian member of the RAF. As played by Gregory Peck, the airman comes convincingly to life as a battle-scarred adventurer on the border-line of mental crackup. His conflicts with fellow aviators, plus a romance with a pert Burmese lass, serve to sustain interest in the story. Boasting the Peck name, handsome Technicolor photography of some actual Burmese locales, and a press build-up of the Burmese girl, Win Min Than, "Purple Plain" should give a good account of itself in the general market. A long climactic episode, in which Peck treks through a tropical jungle to save the life of an injured comrade, is suspenseful stuff.

Underlying the story of "Plain" is the psychological change which Peck undergoes once he meets and falls in love with his co-star. From a devil-may-care, inconsiderate type, Peck's uature is transformed to one with more sympathy. While on a routine flight over Japanese territory, his plane crashes and his navigator is injured. Peck braves the jungle heat aud manages to travel 40 miles to safety, saviug the life of his disabled comrade in the bargain. Final clinch with Miss Thau brings the story to an upbeat close. Serving as extra atmosphere-builders during the proceedings are a series of sound effects which, by turns, dramatize Peck's early mental plight and the terrors of the jungle journey he undertakes. Together with splendid Technicolor lensing, the mood of the film shapes up as extremely compelling.

"Run For Cover"

(Paramount)) VistaVision-Technicolor 92 Min.

Cast: James Cagney, Viveca Lindfors, John Derek, Jean Hersholt, Grant Withers, Jack Lambert, Ernest Borgnine, Irving Bacon, Trevor Bardette, Ray Teal, John Miljan, Denver Pyle, Emerson Treacy, Gus Schilling, Phil Chambers, Harold Kennedy, Joe Haworth.

Credits: A Pine-Thomas Production; Produced by William H. Pine and William C. Thomas; Directed by Nicholas Ray; Screen play by Winston Miller; Story by Harriet Frank Jr. and Irving Ravetch.

"Run For Cover" is a well-done outdoor drama; out of the ordinary in the fact that it carefully develops its characters and clearly molds its plot. This would put it in the dramatic western class, being that it also has some excellent action as it unspools. Its overall prospects look strong, what with James Cagney coming through with one of his excellent characterizations, VistaVision serving as a great asset to the film along with some first rate Technicolor photography. Both Viveca Lindors and John Dere are outstanding in their portrayals as is Jean Hersholt, who returns to the screen with this film after an absence of some years. The location sites of Colorado have a freshness and beauty that is appealing. The film has been exceedingly well-cast and well directed with the dramatic scenes having great depth and the action sequences hitting hard. In the general market and with careful selling, the film should do very good business.

Cagney, a wanderer, meets Derek, a young orphan, after he has served six weeks in prison on a mistaken identity deal. Derek and Cagney are mistaken as train robbers and the mob-minded townsfolk shoot both of them, injuring Derek seriously. Recovering at the farm of Jean Hersholt and Viveca Lindfors, his daughter, Derek discovers that he will have a bag leg permanently. The townsfolk try and make amends by making Cagney sherif, while Cagney in turn makes Derek his deputy. Things go along okay until Derek lets a lynch mob take a prisoner



James Cagney, Viveca Lindfors and John Derek are in "Run For Cover," VistaVision Paramount

away from him and hang him. Cagney and Derek go out after a bandit gang, led by Jack Lambert, who greets Cagney in front of the townsfolk. Cagney goes out to capture the gang and prove to the townsfolk that he was not in league with the robbers. On the trail, Cagney learns that Derek was in with the gang. Derek, upon discovering the outlaws have been killed by Indians, tries to kill Cagney twice, then dies himself protecting Cagney

"Marty"

(United Artists) 91 Min.

Cast: Ernest Borgnine, Betsy Blair, Esther Minciotti, Augusta Ciolli, Joe Mantell, Karen Steele, Jerry Paris, Frank Sutton, Walter Kelley, Robin Morse.

Credits: Presented by Harold Hecht and Burt Lancaster; Produced by Hecht; Directed by Delbert Mann; Story and screen play by Paddy Chayefsky.

From an immensely successful and highly

(*Continued on next page*)

popular prize-winning television drama has come this human-interest tale of a lonely Bronx bachelor in search of female companionship. With proper handling, ''Marty'' should make its mark in first run situations and generate much favorable word-of-mouth to sustain and build the attraction for a multitude of play-offs. Although the picture has no accepted star names, performances are all top-flight, reflecting much production thought and care. Outdoor backgrounds were shot in the Bronx, where the action takes place, to lend ''Marty'' the proper degree of realistic atmosphere. In all departments, in fact, the picture is true-to-life and heart-warming. It should send audiences away with a good taste in their mouths and a fine word on their lips for ''Marty.''

The personal drama in ''Marty'' is that of an individual's efforts to overcome the loneliness of celibacy. Ernest Borgnine, playing the title role, is a Bronx butcher's assistant approaching 35 and taunted by well-meaning friends and relatives on the subject of his being wifeless. At a Saturday night dance, he meets a plain but understanding young woman, played by Betsy Blair. Borgnine intends to date her but the social forces around him (his single boy friends, his mother) consider Miss Blair unattractive and Borgnine cannot make a positive decision. Bored with the lack of direction in the lives of his friends and himself, Borgnine



Ernest Borgnine, right, is the star of United Artists' "Marty"

finally summons up the push required for him to enter a phone booth and date Miss Blair. Latter is shown to be overjoyed by his call. ''Marty'' ends ou this note, which comes through in the picture as a highly emotional climax. Expert dialogue, strong direction and proper pacing keep the tale from lagging. A couple of sub-plots contribute an abundance of folk humor and pathos, also serving to point up Borgnine's aspirations aud frustrations in a world that seems to reject him. Lack of the usual glamor in the romantic situation, rather than its presence, will in this case account for considerable word-of-mouth and good grosses.

"Mambo"

(Paramount) 94 Min.

Cast: Silvana Mangano, Michael Rennie, Vittorio Gassman, Shelley Winters, Katherine Dunham, Mary Clare, Eduardo Cianelli, Julie Robinson, Walter Zappolini.

Credits: A Ponti De Laurentiis Production; Produced by Dino De Laurentiis and Carlo Ponti; Directed by Robert Rossen; Story and screen play by Guido Piovene, Ivo Perilli, Ennio De Concini and Rossen.

A healthy box office potential is to be found in this Ponti-De Laurentiis-Paramount production, which was filmed in Italy in the English language. The popularity which has been accorded Silvana Mangano, who stars, together with the names of Shelley Winters, Vittorio Gassman and Michael Rennie, will add marquee weight to bookings of ''Mambo.'' The title itself is exploitable due to the current dance craze which it suggests. Here Miss Mangano, possessing an excellent figure, participates in several exotic and tantallizing dances staged by Katherine Dunham, who leads a troupe of Caribbean-type terpsichoreans. Miss Mangano also sings and is made love to by both Rennie and Gassman in the narrative portions of the film. Story casts her as a Venetian slum girl who rises to success as a dancer, then has trouble deciding which man to claim for her heart.

Picture utilizes several melodramatic ups-and-downs to achieve its romantic crises. Miss Winters, appearing as manager of the dance troupe, is killed half-way through the proceedings. Her death brings feelings of guilt to Miss Mangano, who owes Miss Winters the debt of making the star a successful dancer. Miss Mangano quits her art to live with Gassman, an unscrupulous gambler, then strikes a bargain to marry Rennie, an aristocrat. Rennie dies of a blood ailment and Miss Mangano, rather than accept inherited wealth, returns to dancing and rejects the waiting Gassman. Slanted on the downbeat, ''Mambo'' comes through with much atmosphere due to some authentic Venetian locations used for backgrounds. Also interesting are the scenes in which the star is trained as a dancer.



Silvana Mangano, Michael Rennie and Shelley Winters in Paramount's "Mambo"

"Annapolis Story"

(Allied Artists) Technicolor 81 Min.

Cast: John Derek, Diana Lynn, Kevin McCarthy, Alvy Moore, Pat Conway, L. V. Jones, John Kirby, Barbara Brown, Betty Lou Gerson, Fran Bennett, Robert Osterloh, John Doucette, Don Kennedy, Tom Harmon, Don Haggerty.

Credits: Produced by Walter Mirisch; Directed by Don Siegel; Screen play by Dan Ullman and Geoffrey Homes; Story by Ullman.

''The Annapolis Story'' is a slickly made, exploitable Technicolor feature, that should lead the way for Allied Artists into top dates throughout the country. The well-made film has expensive production mantling and rings with authenticity all the way through. The Annapolis footage lensed at the Naval Academy is highly interesting as is footage about an aircraft carrier. The well-constructed story, though along familiar lines, manages to avoid the usual cliches and helps the film achieve a standard of good popular entertainment throughout its running. The Technicolor photography is effective and excellent, giving the picture an added appeal. Also of interest is the very colorful Annapolis parade.

Two brothers, John Derek and Kevin McCarthy, are at Annapolis, where McCarthy makes it quite obvious that he loves Diana Lynn. Derek falls in love with her, also. Bitterness flares up between the two men. It continues during action in Korea. When Derek saves McCarthy's life after he is shot down in action, the brothers realize what brotherhood is and become pals again. Derek, upon hearing that Diana still is in love with McCarthy, bows out like a gentleman.

"Tight Spot"

(Columbia) 95 Min.

Cast: Ginger Rogers, Edward G. Robinson, Brian Keith, Lucy Marlow, Lorne Greene, Katherine Anderson, Allen Nourse, Peter Leeds, Doye O'Dell, Eve McVeagh, Helen Wallace, Fank Gerstle,Gloria Ann Simpson, Robert Shield, Norman Keats.

Credits: Produced by Lewis J. Rachmil; Directed by Phil Karlson; Screen play by William Bowers; Based on the play, "Dead Pigeon," by Leonard Kantor; Produced on the stage by Harold Bromley.

''Tight Spot'' is a top melodrama — taut, suspenseful entertainment, which gives Ginger Rogers one of the meatiest roles of her career and further emphasizes the fact that young Brian Keith is en route to becoming one of Hollywood's biggest stars. Dealing with the protection of a witness from a boss hoodlum's gunsils, the film is loaded with sharp, fast dialogue and despite the fact that a greater portion of the action takes place in a hotel suite, the film is fast moving and keeps the spectator interested all the way. Miss Rogers is first class as the brassy blonde who is on a vacation from prison but also a moving target. Word of mouth on this one should aid grosses and the film should do good box office in general playdates all over the country.

Miss Rogers is given leave from jail to help prosecutor Edward G. Robinson get the goods on racket boss Lorne Greene, who has a bad habit of having his hoods bump off witnesses to his killings. Greene is fighting a deportation rap and Ginger, the last living witness, is hidden iu a hotel, while Robinson tries to convince her to talk in court and put the finger on Greene. Her guard is Keith, a cop who is taking pay from both sides. Keith and Ginger fall for each other, but when he is threatened with death by Greene, Keith leaves a bathroom window open so one of Greene's hired guns can kill Ginger just before the trial. At the last minute, Keith realizes that he is a policeman and that he loves Ginger and he rushes in and guns the would-be assassin down, dying in the effort himelf from the gunman's bullets.

"Cult of the Cobra"

(Univ.-Int'l.) 82 Min.

Cast: Faith Domergue, Richard Long, Marshall Thompson, Kathleen Hughes, Jack Kelly, Myrna Hansen, David Janssen, William Reynolds, James Dobson, Leonard Strong, Walter Coy.

Credits: Produced by Howard Pine; Directed by Francis D. Lyon; Screen play by Jerry Davis, Cecil Maiden and Richard Collins, from a story by Davis.

Combining supernatural elements with a strange romance in the heart of Manhattan, ''Cult of the Cobra'' is a fast-moving and frightening film that is just a little different. ''Cobra'' certainly will be a crowd-pleaser as a programmer and may be helped additionally by word-of-mouth. Good script and acting and taut, atmospheric direction take advantage of most of the possibilities of this macabre love-story. Exhibitors may find that ''supernatural'' films like this one, which have up-to-par production details, and likeable and believable performers, can do better than expected at the box office, with proper exploitation.

Action begins when six G.I.'s in Asia, on a lark a few days before flying home, sneak into a sacred ceremony of snake-worshippers who believe that gods can be changed into cobras and back again into humans. Discovered, the G.I.s foolishly cause the death of the high priest; as they escape, a curse of death is hurled after them, and after they return to Manhattan, the Cobra Goddess (Faith Domergue), alternately a deadly Cobra and a beautiful womau known as Lisa Moya, proceeds to destroy them, one by one, in various ways.

Meanwhile, one of the ''doomed'' ex-soldiers (Marshall Thompson) falls in love with her human form, and she is surprised to find herself excited. Her alternating passion and coldness, and his bewilderment as she refuses to marry him, are excellently portrayed by Thompson and Miss Domergue, who has her best role to date. Dick Long is also fine, as another ex-G.I. Thompson is finally awakened to Lisa's

(*Continued on page* 20)

Nothing succeeds like CINERAMA

On Sept. 30, 1952 when "This Is Cinerama" pioneered the motion picture revolution and gave the screen a new dimension inspiring the many technical improvements that have contributed to the re-birth of prosperity at the nation's box-offices, Cinerama assumed the well-known penalty of leadership. When a motion picture grosses $20,000,000 in only 14 theatres (9 runs continue) . . . when one engagement in New York plays to a gross of $4,500,000—*what can you do for an encore!*

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N. Y. Critics Acclaim

CINERAMA HOLIDAY

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•

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"★★★★"
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STANLEY WARNER CINERAMA CORPORATION; DIVISION: STANLEY WARNER CORPORATION

Independent Trade Reviews

(Continued from page 18)

real nature, and the ending occurs in a haunting scene when he is forced to push the Cobra out of a window; rushing to the street below, he finds Lisa's broken body lying in the gutter.

"Jump Into Hell"

(Warner Bros.) 93 Min.

Cast: Jack Sernas, Kurt Kasznar, Arnold Moss, Peter Van Eyck, Marcel Dalio, Norman Dupont, Lawrence Dobkin, Pat Blake, Irene Montwill.

Credits: Produced by David Weisbart; Directed by David Butler; Written by Irving Wallace.

This action melodrama about the last days of the French Foreign Legion's stand at the Indo-China fortress of Dienbienphu may have a potent topical value in the general market. Story follows routine lines in depicting the fate of four French officers who parachute into the beleaguered fortress. Via flashbacks, a couple of romantic interludes are presented to portray the only women in this film. So far as the action goes, suspenseful battle encounters with the natives, together with a number of interspersed newsreel shots, make for uneven and often unconvincing footage. Top billing for "Jump Into Hell" will depend on whether audiences are curious about the now concluded Indo-China war; how well the exhibitor exploits the title and theme. Lack of star names will necessitate strong bally campaigns.

"Jump Into Hell" moves along at a fairly lively pace but could be tightened by some judicious cutting for more adequate programming. Pivotal plot figure is Jack Sernas, playing a French officer bored with routine office life in Paris and excited at a chance to move into the Indo-China fracas. Along with three other French officers, Sernas parachutes into Dienbienphu, where Arnold Moss is the commandant, and receives his baptism of battle. The odds are against the French, who are putting up a spiritual show of strength against the enemy. Before the fortress is destroyed, Moss sends Sernas to safety with the record of the embattled defenders.

"Love In The City"

(IFE) 90 Min.

Credits: Produced by Cesare Zavattini, Riccardo Ghione and Marco Ferreri; Directed by Michelangelo Antonioni, Federdico Fellini, Albert Lattuade, Maselli-Zavattini and Dino Risi; Edited for the U.S. by Harry Henderson.

"Love in the City" is an unusual attraction from Italy composed of a series of short subjects having in common the fact that all were more or less shot off-the-cuff. By means of English narration, some English dialogue and English sub-titles, the shorts are presented in a manner resembling a popular picture magazine. The producers claim that plain people, not actors, performed for the cameras; many of them re-living the incidents detailed in the picture. Subjects unspooled in "Love in the City" include a visit to a teen-agers dance hall in Rome; re-enactments of attempted suicides by the people involved; the story of how a matrimonial agency operates; a tale of how a penniless woman abandons, then recovers, her fatherless child.

Sequences range in emotional experience from the tragic to the wistful, the pathetic to the melodramatic. As a finale, the picture presents a gay sequence composed mainly of shots of pretty and buxom lasses walking along the streets of Rome in springtime. A clever musical score accompanies these shots, which the producers claim were made without prior knowledge of most participants. This sequence caps "Love in the City" with the proper amount of humor for a variety-novelty attraction and turns the film into a well-rounded entertainment. Art houses will derive profit from showing the picture and, with proper handling, a good general audience response should be forthcoming.

"To Paris With Love"

(Continental) Technicolor 78 Min.

Cast: Alec Guinness, Odile Versois, Vernon Gray, Jacques Francois, Elina Labourdette, Austin Trevor.

Credits: A J. Arthur Rank Organization presentation; A Two Cities Film; Produced by Antony Darnborough; Directed by Robert Hamer; Screen play by Robert Buckner; From a story by Sterling Noel.

A pleasant British comedy, located in Paris, is offered herein with the major attraction for domestic audiences found in the Alec Guinness name. This great comedian is seen as a middle-aged Scotsman fooling himself into believing that a romance with a girl half his age is just what the doctor ordered. To make things worse for Guinness, Vernon Gray, his son, has begun a romance with an older woman who would be the right age for the father. The two flirtations overlap continuously during the proceedings, causing mistaken identities and embarrasing situations to befall all. The humor that results is sprightly, sometimes mild. Audiences should find numerous chuckles along the way and leave the theatre with pleasant sensations.

"To Paris With Love" is strictly situation comedy, the sort of humor that should click in the broadest possible domestic market. Boasting the Guinness name, returns should be satisfactory for this film. Art house runs are, of course, in order. The Technicolor photography is unusually refreshing in that it utilizes the Parisian locations for a maximum of eye-appeal. Although the performers other than Guinness are relatively unknown to American audiences, all turn in diverting portrayals of the usual stereotypes to be found in a picture of this sort. The leading ladies are pleasant to look at and their French accents charming to hear.

"This Island Earth"

(Univ.-Int'l.) Technicolor 87 Min.

Cast: Jeff Morrow, Faith Domergue, Rex Reason, Lance Fuller, Russel Johnson, Robert Nichols, Karl Lindt, Douglas Spencer, Regis Parton.

Credits: Produced by William Alland; Directed by Joseph Newman; Screen play by Franklin Coen and Edward G. O'Callaghan; Based on the novel by Raymond F. Jones.

An intriguing science-fiction tale is unfolded in "This Island Earth." Loaded with such gimmicks as flying saucers, interplanetary wars, weird creatures, etc., the picture makes a natural exploitation subject. Because the special effects are worked into the story with skill, and the tale itself is absorbing, a general audience playoff should result in solid grosses. Picture was filmed in Technicolor for maximum atmospheric effects which add to the fantastic nature of the narrative. When sneak previewed at the RKO 86th St. Theatre, N.Y.C., the audience reacted audibly and favorably to the proceedings.

"This Island Earth" conpensates in excitement for what it lacks in star names. Story tells how an electronics scientist is lured to a massive hidden laboratory run by strange creatures dedicated to the task of transforming lead into uranium. Here the scientist, Rex Reason, meets Faith Domergue and plots an escape. Destructive electronic rays almost annihilate the couple prior to their recapture and subsequent forced journey via flying saucer to the planet Metaluna. Here a terrible war is taking place and the couple narrowly escape death before they board the saucer once more for a perilous trip to earth and escape from the strange forces.

"Jungle Moon Men"

(Columbia) Sepiatone 69 Min.

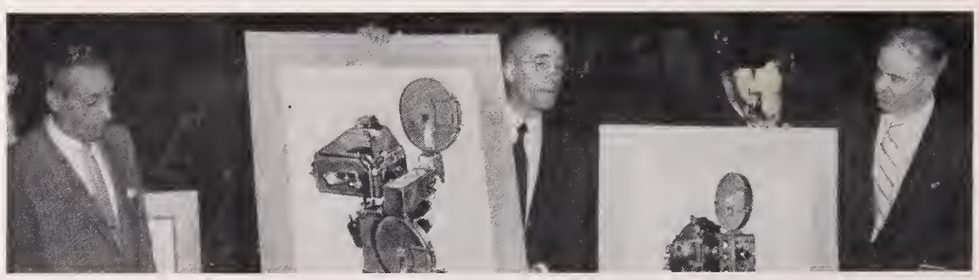
Cast: Johnny Weissmuller, Jean Byron, Helene Stanton, Bill Henry, Myron Healy, Billy Curtis, Michael Granger, Frank Sully, Benjamin F. Chapman Jr., Kenneth L. Smith, Ed Hinton.

Credits: Produced by Sam Katzman; Directed by Charles S. Gould; Screen play by Dwight V. Babcock and Jo Pagano; Story by Pagano.

Perhaps this will amuse the youngsters at the matinees, but some of the brighter kids will take all this with tongue-in-cheek. Written in a style below comic book technique, this is a well-photographed, well-produced film, which has Johnny Weissmuller playing himself. The cast tries valiantly with the inept story, as does the direction, but the film moves slowly and has only sparse moments of action, although Helene Stanton, playing a 2,000 year old goddess, is lovely to look at. This programmer will go out and do about average in the general market, and probably okay in small towns and neighborhoods, but it will be due solely to the strong marquee following of Weissmuller.

A girl researcher, Jean Byron, asks Weissmuller to guide her into Baku country so that she can do further research on Ra, the ancient Egyptian sun god. In their travels, they cross paths with the Moon Men, who are kidnapping men to take to Miss Stanton, their goddess, who is seeking a male high priest. When Benjamin F. Chapman Jr. is killed by Helen when he tries to leave her, his father, Michael Granger, seeks revenge on the Moon Men Meanwhile Myron Healey, Frank Sully, Kenneth Smith and Ed Hinton discover that the goddess Helene has a large cache of diamonds so they follow Weissmuller. Helene wants Henry, who was in love with Jean as her high priest, but Weissmuller says that he will substitute if Helene will let everybody go free, since they are all trapped in her palace. Helene agrees, but chaos ensues and she turns into dust.

Advantages Of Largest VistaVision Screen Demonstrated



Frank Lagrande, Paramount Pictures eastern technical head, shows reporters a picture of new horizontal double-frame VistaVision projector at Paramount Theatre interview called by Robert K. Shapiro, theatre's managing director (left), to explain features of proscenium reconstruction to accommodate "Strategic Air Command" in the new projection process. A. W. Schwalberg (right), Paramount Film Distributing Corp. president, holds photo of standard projector.

The advantages of double-frame horizontal VistaVision projection and the big, curved screen to permit 64 x 35 projection were outlined to the trade press by Robert K. Shapiro, Paramount Theatre managing director, during a special demonstration at the theatre at which a detailed advance view of the new screen installation was presented. Shapiro said that the construction at the theatre would be completed in time to show Paramount's "Strategic Air Command," the first double-frame horizontal VistaVision picture, in mid-April.

Shown at the demonstration were photos which compared the regulation projector to the new horizontal VistaVision projector.

Ticket-Selling Sessions Dedicated Strictly To Business: Mike Simons

Metro's Ticket Selling Workshops are strictly business affairs, emphasized Mike Simons, head of M-G-M customer relations department and executive in charge of Workshop operations. Exhibitors attending these sessions, said Simons, are discouraged from making long speeches and introducing their ideas with social amenities. Time-consuming remarks are taboo at Workshops, he stressed. The theatreman gets a time limit in which to make his point and, moreover, must present a genuine ticket-selling idea to win the floor, Simons added.

Such are the methods employed at Workshop sessions to encourage attendance and gain exhibitor respect. Evidently the policy has paid off. Exhibitors have been inviting Simons to bring the Workshop into their areas to the tune of 11 engagements in less than six months time. Between now and June 30, 13 additional Workshops have already been scheduled.

Promotional Aids Stressed

Simons said that he attends each armed with various types of promotional aides. He delivers a short and informative talk on what is to be the agenda of the day-long session and, Simons made plain, the main and only topic is to help sell tickets and nothing else but.

The Metro executive disclosed that he will not and has not forced a Workshop session on any exhibitor group. The theatremen must want and ask for a session; Metro will not instigate one, he said. Simons added that these strictly-business affairs are never opened by local mayors or their assistants as the time such addresses would take up would not be in the interests of selling tickets.

The result, Simons contended, has been more than satisfactory. Theatremen have travelled hundreds of miles to participate in Workshop sessions and hear visiting panelists present their promotional brainstorms. Ideas for selling tickets in both small city situations and rural area houses and drive-ins are thus aired by the panelists.

Some of the unusual revelations that have been gleaned by Simons as a result of the Workshop sessions were regarded as eye-opening disclosures by the New York audience that heard the Metro executive at an AMPA luncheon.

Simons pointed out that some exhibitors have never seen a press book. Workshops, he added, stress correct use of press book material not only for Metro pictures but for product from all companies.

Exhibitors of all ages and with varied experience are bringing assorted ideas to sessions and leaving with new ones, Simons disclosed. He said that the younger men, accustomed to the lush wartime days of merely opening the doors of the theatre and standing aside to let the patrons flock in, are picking up ideas on how to promote pictures in a more competitive day.

The older theatremen, Simons contended, are eager to group the newer promotional methods which embrace the theory that to properly sell tickets the exploitation punch must be on the picture, not the gimmick.

Theatremen in rural areas are discovering, Simons noted, that merely greasing a pig or a turkey and letting it loose in the drive-in area for the lucky patron to catch is not enough to sell a ticket any more.

He said that for smaller cities exhibitors have found it profitable to address service clubs such as the Rotary on the advisability of grouping local merchants into a city-wide promotion to boost evening shopping.

Charts Displayed

Simons made his points well by displaying illustrated charts on the paths taken by various patrons from their homes to the theatre and back again. By inducing retailers to keep their windows lighted and/or shops open until the theatre closes, many patrons will stop to make purchases rather than go directly home, he suggested.

Exhibitors at the Workshops are warned by Simons against the playing of salacious pictures and the use of salacious advertising. He noted that many towns lacking a theatre are waking up to the importance of motion picture entertainment as a means of combatting juvenile delinquency.

Another point made by Simons was that exhibitors are urged at Workshops to attract the patronage of 13-year-old girls and old people. The young girls, he said, were important since they exert considerable influence in the home. Exhibitors who ignore this group run the risk of losing their audience, Simons argued. As for old people, they have a lot of time on their hands and little money to spend — therefore, naturals for film theatre attendees. Simons explained.



Metro's customer relations director Mike Simons gives away a brief case as a door prize at the AMPA session during which he explained the goings-on at a typical Ticket Selling Workshop. Simons usually gives away a bicycle at these sessions.

The AMPA audience, composed of film company representatives as well as exhibitors from the New York area, heard Emery Austin, Metro's exploitation director, give a follow-up talk to Simons. Austin said that "the need for co-existence between the theatre and the newspaper" has been impressed upon exhibitors in the field.

"Newspapers are opening up and allowing more news of Hollywood to go into their pages," he asserted. He disclosed the fact that exhibitors are also being reminded that radio is still an important medium in the promotion of films. Special charts giving statistical breakdowns of local radio station listeners and the areas in which they reside were illustrated at the session.

Workshops offer exhibitors 34 promotion services, Austin declared. Not all of these services will suit every theatre requirement but the exhibitor, he noted, will find at least several of the 34 applicable to his situation.

Services Listed

The services fall into categories such as: field press representatives, press books, advance press book proofs, serial stories in two forms, publicity mat news services; tie-up still services, national tie-ups, booking dates, advance manuals, records for tie-ups and promotions.

Also, test engagements, newsreel bulletins, educational aids, story-in-pictures layouts, special art layouts, tie-ups with safety groups, Kodachrome color service of two types, sheet music tie-ups, advance planting in newspapers, customer.

Also, color still, M-G-M tours, co-operative campaigns, special accessories, promotions and tie-ups involving book publishers, participation in circuit contests, trade papers, national magazine publicity, national magazine advertising, key-city advertising in daily newspapers and Sunday supplements and on radio and TV, radio station services, television services, regular and teaser trailers and accessories used in the motion picture celebrations.

Meanwhile, Workshops were held this week in Milwaukee and Oklahoma City and an upcoming session is slated for Charlotte, N.C., Apr. 4.



A typical session of a Metro Ticket Selling Workshop, like this one held in Detroit, was symbolic of the strictly business type of atmosphere prevailing at the one-day affairs described by M-G-M's Mike Simons at his discussion in New York.

TOA's Picture Financing Group Seen Getting Started By May 15

"Air Command" Sparked By Anni

(*Continued from Page* 14)

SAC and Paramount for the vivid portrayal of the heroism, sacrifice and dedication to the maintenance of peace that have gone into the building of SAC.

The city of Omaha declared a holiday in honor of the preview, the anniversary of SAC and the film stars and guests. Mayor Rosenblatt had proclaimed an entire week as "Strategic Air Command Week," paid the city's tribute to SAC on its anniversary and welcomed the press preview. Gov. Anderson, on behalf of the entire state, congratulated Gen. LeMay on the SAC anniversary and commended Paramount for produeing "Strategic Air Command," which, he said "portrays the trials and tribulations and the mission and function of our ever alert bombing force." Harold D. LeMar, chairman of the Omaha Chamber of Commerce Armed Forces Committee said the city, whose principal buildings were appropriately decorated for the weekend events, considered it a "real privilege" to be the focal point in the two-day celebration.

All in all, a job well done, and both Paramount and the Air Force deserve credit for a jet-style inauguration of a motion picture which will benefit them both. Everyone was really "flying high" for this one, and this spectacular take-off will certainly help to sell a lot of theatre tickets.—*Robert Wendlinger.*

Fox Publication Cited

"The Dynamo," 20th-Fox's house organ, edited by Roger Ferri, has been named "the outstanding company publication" for 1954 by the Company Publication Editors of North America, representing house organs of 332 leading industrial and business corporations in the Northern Hemisphere. This marks the sixth time that "The Dynamo" has been singled out for journalistic honors. It is reported that as a result of the five previous citations, at least 43 national organizations altered their publications to coincide with "The Dynamo's" format.

Exhib Groups Endorse Hospital Collection Day

A one-day audience collection for which a special appeal trailer is in production, will most likely be held in mid-August, on the opening day of a new attraction, for the benefit of the Will Rogers Memorial Hospital, Saranac Lake. The collection plan won the approval of leading exhibitor organizations, including TOA, National Allied, ITOA and MMPTA. Decision to hold the day-long collection in mid-August was based on the fact that the drive-in season is then at its peak. Exchange area distributor and exhibitor committees have begun an intensive solicitation of pledges from individual theatres to support the drive. S. H. Fabian is national chairman of national collection drive.

The newly formed Exhibitor Film Financing Group (EFFG) should get off the ground by May 15th, according to the latest TOA bulletin. Reporting that 38 states have been cleared for mailing, with four more to be cleared at any moment, the bulletin says that 'this is the time for exhibition unity . . . insure the future of your business and answer your need for more good pictures."

Other bulletin highlights: Idaho passed a 75¢ minimum wage law, expected to work a hardship on small theatre owners employing part-time school students at 50¢ per hour. . . . E. D. Martin announced these appointments to COMPO's Executive Committee: Myron H. Blank, S. H. Fabian, Pat McGee, Walter Reade Jr., Elmer C. Rhoden, Morton Thalhimer, Robert B. Wilby. . . . Anti-daylight savings time forces won a victory in Utah, due to organized exhibitor effort. A similar organization is being formed in the Inter-Mountain area.

Further: a West Coast representative will be retained by TOA starting April 1st to assist state and regional units with organizational problems. . . . More than 2,000 exhibitors have already responded to the appeal by the Committee Against Pay-As-You-See TV for funds. The bulletin also tells how the board of United Theatre Owners of America met in a most appropriate spot to discuss film rentals. The spot was Starved Rock on the Illinois River near La Salle, Ill., where "once a desperate tribe of Indians" decided on "death by starvation . . . rather than surrender its freedom." Exhibitors feel akin to the legend created by these Indians, the bulletin concludes.

Theatre Video Talk Shocks Theatremen

Exhibitor eyebrows were lifted as a result of a piece by Clarence Derwent, president of ANTA, and former president of Actors' Equity, published on the front page of the New York Herald Tribune drama section. Headlined, "Closed TV Is Shiny, But Is It Fool's Gold?" Derwent displayed a dim view of closed circuit theatre TV despite the fact that ANTA, along with CARE, was the beneficiary of closed circuit performances in 31 film houses just this week.

Derwent asked: "Is is not possible that some of the 'mistakes' of Broadway, if exposed to a vast provincial audience, might tarnish the most established reputation? Our producers should ponder carefully before they reach too avidly for the easy money which closed circuit seems to promise. Let them consider to what extent their lengthy Broadway run is dependent on the out-of-towner; and let them ask themselves if there will remain the same incentive for the long journey and the expensive tickets if their wares have already been seen for a fraction of the sum on TV screens throughout the country.

"The amount of money available for entertainment is not inexhaustible," Derwent concluded. "When the choice is between what is new and what has already been seen, let us be sure we know where the coins will fall."

New Appointments . . .

Al Levy, Pittsburgh branch manager for 20th-Fox, has been named manager of the company's Boston exchange, succeeding John Feloney. Nat Rosen, presently Albany branch head, succeeds Levy in Pittsburgh and Clayton G. Pantages has succeeded Rosen in Albany. Pantages was formerly an Albany branch salesman.

Shepard Bloom has been appointed as branch manager of 20th-Fox's New Haven exchange, succeeding Herman Hirschhorn, who passed away last week. Bloom was formerly sales manager of the company's Philadelphia office.

William Graham, office manager and city salesman in Buffalo, has been transferred to the position of office manager in the Boston exchange.

Robert W. Selig, formerly assistant to the president of Fox Intermountain Theatres, has been named division manager of the company's 65 theatres.

Ray Murray was promoted to assistant exploitation manager from his post of trade press contact at Columbia Picture. With the company for 12 years, Murray will concentrate in his new position on supervision of national exploitation, under the direction of Al Rylander, exploitation manager. Martin Blau, general assignment man in the publicity department for four years, fills Murray's former post while Ted Spiegel, with the company for seven years, transfers from the exploitation to the publicity department.

Howard J. "Buddy" Robbins was named by Columbia Pictures Music Corp. as general professional manager. He will act as liaison man with the film company and the various record concerns as well as play an active role in the plugging of tunes from Columbia films published by the Columbia music firm.

Birk Binard has been appointed director of publicity and advertising for Stanley Warner Theatres in the Philadelphia zone, succeeding Irving Blumberg, who resigned recently. Binnard has been manager of the Warner Theatre, Reading, for the past ten years. Roy Robbins will continue as assistant director.

Extra "Peter" Push

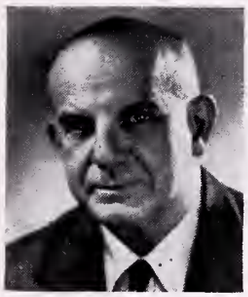
An additional audience of 20,000,000 is anticipated for runs of "A Man Called Peter" by 20th-Fox as a result of the company's national preview program of the picture for more than 1,000,000 ministers, Sunday school teachers and superintendents, church women's groups, lay churchmen and civic leaders. The preview program, called greatly successful by 20th-Fox, is being extended to accommodate those unable to attend earlier showings.

Lodge Installations Set

Cinema Lodge of B'nai B'rith will hold installations of officers for the new year at an industry-wide Sheraton-Astor Hotel luncheon Apr. 19. Max E. Youngstein, United Artists vice-president, is the newly elected president. Vice-presidents are Marvin Kirsch, Milton Livingston, Sol Rissner, Norman Robbins, Cy Seymour, Robert K. Shapiro, Jack Weissman, Al Wilde and Lou Wolff.

Next Six Months Vital, Says Yates

HOLLYWOOD.—The gains made by the industry during the past year are an encouraging signpost for the future, but the coming six months will probably establish the destiny of the film business for the next two years. This was the opinion voiced by Herbert J. Yates, Republic Pictures president.



H. J. YATES

Addressing the final session of Republic's western regional sales conference at the studio, Yates stressed the importance of strengthening producer-exhibitor relations in order to maintain present standards. He emphasized that this should be the first consideration in a general film industry endeavor to raise audience attendance from the present day level of 45,000,000 patrons and recapture to a large measure the peak audience of 95,000,000 which we had during the war years.

"The rose-colored glasses must be discarded in favor of realistic adjustments of producer investments against theatre gross receipts," Yates told the assemblage. He bluntly told his sales force that Republic's production policy for the future would be determined by gross returns during the next six months.

Hopeful But Realistic

Yates said he was hopeful and optimistic about the coming months, but he also intended to be realistic and Republic, like any other good business organization in other fields, would pattern its production policy on the basis of income received from its most ambitious program.

"Producers and exhibitors must join hands now in a common cause to increase theatre attendance or both face an economic readjustment," Yates said. He emphasized that spiralling operating costs both in the production and selling of pictures must be brought under control by all producers in order not to place additional strain on corporate structures.

Yates pointed out that Republic has invested more millions in forthcoming productions than at any time in its history, naming such films as "The Eternal Sea," "Road to Denver," "Magic Fire," "Santa Fe Passage," "A Foreign Adventure," "The Texas Legionnaires" and "The Gunman."

Rogers, Autry Films On TV

World-wide television distribution rights to the 123 feature films made by Gene Autry and Roy Rogers for Republic have gone to MCA TV, Ltd., Film Syndication Division. The 67 Rogers and 56 Autry films, said to have been produced originally at a cost exceeding $25,000,000, have been re-edited for hour-long programming.

A long court battle over the films culminated in a Supreme Court decision favoring the studio last October. Litigation had concerned the Rogers-Autry contention that they had not given Republic consent to show their films on TV. The decision in favor of the studio opened the way for sale of other features without player approval.

U-I's Albany Hoopla

Hometown Hails Kirk Douglas At "Man Without A Star" Preem

ALBANY.—What is an independent production? Seems like a silly question. But Kirk Douglas, hosting a brunch for the trade press during his Homecoming Celebration in Albany last week, in connection with the opening of U-I's "Man Without A Star," had a rather unusual answer. "Every good picture is an independent production," he said. Douglas, who now has his own production unit, went on to say that a good picture was independent in a creative sense. "Billy Wilder, Perlberg and Seaton at Paramount — they're independent producers! They've got control over their stars, story and so forth. It doesn't matter who puts up the money," he argued.

Douglas, a native son of nearby Amsterdam, was half-way through the two-day celebration in his honor on March 21st and 22nd, which reached its climax when he met with Governor Averell Harriman and was introduced before the New York State Legislature. Soon afterward, he made a series of personal appearances on the stages of the Strand Theatre, Albany and the Troy Theatre, in neighboring Troy, where "Man Without A Star," which also stars Jeanne Crain and Claire Trevor, opened simultaneously.

The night before, the star was guest of honor at a 300-person "Welcome Home" cocktail party and dinner at the Hotel Sheraton-Ten Eyck, sonsored by the Variety Club of Albany. Guests included Mayor Erastus Corning 2nd of Albany, various state and civic leaders, members of Douglas's family, some of his high school and St. Lawrence University teachers, and various personal friends. Mayor Corning had proclaimed that 21st and 22nd as "Kirk Douglas Days" with a special proclamation.

Sold On Television

Now Douglas, restless and energetic as he appears on the screen, was taking a breathing spell in the midst of these and other activities in connection with the celebration. What did he think of television? "I think it's absolutely great," he answered. "You know, movies really are better than ever, and it's because they've had to be, because of the competition. Also, television gives a performer a chance to do unusual things. You'd be surprised at the reactions I've had from my appearance on the George Gobel show," he said. "People say, 'I never knew you were like that.' I like to use TV for experiments."

Douglas is also learning quite a bit, he says, from the six-city personal appearance tour he is now making — his first — in connection with "Man Without A Star." "You hear a lot of viewpoints that you don't hear in that little city called Hollywood," he agreed.

Since Douglas owns 50 percent of the picture, he admitted that naturally he'd be willing to knock himself out a little on a tour. But he insisted that percentage deals are even better for the studios than for the stars. Everyone works faster, more efficiently, he said. Douglas made "Man Without a Gun" in four tight-packed weeks, between "20,000 Leagues Under the Sea" and "The Racers," but he warned not to confuse "shooting-time" with "working-time." "A quick shooting-time in this case simply meant that U-I was a smooth-working outfit," he said. "Why, when I was dolled up in my '20,000 Leagues' costume I was practicing gun-twirling for 'Man Without a Star' between takes. Quite a sight, I might add."



Greeting Kirk Douglas, star of Universal-International's "Man Without A Star" at the State Capitol during his gala Albany homecoming were (l to r) Governor Averell Harriman of New York, and Eugene Bannagan, Dem. minority leader.

His future plans? Douglas has many. His next film will be for his own firm, Byrna Productions, one of the six he will release through U-A. Called "Indian Fighter," the film "is very simply the story of a white man who decides that he has more in common with the Indians than the whites," Douglas said. After that, he wants to do the story of Van Gogh, and then there is his old interest in comedy and clowns and circuses to be satisfied.

"Eventually I want to direct," Douglas added. "I didn't just set up a corporation to sit around and make announcements. Nothing's easier than that." Douglas, as he left to meet the governor, left the impression that he is a pretty independent fellow, with a lot of work to do.—*R.W.*

Release Slate Upped By Two At Universal

An increase of two in the number of feature releases for the current calendar year to a total of 34 has been made by Universal-International, according to Charles J. Feldman, vice-president and general sales manager. Total releases for the four-month period beginning in May will be 12; half in color, one in 3-D and two in CinemaScope.

Among these will be the pre-release of "The Shrike," starring Jose Ferrer and June Allyson, "Revenge of the Creature," "Cult of the Cobra," "The Looters," "This Island Earth," "The Man From Bitter Ridge," "Abbott and Costello Meet the Mummy," "Foxfire," "Ain't Misbehavin'," "The Purple Mask," "Francis in the Navy," "The Private War of Major Benson" and "One Desire."

Mayer Analyzes Color TV Effect

HOLLYWOOD.—The industry will successfully weather the coming popularity of color television, the effect of which on the movie business will be of "a rather short duration," it was predicted by Louis B. Mayer at the awards presentation banquet of the American Cinema Editors.

Mayer said that the color TV fad will be a repetition of the experiences film theatres went through when Technicolor was first introduced to motion pictures. Mayer reminded his audience that when color began all that was necessary was to shoot any sort of western in Technicolor and a box office hit was produced. He added that the novelty soon wore off.

Neither size, shape or color ever did much for replacing the basic quality of the entertainment in motion pictures, the production veteran maintained. The future of the industry, he added, will not be influenced as much by physical means as by the quality factor.

The banquet at which Mayer spoke saw honors given to ACE members who have been nominated for film editing awards for the Academy of Motion Picture Arts and Sciences and winners of the Academy of Television Arts and Sciences editing awards.

Honored for their editing on "Operation Undersea" for TV were Lynn Harrison and Grant Smith, who won an "Emmy." In the motion picture category, pictures and editors selected were "The High and the Mighty," Ralph Dawson; "The Caine Mutiny," William A. Lyon and Henry Batista; "On The Waterfront," Gene Milford; "20,000 Leagues Under The Sea," Elmo Williams; "Seven Brides For Seven Brothers," Ralph Winters.

Para, Hitchcock Ink Two-Picture Contract

Paramount and Producer-director Alfred Hitchcock have signed a new contract under which Hitchcock will make two more pictures for the studio than the number called for in the present contract. It was also agreed with James Stewart that he will star in both of these additional productions. The two added pictures will be made over the next few years.

Hitchcock soon will start production on "The Man Who Knew Too Much," starring Stewart and Doris Day, as part of the former contract.

HOLLYWOOD ...on the wire

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Kirk Douglas was signed to portray Vincent van Gogh in M-G-M's "Lust For Life," biography of the famous Dutch artist. John Houseman will produce and Vincent Minnelli will direct the feature adpated from Irving Stone's book with Norman Corwin writing the screen play. At the same studio, it was announced that Robert Taylor will team with Stewart Granger as stars of "The Last Hunt," based on the novel by Milton Lott. The story told against the background of the final big buffalo hunts in the days of the early West. Richard Brooks is writing the screen play and will also direct.

* * *

"Maracaibo," a novel by Stirling Silliphant, was purchased by Universal-International. Howard Christie was assigned to produce the film version of the book and Ted Sheredeman was assigned to do the screen play. The story is set in Venezuela and has as its principal characters a carefree adventurer and a beautiful Pulitzer Prize-winning poetess who develop an unusual romance.

* * *

Over at Columbia, David E. Rose will produce "Port Afrique," his picturization of the Bernard Dryer best seller, which he will release through Columbia. Romney Pictures has scheduled "The Island," for Columbia release. The science — fiction story will star Jack Hawkins with Edna Romney producing and Peter Glenville directing. Shooting will take place in Britain and Spain.

* * *

Incorporation papers have been filed in Sacramento for Earl McEvoy Productions, which has been formed to produce motion picture and television films. The company is headed by Earl McEvoy, director formerly with Columbia; vice-president is Mrs. Miriam McEvoy and secretary is Robert Sands.

* * *

"Naked Sea," a feature length, documentary sea story in color of the American tuna clipper fleets which sail the southern seas to the outposts of the Pacific, will be distributed world-wide by RKO, J. R. Grainger, president announced. Allen Miner produced, directed and photographed the feature. He worked on the project for three years.

Producer-director Robert Aldrich has signed Ruth Roman and Ilka Chase for his United Artists release of "The Big Knife." They join the cast headed by Jack Palance, Ida Lupino, Shelley Winters, Wendell Corey, Rod Stieger, Everett Sloane. Aldrich starts rehearsals for the film Apr. 9.

* * *

Mark Robson's next Columbia assignment will be the direction of "The Harder They Fall," the picturization of the Budd Schulberg best seller of the prize fight racket, to star Humphrey Bogart, executive producer Jerry Wald announced. Philip Yordan will produce, with camera work scheduled to start July 12. Following this feature, Robson plans to make the New York and London stage hit, "The Little Hut," independently, in association with F. Hugh Herbert.

* * *

Henry Fonda has the screen rights to "Clown," the life story of Emmett Kelly, and plans to produce it into a feature film. Fonda, incidentally, appeared in "Clown," a TV version of the property, which portrayed a segment of Emmett Kelly's life.

* * *

Howard W. Koch has signed a deal with Joseph and Irving Tushinsky to have his United Artists' Foreign Legion-themed Ralph Meeker-Marla English starrer, "Desert Sands," coverted to SuperScope. . . . Cornel Wilde will make his debut as a feature motion picture director on "Storm Fear," which will be produced by his own company, Theodora Productions for United Artists release. Wilde will also star in the melodrama as an escaping bank robber. The film is scheduled for an Apr. 11 start and is being written for the screen by Horton Foote, noted stage and TV playwright, as his initial film writing assignment.

* * *

James Dean will go into the top role of Jett Rink in "Giant," film version of Edna Ferber's famous novel about Texas and Texans, which George Stevens is to direct and produce in association with Henry Ginsberg at Warner Bros. This will follow "Rebel Without A Cause," in which Dean will star with Nicholas Ray directing and David Weisbart producing for Warner Bros.

* * *

An agreement has been officially reached between Gomalco Inc., and Paramount Pictures for the production of a major feature picture to be made this summer starring George Gobel. Shooting will start around July 5th. Gobel will start his film career with "The Lady Eve," which will be produced by Paul Jones. . . . Peggy Lee has joined the cast of Jack Webb's feature, "Pete Kelly's Blues," which Webb is starring in and directing for Warner Brothers release. Other cast toppers in the feature are Janet Leigh, Edmond O'Brien and Webb. Also added to the cast was famed songstress Ella Fitzgerald.

* * *

Producer Leland Hayward signed Franz Waxman as musical director for "Mr. Roberts," which is slated for a summer release



Henry Fonda, James Cagney, Leland Hayward, William Powell, Jack Lemmon and Mervyn LeRoy enjoying a good laugh between scenes on the "Mister Roberts" set—an Orange Production for Warner Bros.

Filmakers' Producer Hal Chester: Exhibs Should Aid Indie Finances

By Richard Bernstein

"You have to make an 'off-beat' picture today," Producer Hal E. Chester stated at a luncheon interview. "But just what is an 'off-beat' picture? No one knows exactly. If there are too many so-called 'off-beat' pictures you are told, you should make an 'on-beat' picture. To sum all this double talk up, I would say that there isn't any such thing a an 'off-beat' picture."

Chester has just finished producing "Crashout" for Filmakers. One of Chester's policies is "the right actor for the right part." In "Crashout," he has William Bendix, Arthur Kennedy, Luther Adler, William Talman, Gene Evans, Marshall Thompson and Beverly Michaels in the leads. It was directed by Lewis R. Foster and based on a screen play by Chester and Foster.

He has set an Apr. 12 starting date for "Battle Hell," his next for Filmakers, based on an original screen play by Robert Lewin. This film will also be directed by Foster.

Chester Enthused

Chester is enthused with "Battle Hell," which he explains as the story of a mission. "It shows that a war is made up of a big battle and that the big battle is made up of small battles. The biggest battle, however, is the battle of a soldier within himself.

"This is a human story. It's the story of six men, six soldiers. It is an emotional story with action. I'm going to do it realistically. I have found a locaton that is similiar to the Liri Valley and the Longo Mountains in Italy where the story takes place," the producer said.

Chester plans to start another feature, "The Smoldering Sea," on May 20. This will be based on the U.S. Anderson novel of the same name. The novel was published by A. A. Wyn and is the story of a freighter in the war. The script is by Fred Friedberger.

"A producer should capture realism, but he should also always remember to be sure that he is presenting entertainment," Chester stressed. "Sea" also will be distributed by Filmakers.

Stresses Production Changes

Chester pointed out that independent production has changed a lot. Today, the major studios give participation to stars, producers and directors, so the independent producer has to give participation too and make it very attractive.

Chester spent a great deal of time in Europe on business and explains that subsidies over there are a great help to independent production.

"The Filmakers play or pay plan is a step in the right direction as an aid to independent production," Chester said. "But the exhibitor should also work up a plan with the independent producers, and not at arms length, to help in the financing of product. Why should the independent producer take all the chances? Some method should be devised to protect the independent producer of any loss."

Chester believes that the Filmakers plan is working wonderfully and that it has done a great deal to encourage producers to enter the independent field. He has exceptionally high praise for Irving H. Levin and Harry Mandell of Filmakers, who he claims realize all the problems of independent production and do all within their power to help.

The 33-year-old producer, who has been in the motion picture business 23 years, having started as an actor, stated: "TV is a great sales medium for the motion picture."

He also had a lot to say of European and American co-production as a stimulant to the motion picture industry and revealed that he will produce a film, "The Weapon," in London under the Alliance Picture banner in conjunction with Periclean Films of England. He stressed that there is an international market today and co-production is very feasible and of mutual benefit.

Chester is very careful about selecting his directors and has high regard for what part a director plays in the making of a film. "A director can make an ordinary script great," he says.

Deriding shooting a film just to make a motion picture, Chester said that preparation is the asset that every picture needs. The script has to be ready, the right people have to be available and feel that their parts are right for them.

"The grosses today are fabulous and that is because everyone is striving for quality, not quantity," the producer stated. Chester produced "The Beast From 20,000 Fanthoms" for Warner Bros. release.

Exhibs Aid Furniture Dealers: Art Director

HOLLYWOOD.—The film exhibitor is a valuable friend to all the furniture dealers and decorators within his bailiwick because of the effectiveness of movie interiors and sets in inducing patrons to want to live better, Joe Wright, prominent screen art director, asserted as the main speaker before the Decorators and Designers League.

"The screen has had to take a lot of kidding along the lines of that old wheeze that in the movies, 'ribbon-counter clerks live in pent-houses," Wright, who has just signed as art director on Samuel Goldwyn's production of "Guys and Dolls," for M-G-M release, stated.

HOLLYWOOD...

by Warner Bros. . . . Republic Studios exercised its option on composer-conductor Victor Young for his services and assigned him to write an original score for "The Texas Legionnaires," starring Sterling Hayden, Anna Maria Alberghetti and Richard Carlson. . . . Jack L. Warner announced that James Stewart has been signed to portray Charles Lindbergh in "The Spirit of St. Louis," Leland Hayward's production of Lindbergh's own Pulitzer Prize story, which Billy Wilder will direct.

* * *

Robert L. Lippert Jr. has started shooting his AnscoColor feature, "Charge of the Rurales," near Mexico City. The film stars Dane Clark and James Craig and Louis King is directing. . . . Indie producer Burt Kaiser, who made "Hangover," which stars Lawrence Tierney and John Carradine and introduces Jayne Mansfield, went on a scouting trip with director Bruno Ve Sota for his next production, a gangster story with a documentary midwest background. . . . Arthur Hilton has been named associate producer on Garrett King's forthcoming independent production, "Sicilian Bandit."

* * *

"Flight From Bengazi," an adventure action story told against the background of the North African desert following World War II, will be the first Panamint Pictures, Inc. production to be produced for distribution by RKO. Richard Conte and Victor McLaglen will be two of the four stars to appear in the film, which will go before the cameras at RKO Apr. 15 under the direction of John Brahm. Sam Weisenthal and Gene Tevlin, president and vice-president of Panamint Pictures Inc. will produce the film. John Tucker Battle wrote the original story and screen play. The film will be shot in SuperScope.

* * *

With Mark Stevens in the triple role of producer, director and star, "Timetable," the initial feature on the slate of the newly formed Mark Stevens Productions goes before the cameras Apr. 25 at California Studios. A suspense drama involving a chase which begins in San Francisco, races through California, on to Phoenix and climaxes in Tia Juana, the film will be produced in association with Jack Gross and Philip Krasne. Aben Kandel authored the original screen play and the filming will take place both here and in Mexico.



At a surprise cocktail party tendered Alfred E. Daff, Universal-International executive vice-president, (second from left) at the studio to mark his 35th anniversary with the company were (l to r): N. J. Blumberg, board chairman; Daff; Edward Muhl, production veepee, and David A. Lipton, v.p.

REGIONEWS

ALBANY

A $350,000 treble damage anti-trust suit has been filed in U.S. Dist. Court at Utica by Capitol City Theatre Corp., former operators of the Eagle in Albany, against 20 exhibitor and distributor companies, claiming the "monopoly" forced them to sell the house, a subsequent-run. Harold Strassman is present operator of the Eagle. . . . Concession stand at Alan Iselin's Auto-Vision, E. Greenbush, recently rebuilt for cafeteria-type operation, was destroyed with most of the new equipment in an early morning fire which is believed to have been started by a short circuit.

Fabian Theas. will build a 1,200-car ozoner on a 23-acre site one mile north of the Latham Traffic Circle, Albany-Schenectady Road. Leon M. Einhorn, local architect, has been retained for the job. . . . Kirk Douglas, who addressed the guests at a Variety Club dinnner-dance in the Sheraton-Ten Eyck while in the city to promote "Man Without A Star," was inducted into Tent 9. . . . Jules Perlmutter, operator of drive-ins at Lake George and Richmondville, leased the Spa on Saratoga-Corinth Rd., which had been conducted by Jerome Fuller since its completion in 1953.

ATLANTA

Dick Kennedy, pres. of Alabama Theatre Assn., announced that directors of ATA authorized a contribution of $1,000 to the Joint Committee on Toll TV. . . . Ray Lewis and Harry Riddle announced a gala grand opening for the first Smiley Burnette Checkered-Shirt Drive-In at Orlando, Fla., on April 9. . . . Charles Tracy appointed mgr. of the Charlotte Harbor D-I at Punta Gorda, Fla. . . . Florida Theatre, Daytona, sold by D&H Theas. to Mr. & Mrs. J. G. Millirons for $81,500. . . . Tobey Allen appointed mgr. of the Weis Theatre, Savannah, Ga. He formerly managed the Lucas there.

Gold-Dobrow Theatre Co. of Pahokee, Fla. are new owners of Bend Drive-In, Belle Glades, Fla. . . . Alexander Film Co. reopening its Atlanta office at 116 Walton, in the Wallace Films quarters. Arnold Gregory appointed special rep. in this area and Pierce E. McCoy in the Augusta, Ga. area. . . . Walter Powell added to the 20th-Fox sales force at Jacksonville, Fla. . . . Tommy Mote, U-I booker, leaves soon for military service. . . . Julie Cheek, granddaughter of P. H. Savin of Allied Artists exchange, back home after surgery. . . . Alpha Fowler, theatre owner in Douglasville, Ga., has a new son, his fourth.

Park Theatre, Summerville, Ga., destroyed by fire, with loss estimated at $50,000. . . . Ted Toddy, pres. of Toddy Picts., reports big business in Florida on "Garden of Eden." . . . UA branch mgr. Bryan Adams announced arrival of a baby boy. . . . Bill Fegenbush, head of Florida Theatre art shop, Jacksonville, back after a trip to the hospital where he underwent surgery. . . . Peachtree Art Theatre playing "Aida" at road-show prices, twice a day. . . . Arthur C. Bromberg, Allied Artists Southern Exchanges pres., getting along fine after his recent operation.

Roy L. Bang, Fla. theatre owner, has taken over the Florida Theatre, St. Augustine, from S. A. Newton. . . . Matt Whitman, with Martin Theas. for the past 25 years and now mgr. of theatres in Tifton, Ga., celebrating 50 years in show business. . . . Capital Theatre Supply installed CinemaScope and wide screen at R. L. Buzbee's Ritz Theatre, Dadeville, Ala. Similar installations were made at DeSoto Drive-In, Arcadia, Fla., managed by George West; Jay Theatre, Jay, Fla., Ace and Breezeway in Homestead, Fla.

BOSTON

Steve Broidy, pres. of Allied Artists, promised two major productions a month, as well as program pictures, to his many exhibitor friends who attended the luncheon he hosted at the Hotel Bradford Roof, celebrating Monogram-AA's 25th anniversary. Al Daytz of Daytz Ents., representing 75 theatres, pledged full support of AA's production plans. . . . Robert E. McNulty, owner of the Warwick, Marblehead, was elected a trustee of Marblehead Public Library for a three year term. . . . A special screening of "Blackboard Jungle" was arranged by Karl Fasick and Floyd Fitzsimmons for 40 teachers and educators of the vocational training schools in the city.

April 18 is the date set for hearing of RKO's "French Line" censorship case in Federal Court, with Joseph Welch and George Foley representing the plaintiffs. Three suits, against the Comm. of Public Safety, the Mayors of Boston and Lynn, and other law-enforcement officials, are involved. . . . Harry F. Harding, 25, has been upped from asst. mgr. to gen. mgr. of the Beacon Hill, replacing Anthony Zinn, who resigned. His first move was to select Sebastiano D'Angeli, a former Howard Johnson mgr., as his asst., making this the youngest managerial team of a downtown first-run in the city.

James M. Connolly resigned as northeast div. mgr. of 20th-Fox to join the advertising firm of John Donnelly & Sons as exec. asst. to the v.p. His territory will be temporarily supervised by Glenn Norris, eastern div. mgr. Fox branch mgr. John Feloney also resigned to establish his own buying and booking organization, and is succeeded by Al Levy, who moved in from the Pittsburgh exchange. . . . Embassy Picts. has taken over distribution of "Davy Crockett, Indian Scout" for immediate release in this area. . . . The Commonwealth of Mass. will again extend daylight saving through Oct. and most of New Eng. will undoubtedly go along this year.

Ernest Cote, mgr. of Interstate's Old Colony, Plymouth, arranged a series of high school screenings of "Julius Caesar" for early morning showings, starting at 8:30 A.M. . . . Dick Young, student booker at 20th-Fox, was transferred to the Albany exchange as full booker. . . . Permit has been issued to a group headed by Stephen Minasian for a new drive-in on Route 114, Danvers-Middleton line, near the proposed Jordan Marsh shopping Center. . . . Harry Segal, UA branch mgr., was elected pres. of Sentry Lodge of B'nai B'rith. Installation of officers and dinner dance will be held May 15 at the Hotel Bradford Roof.

BUFFALO

Jack Mundstuk, M-G-M branch mgr., reports a flood of acceptances from area exhibitors for the company's Ticket-Selling Workshop which Mike Simons, director of customer relations, will conduct on April 18 at the Hotel Statler. . . . Ben Dargush is the new mgr. at the Center, where he succeeds Leon Serin, now city mgr. for UPT in Philadelphia. . . . A large number of clergymen were on hand for the Buffalo screening of "Man Called Peter," set up by Fox branch mgr. Charles B. Kosco prior to the April 8 opening at the Paramount. . . . Elmer F. Lux, Darnell Theas. head and pres. of the Buffalo Common Council, has been named chairman of the Buffalo Ad Club's Civic Affairs committee.

Carl E. Bell mgr. of Perkins Theatre Supply, reports his company is putting CinemaScope equipment in the Aero and Broadway drive-ins, Buffalo. Perkins is also supplying wide screen equipment for Francis Tate's theatres in Wilson, Newfane and Phelps, N.Y. . . . Along with a number of ozoners which started the 1955 season here, Buffalo's newest, the Wehrle on Wehrle Drive and Transit Road, also made its debut. . . . Variety Club's testimonial dinner to Dave Miller, scheduled for April 25, has been postponed. A committee working on details will soon announce the new date.

Advance sale for the Teck's Cinerama is big and gen. mgr. Paul Swater reports many reservations received from cities along the Canadian border. . . . Hats off to Phil Todaro, Century ad mgr., who pulled down a prize for his promotion ideas on "Underwater." . . . Joseph Zebrun, former mgr. at the Apollo and Strand, is aiding his box office at the Dipson Amherst, where he is now mgr., thru his almost weekly tie-ins with merchants in the area. . . . New Variety Club members are: Peter Becker, Joseph Denzak, Sarah Kallett, Billy Katz, Margaret Irwin, Nan Saperston, Edythe Tanner and Katherine Zeller. The girls joined up with Tent No. 7's Women's League. . . . Stu, son of Ben and Helen Hample, will marry Amie Block in June. Ben and Helen are receiving congratulations on their 35th wedding anniversary.

CHARLOTTE

A six months trial of Sunday movies was approved by the Laurinburg, N.C. City Council after management of two local theatres gave assurances there would be no conflict with church services. . . . Paramount branch mgr. Al Duren was married to Lois Nixon. . . . Gus Heffner, back at Paramount after two years in the Army, was also recently married. . . . Alonzo Parrish was in

CHARLOTTE (cont'd.)

buying equipment to replace screen at his Starvue Drive-In, Benson, N.C. . . . W. F. Harris appointed sales rep. for Harris Theatre Supply. . . . The Anderson family, owners of Anderson circuit in N. and S. Car., will soon leave for a trip to Hawaii. Their son Howard will take over.

Atlanta WOMPI's were in town to help get a Charlotte branch started. Among officers elected were Mrs. Myrtle Parker, Paramount, pres.; Mrs. Gladys Hawkins, Wilby-Kincey, 1st v.p., and Mrs. Rosaline Hutton, Columbia, 2nd v.p. . . . C. A. Dandelake, Colonial Theatre, Tarboro, N.C., back after a checkup at John Hopkins Hospital in Baltimore. . . . Another son arrived at the home of Joe Johnson, feature booker for Wilby-Kincey. Jack Griffith, U-I sales rep., welcomed a daughter. . . . Floyd Hanks, pioneer theatre man of Lenoir, N.C., announced his retirement after 40 years in exhibition.

CHICAGO

Rep. Van Der Vries of Winetka has introduced a bill in the Ill. legislature to license coin vending machines. . . . In a drive for new Variety Club members, chief barker Jack Kirsch has scheduled weekly free buffet luncheons and preview showings of new films. . . . Alliance Circuit's 25 outdoor theatres are gradually being reopened, each equipped with large screens, protected against changing weather conditions with Cine Plastic paint. . . . Mgr. Arthur Manheimer of National Screen Service reports theatres in this territory making good use of the company's posters boosting movie attendance. Maryline Tourville of NSS, who was seriously injured in an auto accident, is on the mend. . . . "Superama," a new, low-cost, fully guaranteed theatre screen, is being introduced by Radiant Mfg. Corp. . . . Easter sunrise services will be held at the Harlem Drive-In and ABC Outdoor Theatre.

New B&K managerial appointments include Roger Singer at the Century, Will Doonan at the United Artist, and Sam Abrams as asst. mgr. at the Riviera. . . . S. J. Gregory, pres. of Alliance, named chairman of the building committee to raise a million and a quarter for construction of St. Andrews Greek Church. James Gregory is chairman of the finance committee. . . . Phil Bland, who gave up the Calo Theatre recently, is now operating the Royal and Wicker Park. . . . Reported that Plaza Theatre is now under Fadem management. . . . James Jovan sent 25,000 invitations to neighborhood folks to attend "Romeo and Juliet" at his loop Monroe Theatre as guests.

Jack Rose, Indiana-Ill. Theatres exec., appointed amusement div. chairman of the Jack Kirsch testimonal banquet, set for April 19 at the Covenant Club. Rose is spearheading industry efforts to sell $1,000 Israel Bonds as admission to the dinner, at which Jack Benny will receive the first Israel Oscar. . . . Dan Newman, owner of the Astor Theatre, Chicago, and Mrs. Newman leaving for European trip, to include visit to Israel. . . . Republic mgr. Sam Seplowin reports "Doctor in House" breaking records at H&E Balaban's Esquire Theatre. Negotiations are under way for early loop showing of "The Eternal Sea," which was previewed at the Glenview Air Base. . . . Abe Bloom, B&K concession dept. mgr., in Louis Weiss Hospital for surgery.

Jack Robinson retired as sales mgr. of Golde Mfg. Co. and returned to Acme Mfg. as pres. of the company. . . . Abbott Theatre Supply furnished Schoenstadt's Midwest Theatre with 825 BushBak seats. The circuit closed its Boulevard Theatre and reports are that it will be turned into a dance hall operation. . . . James Coston, head of the Coston circuit; Col. Henry Crown, Columbia Picts., and Lawrence F. Stern, theatre financier, named trustees of Cancer Research Foundation of University of Chicago. . . . Alfred H Davis, sales mgr of U.C. Lite Mfg. Co., reports their Big Beam emergency lights being installed in leading Chicago theatres.

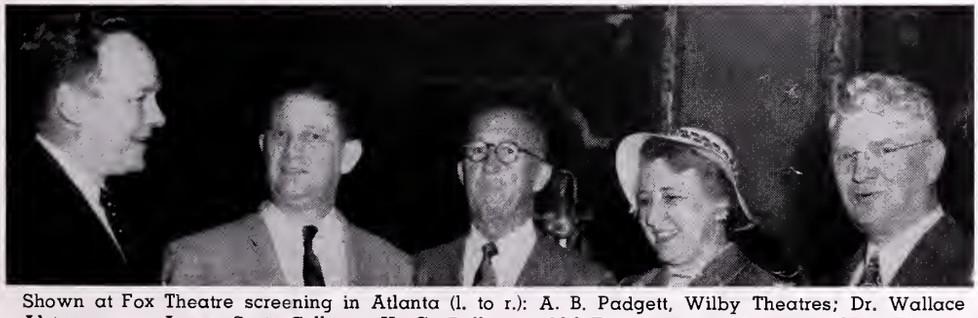
For "A Man Called Peter"



An estimated 112,000 clergymen have already been present at nationwide screenings of "A Man Called Peter" Shown here at the Fox Theatre preview in Philadelphia (l. to r.): Dr. Warren C. Johnson, pres., Philadelphia Council of Churches; Dr. Howard Kerschner; Pastor Henry Luffberry, Tabernacle Lutheran Church; Harold Seidenberg, mgr. dir. Fox Theatre.



Attending a conclave in Detroit devoted to local promotion of the 20th-Fox film, following a national magazine merchandising campaign, were (l. to r.): Milt Herman, Cohen Theatres; Henry Caponi and Walter Norris, Butterfield Theatres; Floyd Chrysler, Chrysler Booking Service; Jack Haynes, United Detroit Theatres; J. J. Lee, Fox branch mgr.; Lou Rosenfeld, Lucon Theatre, E. Lansing; Dillon Krepps, United Artists Theatre; Sol Gordon, 20th-Fox; Lou Mitchell, Kilbride Theatres; Bob Buermele, General Theatres; James Sharkey, Co-operative Theatres; Bob Gilfert, Life Mazagine; Wm. Arnoldy, American Weekly; Alice Gorham, UDT.; Jay Hammen, Parade; Bill Westman, Wisper & Westman Theatres.



Shown at Fox Theatre screening in Atlanta (l. to r.): A. B. Padgett, Wilby Theatres; Dr. Wallace Alston, pres., Agnes Scott College; H. G. Ballance, 20th-Fox southern div. mgr.; Mrs. Edward L. Askren, pres., United Church Women; Willis Davis, Wilby Theatres.

CINCINNATI

While M. J. Gordon and Tom Alley were in Cincy making arrangements for opening of their Dayton and Miami ozoners in Dayton, a windstorm blew down the screen tower at the Dayton, causing a delay of some six weeks for repairs. . . . Logan Gaines & Co. installed CinemaScope in their Riverview Drive-In at Carrollton, Ky. . . . J. H. Davidson of Associated Theas., Lynchburg, installed CinemaScope in all his drive-ins except the Roselawn at Allensburg, which will be so equipped later in the season. Davidson operates ozoners in Jasper Mills, Peebles, Lebanon and Waverly, O.

Midwest Theatre Supply is installing the big new Dyn-Arc lamps with 19" reflectors in the following: Max Milbauer's Belmont Auto Theatre, Dayton; Mark Cummins' Circle 25 D-I; Bill Miller's Millers Grove, Tipp City; Nat Kaplan's Woodlawn, Glendale, and Northside of the Sherwood Twin D-I, Dayton, owned by Sam Levin. Midwest also installed CinemaScope in Jerry Kunz's Auto In, Price Hill, and Dent Auto Theatre, Dent, and the Skyline, Dayton, owned by Lou Walters. . . . Charles J. Weigel opened his Deer Park Theatre, Deer Park, with CinemaScope.

Frank Weitzel has added Lou Smith's Marianne Theatre, Bellevue, Ky., and Arthur Schruhl's Frontier Drive-In, Charleston, W. Va., to his booking and buying service. . . . Jim Christian, head booker at U-I, resigned and asst. Jack Quigley took over his post. . . . William Garner is the new sales rep. in this territory for Buena Vista. . . . The Don Redas (Kentucky exhibitor) of London, Ky. are receiving congratulations on the arrival of a third son, named Philip. . . . Mrs. Fon Sexton, former circuit operator with houses in Ashland, Ky. and Ironton, O., passed away after a lingering illness. Her daughter, Mrs. Eila Deprez, has been managing the theatres since Mrs. Sexton was taken ill.

CLEVELAND

Jerry Gross, booker for U-I here, was transferred to the Detroit office as a salesman. . . . Marie Rossel, Universal cashier, was given a party on her 35th anniversary with the company. . . . U-I salesman Jerome Levitte is recuperating nicely in Charity Hospital following his recent operation. . . . Duke Hickey, U-I publicity, is working with Stan Hart in coordinating publicity for opening of "Revenge of the Huntress" in 42 spots in Cleveland, April 1 to 15. . . . Congratulations to Harry Buxbaum, Paramount branch mgr., on the arrival of a son. . . . David Rosenthal, UA branch mgr., is attending the national UA sales conference in Chicago, April 1-3.

DALLAS

Texas Drive-In Theatre Owners Assn. has engaged as counsel Edwin Tobolosky of Dallas. . . . Ned Depinet, former pres. of RKO, was guest speaker at the banquet given by Dallas WOMPI to honor Texans in the industry 25 years or more. . . . The Peak ozoner is giving a free complete movie every Saturday to all admitted at 10 A.M., following with the regular show. Hot dogs are free 12 to 5 P.M. . . . "Hung Jury," produced on location at Camp Wisdon by Tonawanda Productions and Universal Productions, headed by Mrs. Ollie M. Jones and Bill Locklin and in which Dallas talent was used, will premiere here around May 1.

Interstate Theatre opened suburban runs of four of the pictures nominated as best of the year, following the Oscar Awards presentation. Only one omitted will be "Country Girl," current and in holdover at the Tower. . . . Mr. & Mrs. W. R. Waynelong, who operate the Corral Drive-In on Hyway 80 between Odessa and Pecos, Tex., have installed the first aluminum screen in the state. They ran a free show with half old, half new screen, to show the contrast.

DENVER

Dist. Judge Robt. H. McWilliams Jr. dismissed a suit by Excelsior Picts. asking that Fox Inter-Mountain be forced to show "Garden of Eden," a nudist film, at the Tabor. He declined to view the film, and said Excelsior could seek relief in a civil suit since contract provided a formula for computing damages in case it was breached. . . . Alberta Pike, who operated the Vogue for seven years on an art basis, relinquished her lease, turned the house back to owner Fred Brown, and returned to work for Fox Inter-Mountain. Brown appointed Merf Evans, Lakewood mgr., as mgr. and will continue with the same policy.

Realart moved its exchange to 2081 B'way, with Hal Fuller as sales rep. American Releasing also named Fuller its representative, with Laura Haughey as office mgr. and booker. Hugh Braly, dist. mgr., and Irving Wormser, gen. sales mgr. for Distributors Releasing, were in town and arranged with Fuller to release their product. . . . Robert Quinn moved in from the coast as publicity man for Warner. He was formerly here in a similar capacity for Paramount. . . . Robert Selig, asst. to the pres. of Fox-Intermountain, was named mgr. of the Inter-Mountain division of National Theas.

Robt. Lotito resigned as mgr. of the Denham to spend full time with his publicity company. Denham publicist Wm. Fitzgerald will look after the theatre. . . . The neighborhood Uptown is now open Sundays only. . . . Chas. P. Weber, projectionist at the Paramount screening room, is father to a second child, Chas. P Jr. . . . The Monaco and Wadsworth drive-ins, owned by Lem Lee, are now on a first-run basis. . . . Joe Wills, who recently bought the Zia, Las Lunas, N.M., closed the house. . . . Jack Dianco, film contact man for Galagher Transfer, has gone to work for Denver Shipping and Inspection Bureau. The force at Galagher's is on strike.



Bookers of Warner Bros. N.Y. Exchange hosted circuit bookers in the Metropolitan area at a luncheon in honor of the Norman Moray Silver Anniversary Month, in May, to tee off drive to secure playdates of shorts. Shown (l. to r.) TOP: Phil Levine, Brandt; Jack Birnbaum, Randforce, Tony De Meo, WB; Shirley Levy, WB; Ann Levy, Fabian; Charlotte Brecker, Century; Manny Gross, WB; Sylvan Schein, Century; Joe Wright, Army; Irving Kaplan, Randforce, and Mike Anderson, W.B. CENTER: Manny Gross, WB; Joe Ornstein, ITS.; Al Blumberg, WB; Gertrude Sheedel, RKO; Max Polinsky, Brandt; Louise Crest, Moss; Sid Pearl and Danny Ponticelle, Brandt; Ray Olson, ITS.; Shirley Chester, Cinema; Byron Schward, Skouras, and Pete Sayr, W.B. BOTTOM: Josephine Degman, Prudential; Ben Drexler, Brandt; Ann Brown, Prudential; Sid Klein, Island; Sam Miller, WB; Len Lightstone, Island; Rose Taylor and Bert Schroeder, VPT.; and Lee Kaye, Navy.

DES MOINES

The Marland Theatre in Marcus reopened under management of Greater Marcus Corp., owners of the theatre. Mr. & Mrs. Fred Hoover were retained to operate the house. . . . A howling windstorm tore bricks from the southwest corner of the Iowa Theatre in Fort Madison but fortunately no one was injured. . . . More than 600 persons were guests of the Star in Colfax on the occasion of theatre's sixth anniversary under its present management. M. C. Marquis was host. . . . John Banks, mgr. of the Avery in Garner, started a new schedule of showings once a night Mon. thru Thurs., and the regular two showings Fri., Sat. and Sun. . . . Fort Madison's Drive-In, first in that area to reopen for the season, was last to close last year. Special equipment will soon be installed for showing CinemaScope productions.

Sam Watson, owner-operator of the Watson in Graettinger, reopened the theatre after two weeks' closing for extensive alterations. A wide screen and new lighting system were installed and acoustic changes made. . . . W. Eldon Harwood, mgr. of the Commonwealth Creston theatres, reports closing of the Uptown Theatre for the drive-in season and preparations being made to open the Skylark Drive-In north of Creston on April 1. . . . The Comet Theatre in Coggon was reopened after installation of a new screen. . . . Wm. Obrecht, mgr. of the Ritz in Rolfe, announced that CinemaScope films are now being shown there.

DETROIT

Charles Howard, mgr. of the Ric at Richmond, has scheduled an egg hunt for the Saturday before Easter, with the management supplying 2,000 chocolate eggs hidden in the Community Field, a block from the theatre. 250 door prizes will be given to the youngsters. . . . For promotion of the world premiere of "Big House, U.S.A." at the Fox, starlet Randy Farr made several radio, TV and lobby appearances, and managing director David Idzal had a lobby display of items made by inmates of Jackson Prison. . . . Almost 1,000 prospective ticket purchasers are turned away each weekend from the Mnsic Hall, where "Cinerama Holiday" made its debut on Feb. 14. . . . Stan Dudelson is off on a mid-western promotional tour in connection with films he is distributing.

Joseph P. Uvick, owner of the Burton at Flint, is on a West Indies cruise with Mrs. Uvick. . . . Howard Bruce of Amusement Booking Service is convalescing following an eye operation but may have to undergo another within three months. . . . Irwin Serlin, who is scheduled to do the electrical work on the new Wonderland Drive-In, was in to confer with Sam Green and Dave Korman on details. . . . Closing of the Lyon Theatre in South Lyon by Rex Kinnie is reported from upstate. . . . Clyde Wixom, former Kunsky Circuit theatre mgr., has been named state chairman for National Circus Clown Week, to be celebrated in June.

DETROIT (cont'd.)

Jack Zide is handling details for local Variety Club members who are interested in attending the International convention in Los Angeles, May 4-7. Variety's heavy schedule of special events includes an Easter party on Apr. 15 at Veterans Memorial Bldg; opening of Detroit Tigers baseball game on the 14th; United Detroit's staff party Apr. 30 at Variety Club rooms and the annual golf party on June 27 at Tam O'Shanter Country Club. . . .A Communion breakfast for members of the entertainment industry is scheduled for the latter part of April at St. Aloysius Catholic Church. Chairmen for the event are Edgar Lamoureaux, mgr. of the Palace in Windsor, and Thos. P. Allen, div. mgr. for United Film Serv. Program chairman is Ernest T. Conlon, exec. secy of Allied Theatres of Mich. . . . The death of John Kane, old-time mgr. of the National Theatre, was reported from Cincinnati. . . . Donald Shields, booker at Albert Dezel's, is recuperating from his recent illness in Mt. Carmel Hospital.

HOUSTON

"Battle Cry" finished its record-breaking run of five weeks at the Majestic, the second picture to stay that long in a downtown Houston theatre. The other was "The Greatest Show On Earth." . . . Publicity director at Interstate Theatres, Conrad Brady, goes to Charlotte, N.C. April 4 to be a panelist, for the third time, in one of MGM's Ticket-Selling Workshops. Among Houston theatremen who were guests at the Dallas' Workshop were Homer McCallom, mgr. of Loew's; Trail Drive-In owner Jack Farr who also heads the Texas Drive-In Men's Ass'n; Robert Lewis, Lewis Theatres; Fred Cannata, Horowitz Theatres. Mike Simons and Emery Austin of MGM conducted the Workshop which was hosted by branch mgr. Leroy Bickel.

New mgr. at the Variety Club is Bob Coggins who for the past five years has been sec-treas. of Tucker Wayne Ad. Agency in Atlanta, Ga. Allen Mason goes to News Inc., publishers of Citizens' newspapers. . . . Impressed with Variety Club's benefit show at the Shamrock, producer Joe Pasternak, who was in town for opening of "Hit The Deck" at Loew's, wired Calif. for a prize-winning gown which was auctioned off here for $1700. Last report on the proceeds, which will go toward building and maintaining Boys Clubs, was $70,200.

KANSAS CITY

Ashland Theatres, the only one in K. C. equipped for closed-circuit TV shows, presented the American Natl. Theatre and Academy's benefit show for CARE. . . . Construction has begun on a 200-car ozoner, to be called the 19 Drive-In, at Cuba, Mo. Adolph Meier, owner of Cuba Theatre, is the builder. . . . Contributions from audiences and local industryites raised $7,622 for the March of Dimes. . . . Republic Midwest launched a plan to make June the big month of the year, honoring Bob Withers, mgr.

Riverside Drive-In near North K. C. installed new concession equipment. . . . CinemaScope was added to the Victory at Knobnoster, Mo., the Roxy at Warsaw, Mo. and to R.L. Dyson's Plaza at St. Joe. . . . Rex Cool's Royal at Unionville, Mo. has new concession equipment. . . . Allied Artists scheduled a Mar. 31 luncheon for Steve Broidy, pres., and Morey R. Goldstein, v.p. & genl. sales mgr., who visited K. C. in connection with premiere of "Seven Angry Men" at Osawatomie, Kans.

Geo. Spencer, former mgr. of Commonwealth's Uptown in Columbia, purchased an interest in the St. Charles Drive-In at St. Chas., Mo. and will manage and do the booking. . . . Ron Harrison is now mgr. of the Tower in Wichita and Dale M. Smith is house mgr. for the Civic in Wichita. . . . Bob Wolf, IFE representative in K. C., set Mar. 24-Aug. 11 for a Playdate drive in recognition of division mgrs. . . . Leon Hoofnagle, booker for Commonwealth, is recuperating at home from an appendectomy.

In the U.S. District Court in K. C., Kans. Judge Stevens Chandler, Jr. of Oklahoma City is hearing a case without a jury which involves suits and countersuits of an Okla. construction firm and the Leawood Drive-In and three Glem W. Dickinson operating firms. The construction co. seeks payment of balances due for construction of the Leawood and Pittsburg theatres and the counterclaims were filed for alleged faulty construction. . . . The Tower Theatre in downtown K.C. was robbed a second time in March and the Granada in K.C., Kans. was robbed the same evening. . . . Don Clark was named to succeed Chuck Decker, who resigned as head booker and office mgr. for Allied Artists. Clark joined AA after four years as booker for Paramount.

MILWAUKEE

Oliver and Ray Trampe hosted a luncheon at the Schroeder Hotel for Steve Broidy, Allied Artists prexy, and Morey Goldstein, v.p. & gen. sales mgr., to discuss AA's plans and coming productions with exhibitors of the territory. In the morning, "Shot Gun" and "Annapolis Story" were screened in Warner's projection room. . . . The drive-in here that had opened for the season was forced to close temporarily because of a snow storm and very cold weather. . . . UA branch mgr. J. Imhof attended the western divisional meeting in Los Angeles. . . . The husband of RKO inspectress Isabelle M. Schilling was killed in an auto accident. . . . The downtown Fox-Strand closed. . . . F. J. McWilliams and John Adler returned from sunny Florida to attend the Allied spring convention. . . . John Mednikow is recuperating from his second bout in the hospital.

Watch These Dates!

April 3-5: Biloxi—Allied Theatre Owners of Gulf States annual convention—Edgewater Gulf Hotel.

April 18-22: Chicago—Society of Motion Picture & Television Engineers (SMPTE) convention—Drake Hotel.

May 2: New York—Variety Club's Second Annual Heart Award Dinner, honoring Richard F. Walsh, IATSE president—Waldorf-Astoria.

May 2-3: Minneapolis—North Central Allied Independent Theatre Owners convention—Nicollet Hotel.

May 4-7: Los Angeles—International Variety Clubs 19th annual convention—Ambassador Hotel.

May 10-12: Lake of the Ozarks—Missouri-Illinois Theatre Owners and Kansas- Missouri Theatre Assn. joint meeting—Arrowhead Lodge.

May 15-17: Atlanta—Joint convention of Motion picture Theatre Owners & Operators of Georgia and Alabama Theatres Assn.—Biltmore Hotel.

June 26-28: Gulfport — Mississippi Theatre Owners Assn. annual convention—Edgewater Gulf Hotel.

Nov. 21-22: St. Louis — Missouri-Illinois Theatre Owners annual convention — Hotel Chase.

MINNEAPOLIS

Operators of five drive-ins in the Mpls. area have signed a new contract with Projectionists Local 219. Under terms of the new contract, covering 10 projectionists, there will be no pay increase this year; five cents in 1956 and an additional five cents in 1957. . . . Joe Rivkin, exec. asst. to Harold Mirisch, v.p. of Allied Artists, was in from Los Angeles to arrange for the March 30 luncheon for AA pres. Steve Broidy and v.p. Morey Goldstein. . . . Earl Lorentz, 20th-Fox salesman, retired after being on the job for 25 years. . . . Roger Dietz, Columbia booker, purchased a new house in suburban St. Louis Park and will move in April 15.

Fire of undetermined origin completely destroyed the Palace at Hector, Minn., operated by Nels Madsen. . . . Allied Artists moved into its new offices at 1019 Currie Ave. Building was occupied by Universal before it moved into its own exchange recently. . . . Harlan Blake, mgr. of the neighborhood Paradise, is recuperating at Mt. Sinai Hospital from a heart attack. . . . Work has begun on remodeling of the loop World. . . . Retired M-G-M branch mgr. W. H. (Bob) Workman, in town on business, was an exchange visitor.

John Potier is the new asst. at the RKO Iowa, Cedar Rapids, replacing Leland Davis, who was transferred to the RKO Brandeis, Omaha. . . . Lyle Carisch of Waysata, Minn. bought the El Lago Theatre and the 53 Auto-Vue Drive-In at Rice Lake, Wis. from the Miner circuit. . . . Theatres which have closed in the area include the World, Duluth, Minn.; the Roxy, Richardson, and the Roxy, Steele, N.D.; Fort, Montfort, Wis., and Manila, Manila, Iowa. Reopening were the Marmarth, Marmarth, N.D., and Royal, Park Rapids, Minn.

NEW HAVEN

The June 1 opening of the $250,000, 500-car project being built at Bridgeport will bring to five the number of E. M. Loew outdoor ventures in this state. George E. Landers, Hartford div. mgr., is supervising construction. A new 120x45′ screen has been installed at the Hartford Drive-In, Newington, and a similar unit is planned for the Farmington at Bristol. . . . Ernie Grecula, who served as ad-pub dir. for Hartford Circuit before leaving in 1954 to become mgr. of the Walter Reade Paramount in Plainfield, N.J., has joined the sales force at Coppola Auto Sales, Westport.

Philip W. Maher and Paul T. Sullivan, plaintiffs in an action against Peter A. and Milton LeRoy, their partners in the Blue Hills Drive-In at Bloomfield, received a temporary injunction pending a hearing on their claims. In retaliation, the LeRoys have asked that the injunction be dissolved be-

NEW HAVEN (cont'd.)

cause of "flagrant misrepresentations" by Maher and Sullivan. . . . Jack Simons of S-W's Palace and Rialto, So. Norwalk, and Mike Adorno, asst. gen. mgr., M&D Theas., Middletown, happened to spot local Marines in "Battle Cry" and promptly contacted their local newspaper editors for special stories and art. . . . Herman Hirschhorn, 47, 20th-Fox branch mgr. here since last June, passed away suddenly.

Perakos Associates announced plans for a 900-car ozoner on the Silas Dean Hyway at Wethersfield, a Hartford suburb. . . . Henry Germaine of Paramount was reelected chief barker of Variety Tent 31. Others named are Hy Levine, 1st asst.; John Pavone, 2nd asst.; Sam Germaine, dough guy; George Weber, property master; and Bob Elliano, international canvassman. . . . Bernard Menschell, pres. of Community Amuse. and Manchester Drive-In Theatre Corp., Hartford, became father of a second child, named Steven Ira. . . . George Smith was named to succeed Carroll J. Lawler as mgr. of the Colonial, Hartford. Lawler resigned.

The 38 mgrs. of S-W theatres in Conn., Mass. and N.Y. are taking part in the three-month Stanley-Warner Festival, promotional followup to the recently-concluded Fabian's Fabulous Forty, in which Irving Hillman, mgr. of the Roger Sherman in New Haven, took top honors. Winner of the current campaign will get a two-week trip England. . . . Allen M. Widem, Hartford Times motion picture editor, flew to Los Angeles to cover the Academy Awards. . . . Jack Sanson, mgr. of S-W's Strand, is back at his desk following surgery. . . . Bob Schwartz, Lake Drive-In, Meriden-Waterbury Road, is marking his 25th year in the industry.

NEW YORK

An industry committee of 54, to serve as part of the Cardinal's Committee of the Laity in the 1955 Catholic Charities drive of the Archdiocese of N.Y., which seeks $2,500,000 in gifts through 50 different committees of businessmen, was announced by John J. O'Connor, Universal v.p., who is chairman of the m.p. committee. George J. Schaefer is treas.; L. Douglas Netter, Jr., Altec exec., is vice-chairman. . . . Max Cohen, pres. of Cinema Circuit, was sworn in as a member of Borough Pres. Hulan Jack's Permanent Advisory Committee, made up of business leaders in major commercial and industrial fields.

Robert Fleisher resigned as national magazine contact for 20th-Fox, effective April 8, and will take a brief vacation before announcing future plans. . . . Marvin Rochelle, son of veteran exhibitor Jack Rochelle, operator of the Park Theatre, Rockaway Park, was married last week to Judy Gier. . . . Elias Youngstein, father of UA v.p. Max E. Youngstein, passed away. . . . Stanley Fellerman, sales exec. for United World Films and son of Max Fellerman, exec. v.p. and gen. mgr. of Lopert Films, was betrothed to Sandra Feldman of Riverdale, N.Y.

OMAHA

The Lincoln City Planning Commission has asked the City Council to change a zoning ordinance to permit the location of drive-in theatres in class A-A rural and public use areas. It also recommended that a permit be given the Center Ents. for operation of an ozoner in such a zone at 84th & "O" Sts. . . . Most drive-ins in this area were back in operation before the first day of spring. Bill Miskell's Sky View operated continuously through the winter with 700 in-car heaters despite the coldest Feb. since 1936, and the Airport began use of in-car heaters when it resumed operation late in the winter season.



M-G-M's "Wheel of Fortune" float, which will tour the country in advance of the release of "The Prodigal," now scheduled for May bookings, gets the stamp of approval from the company's home office promotion trio. L. to R.: Joe Flynn, asst. to Emery Austin; Austin, exploitation head; and Oscar Doob.

PHILADELPHIA

Common Pleas Court Judge Edwin C. Lewis has ordered the State Board of Censors to permit showing of "She Shoulda Said No," a film dealing with drug addiction that was banned in July 1953 as "immoral and indecent." . . . Reminder that Tent 13 is holding an informal reception for Bob O'Donnell, international ringmaster, in the clubrooms on Monday (4) at 9 p.m. . . . Archie P. Kauffman, Sydney Orlofsky, Gilbert Pleet, and William J. Wolf are now members of Variety Tent 13. . . . The Robert Adlemans have been blessed with a baby girl. . . . Myer "Mickey" Lewis, National Theatre Supply, announced that his daughter, Renee, has wed Jerry Fox.

Stanley-Warner's Stanton Theatre is closing for redecorating. . . . Kirk Douglas and William Campbell were in town making radio and TV appearances and participating in promotional stunts on behalf of "Man Without A Star," to world premiere at the Goldman Theatre. . . . William Goldman, exhibitor who won a precedent making anti-trust suit against the major distributors a decade ago, testified as a defense witness in the Sablosky-Norris Amuse. Co. anti-trust suit against the majors.

Dave Brodsky, theatre decorator, has filed for City Council on the Republican ticket. . . . Morris Fox, 78, former ad. mgr. of Fox Film Corp. who retired in 1947, died. . . . Chas. F. Widmyer, Widmyer Prangley Co., one of the operators of the Colonial, died. . . . Lansdale Theatre, Lansdale, inaugurated the "Golden Age Family," in which persons of 65 or over are admitted at reduced admission of 50¢ by merely saying at the boxoffice, "I am a golden ager."

Robert J. O'Donnell, International Ringmaster of Variety, will be principal speaker at the Allied Jewish Appeal annual dinner meeting on April 4 at the Drake Hotel. . . . Birk Binnard, mgr. of the Warner Theatre in Reading, succeeds Irving Blumberg as local ad-pub dir. for Stanley-Warner. . . . A. M. Ellis' Bala Theatre advertises that it has achieved a first run in the neighborhoods. . . . James A. Carey will do his own booking and buying for the York and Elmwood theatres in York, Pa. . . . The S-W Lane discontinued its policy of showing art films. . . . Roy Sullender's National Theatre Service is now handling Silver Springs Drive-In, Hogestown; Midway D-I, Lewistown; the Hount Holly Springs drive-in, and Huntington D-I, Huntington, Pa.

PITTSBURGH

Over 275 theatres were represented at the Allied MPTO convention which flayed toll TV, attendance tax and the film shortage. . . . Fred A. Beedle, the Canonsburg exhibitor, is back at his office after being hospitalized with lobar pneumonia. . . . Harris Amuse. Co. planning a big shindig for the golden anniversary of the Nickelodeon, the first in the country, on June 5. . . . Al Levy, mgr. of the 20th-Fox exchange, transferred to the Boston office as head man and is replaced here by Nate Rosen from Albany. . . . Reissue of Garbo's "Camille" has broken all records for the Guild Theatre.

PORTLAND

After complete renovation and remodeling, Art Adamson reopened his 600-seat Parkrose Theatre with an art policy and T. W. McDougall as mgr. . . . Jay Clarke, nationally known mentalist, is supplementing the film fare at Hamrick's Liberty Theatre. . . . "Camille," the 1936 Garbo film, is currently being shown at the Guild Theatre. . . . Loyal T Zell, who was Pacific Northwest representative for United Film Service, has been appointed dist. mgr. for Equitable Savings & Loan Assn., with headquarters in Seattle.

ST. LOUIS

"Knock On Wood," which was trade shown here almost a year ago, opened first-run at the St. Louis Theatre on March 25, ending a lengthy disagreement between F&M officials Harry & Edward Arthur and Paramount over rental terms, during which time no Paramount features were shown at the circuit's theatres. . . . Geo. Spencer, former mgr. of the Uptown in Columbia, Mo., purchased an interest in the St. Charles Drive-In at St. Charles, Mo. . . . The 55-year-old Avenue Theatre building in East St. L. is being wrecked to make room for a new Woolworth store. . . . Fred Cline, who has been connected with a radio station in Harrisburg, Ill., leased the 500-car Harrisburg Drive-In at Pankeyville from J. D. & N. H. Barter and Fred Wilmoth.

Adolph Meier, operator of the Cuba Theatre at Cuba, Mo., is building a 200-car ozoner on Rt. 19, to be ready for May 1 opening. . . . Mrs. Regina Steinberg sold her 700-seat Madison at Madison, Ill. to Pete Malek, who had been associated with the theatre for 20 years. . . . The 400-seat Girard at Girard, Ill., reopened recently under mgmt. of Mrs. Ruth Hess. . . . Palace Theatre at Jackson, Mo. is to continue in operation under a granddaughter of the late Robt. K. Wilson, who was killed in an auto accident early in March. . . . The new Holiday Drive-In here is scheduled to open around April 15.

Columbia Amuse. has broken ground for its new twin ozoner at W. Paducah, Ky. One side will accommodate 600 cars, the other 400, and both will have a combined conces-

ST. LOUIS (cont'd.)

sions building. . . . Bloomer Amuse. started grading operations on its new 1,000-car ozoner on Hyway 460 near E. St. L., Ill., and will start on another 1,000-car project between Belleville and nearby Scott and Air Force Base. . . . Mrs. W. A. Wright closed her Wright Theatre at Avon, Ill. because of illness of the mgr. . . . K. A. Bushur's Neoga Theatre, 266-seater at Neoga, Ill., will be closed unless a plan can be devised to keep it operating at least a couple of days a week. . . . Mrs. Ann Lee Pool closed her 500-seat Kay at St. Francisville, Ill. for an indefinite period. Also closed is the 225-seat Mansfield at Mansfield, Mo. by operator B. H. Pettit; the 250-seat State at Morrisonville, Ill. by Mr. and Mrs. Buel Mitchell.

Wehrenberg circuit added some 600 spaces to its 66 Park-In Theatre in St. L. County, increasing capacity to 1,300 cars. . . . Many local theatres recently began closing one night a week as result of the new wage scale and working agreement with Operators Local 143. . . . Reported that the new 200-car ozoner under construction near Mansfield, Mo. will book out of Kansas City instead of St. L. . . . Wm. S. Levine assumed his new duties as mgr.-dir. of the Ambassador here, succeeding Ray Connor who moved on to a new assignment for Stanley-Warner. . . . Daylight Saving in Mo. will be eliminated if bill recently introduced by Rep. Carl Webber is passed. . . . MITO moved into its new and larger quarters at Oliver & Leonard. Prexy Lester R. Kropp announced dates for the annual meeting of the organization set for Nov. 21-22 at the Hotel Chase. . . . Hugh McGregor, owner of the Ritz at Arcola and the Oakland at Oakland, Ill., passed away.

SALT LAKE CITY

Reports are that the former Rimrock Drive-In, which was dismantled last season, has been moved to a new location and will reopen shortly in this region as Hilltop Drive-In. . . . Several first-runs here have started a policy of double features with good results. Included are the Studio, Capitol, Rialto, Villa and Utah. . . . . Safety Council of Utah has nominated the Golden Rule Club for a special citation from the National Safety Council. Former Tower Theatre mgr. P.A. Speckart started the club. . . . N. Rinetti, who leased the State Theatre to the Swanson Brothers, is now assisting Frank Davis, mgr. of the Rialto.

Maj. Gen. C. W. Christenberry, pres. of the American-Korean Foundation, was guest speaker at an industry luncheon, chairmaned by Ray M. Hendry of Intermountain Theas., Sam Gillette of Associates Amusements, and Jack McGee, Fox I-M dist. mgr., who will supervise foundation activities in this area. . . . Falcon Theatre at Twin Bridges, Mont. purchased a new lamp house and Simplex power generating equipment from Wm. Stahl of National Theatre Supply, Seattle. . . . CinemaScope was installed in the Star Drive-In, Conrad, Mont. . . . Fire of undetermined origin completely destroyed the Liberty Theatre at Billings, Mont. Owners Wm. Dillison and Paul Alweis estimate damage at $75,000. . . . Glen Brogger, former Paramount salesman in Portland, and J. A. Clark have purchased the Star and Weiser theatres in Weiser, Idaho, and plan to build an ozoner in the area soon.

"Alley" Crew Lauded



John Wayne and William A. Wellman receive from Col. H. H. Allison a citation to Warners' CinemaScope-WarnerColor "Blood Alley" cast and crew for distinguished service as honorary recruiters for the United States Air Force.

Italian Films Tribute



Dr. Goffredo Lombardo, Jr. (right), pres. of Italian Film Producers Assn. and of Titanus Films, the oldest motion picture studio in Italy, and director Alberto Lattuada (right), co-founder of Cineteca Italiana, were the honored guests at premiere of the Museum of Modern Art Film Library's "50 Years of Italian Cinema" at the Museum's auditorium. Also shown (left) is E. R. Zorgniotti, exec. v.p. of I.E.F.

SEATTLE

Modern Theatre Supply installed CinemaScope and a 50' RCA Dynalite screen at the Northgate Theatre near Seattle. . . . The Liberty at Lynden, Wash., is now CinemaScope equipped. . . . John H. Riley of National Theatre Supply reports a sale of complete booth equipment, National excelite lamps, X-L sound heads and projectors to Ron Gamble's Twin City Drive-In, Chehalis. . . . CinemaScope, new drapes and a Walker America screen installed at the Roxy, Morton, Wash. . . . Merle P. Songstad installed an enlarged screen at the Harbor Drive-In, Aberdeen, and at the Kitsap Lake Theatre near Bremerton.

B. F. Shearer reports installation of Optical CinemaScope at the Ruby Theatre, Chelan. . . . Jerry Davis resumed buying and booking for his theatre at Brewster after being associated with Maurice Saffle of Seattle. . . . Recent visitors in Seattle were Joe Marble of the Denali Theatre at Anchorage, Alaska, Red Prach of Real Art Theatre, Tacoma, and Joe Luis of Brook Theatre, Snoqualmie, Wash. . . . S. J. Gregory, pres. of Alliance circuit, closed a deal for the Skyline Outdoor Theatre in Richland, giving the circuit seven outdoor houses in Wash., which are under the supervision of Edward Hickey and Ferd Nessle, booking mgr.

WASHINGTON

Al Sherman, film publicist, disposed of his interest in the Georgetown Theatre, Washington art cinema, to open his own offices at 2017 S St., N.W. as public relations consultant specializing in foreign film and art cinema promotions and operations. . . . The following have been approved for Variety Club membership: Paul J. Foley, Airport Drive-In Theatre; Philip J. Mason, v.p., Hirsh Coin Machine Corp.; Joseph B. Walsh, partner in M. P. Buyer and Film Service; and associate applicant Herman R. Spiegel, merchandise mgr. for The Hecht Co. Tent #11's official delegates to the International convention in Los Angeles, May 4-7, will include Jack Fruchtman, Morton Gerber, and International canvasman Alvin Q. Ehrlich, and in an international capacity, Nathan D. Golden and Jake Flax.

All S-W mgrs. in this exchange area attended a special meeting called by zone mgr. George A. Crouch to discuss the coming "Stanley Warner Spring Movie Festival" during April, May and June. Speakers were Frank LaFalce, Louis F. Ribnitzki, C. E. McGowan, A. Julian Brylawski, E. N. Read, Alton J. Pratt, and dist. mgrs. Harry E. Lohmeyer and Charles Grimes.

In attendance from Wash. were Sidney Hoffman, Metropolitan; Julian Lewis, Ambassador; Raymond Burch, Tivoli; Kenneth R. Davis, Uptown; Robert H. Campbell, Avalon; Emanuel C. Costolo, Beverly; George Sadler, Calvert; Walter Cannon, Central; Ernest Wells, Kennedy; Edward Camp, Penn; Roy Sherman, Savory; Philip Rinaldi, Sheridan; Claude Land, Silver; Frank Sobotka, Takoma. From Virginia: Frank Shaffer, Dixie & Strand, Staunton; Don Nichols, Masonic, Clifton Forge; Edward Purcell, Virginia, Harrisonburg; Ralph Daves, State, Lexington; Lamar Keen, Capitol, Winchester; Henry Clark, Warner, Lynchburg. From Maryland: Rodney Collier, Stanley, Baltimore; Claude Poole, Colonial, Hagerstown; George Payette, Maryland, Hagerstown.

Songstress Honored



Kitty Kallen, making her screen debut in Univ.-Int'l.'s Technicolor-CinemaScope musical, "The Second Greatest Sex," receives the "Cashbox Award of 1954" from Carl Taft, West Coast editor of Cashbox Magazine, as cast members look on. L. to R.: Star Jeanne Crain, Taft, Miss Kallen, Director George Marshall and Mamie Van Doren.

A GREAT WESTERN

in the tradition of "Red River" and "High Noon"



THE STRANGER
The town gave him 12 hours to live!



THE WILDCAT
When she couldn't outshoot a man—she used other weapons!



THE KILLER
A kid who liked to play...with lives!



The LAND BARON
He owned the town-lock, stock and gun-barrel!



THE COLONEL
He liked his cigars lit for him—and his killings done for him!

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and DON MARTIN · Story by LOUIS L'AMOUR · Produced by ROBERT GOLDSTEIN
Directed by JACQUES TOURNEUR

thru UA

THE Independent FILM JOURNAL

DEVOTED to the BEST INTERESTS of the MOTION PICTURE INDUSTRY

In this issue

NEWS

[illegible]

REVIEWS

[illegible]

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Which comes first—

The Chicken Or The Egg?

FOR a business that likes to boast of record grosses, there can be no pride in the low estate to which industry relations between the film companies and their customers has descended. The condition is unhealthy for buyer and seller.

Following TOA's blistering attack in which the film companies were charged with callousness and indifference to exhibitor complaints, that organization called for distribution to convene a round table conference to furnish relief from prohibitive film rentals and inequitable licensing terms—with precedence over the arbitration efforts.

Distribution's spokesman countered that a round table would serve no purpose until such time as the

(See Page 5)

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"A great motion picture."
—SHEILAH GRAHAM

*

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With

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Written by

WILLIAM LUDWIG and SONYA LEVIEN

Based On Her Life Story by MARJORIE LAWRENCE

Photographed in EASTMAN COLOR

Directed by CURTIS BERNHARDT

Produced by JACK CUMMINGS

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WITH MARA CORDAY · BARTON MacLANE · FRIEDA INESCORT · Directed by JOSEPH PEVNEY · Screenplay by KETTI FRINGS · Produced by AARON ROSENBERG

April 30, 1955
Vol. 35 No. 8

THE Independent FILM JOURNAL

Editor: MORTON SUNSHINE

DEVOTED TO THE BEST INTERESTS OF THE MOTION PICTURE INDUSTRY

The Chicken Or The Egg?

(continued from cover)

aura of name-calling and threats was cleared. The attempt to by-pass arbitration was rejected by the sales chiefs and efforts to include discussion of the sales policies of individual companies in any future agenda was ruled off limits.

Then, in a rare demonstration of unity, TOA and Allied took the bull by the horns and invited the film company presidents to a top-level conference to be held in New York on May 24th to discuss and act upon the pressing problems of theatre owners. No replies have yet been published.

These developments surprised the trade since there were no outward signs that the arbitration meetings had bogged down and it has been some time since TOA saw trade problems in the same militant light as Allied. We do not believe that TOA is now a "cop-calling group," nor that it desires to abandon efforts at conciliation. However, its recent actions should serve as a storm warning of exhibitor frustration in achieving understanding of his plight.

The major issue is not the priority of arbitration to a round table conference or vice-versa. The question to be decided is whether the industry is capable of resolving its own problems intelligently and without hysteria.

This is a time when good sense must prevail. We doubt the wisdom of an immediate renewal of agitation by exhibitor representatives on Capitol Hill for Federal regulation at a time when they are inviting the presidents to a meeting to improve relations between their companies and their customers in a spirit of good will. By the same token, this is no time for distribution to adopt an ostrich-like attitude and let the chips fall where they may. If that happens, the chips will fall—and the entire industry will be adversely affected.

The future welfare of the business lies in a better understanding between exhibition and distribution and industry statesmanship cries out for a round table in the near future.

Resolutions In Order

Retail business associations, local chambers of commerce, real estate boards, boards of trade, veterans and fraternal organizations and other civic-minded citizens groups have a vital concern in opposing pay-as-you-see TV and would be quick to make their opposition known if the consequences were properly explained.

Exhibitors are invariably affiliated with many of these organizations and should present an explanation of the problem at membership meetings and ask for passage of a resolution directed to the Federal Commerce Commission in opposition to the adoption of a subscription television system. Local exhibitor organizations, as well as the Committee Against Pay-As-You-See TV, will be glad to cooperate in these undertakings.

Records For "Marty"

Lacking a big budget and star names, Hecht-Lancaster's "Marty," an extraordinary movie of ordinary people, is delighting record-breaking audiences at the Sutton Theatre in New York and is settling down for a long and deserved run. This is due in no small measure to the expert handling by the United Artists' publicity staff in securing maximum coverage in the national magazines, newspapers, and over the airwaves following a series of important screenings for opinion-makers.

"Marty" has what it takes and the word-of-mouth is generating want-to-see, which must inevitably result in general bookings outside the pale of the art house circuit.

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Distribs Mull Allied-TOA Invitation To Roundtable

The two national exhibitor organizations literally grabbed the bull by the horns and extended invitations to the heads of all film companies to participate in a top-level industry conference May 24 "to discuss and act upon the pressing and acute problems of exhibition."

Decision of Allied and TOA to summon the conference was made at an unprecedented joint meeting of leaders of the two organizations in Chicago last week. It was the first such session in industry history to discuss exhibitor problems.

The Chicago meet brought to a head a smoldering stalemate between exhibition and distribution regarding such key issues as arbitration and film rentals. The joint invitation to distribution represented an apparent temporary softening of the Allied policy to seek Federal regulation as a trade problem solution and a determination by TOA to tackle film and sales policies ahead of arbitration.

Indications at press time were that distributor heads would make known their decisions regarding the joint exhibitor invitations following a special luncheon meet late this week with Eric Johnston, MPAA president.

Martin's Comment

An effective arbitration system for the industry cannot be constructed until the national sales policies of the distribution companies are altered. So said E. D. Martin, president of TOA, at a state-wide rally of the United Theatre Owners of Illinois in Peoria.

Declaring that the subject of pre-releases has been a stumbling block in formulating a set of rules and regulations, Martin insisted that the distributors should give their local representatives the right to work out problems in relation to local conditions.

"The distributors have delayed arbitration by demanding that two pre-release pictures from each company per year should be permitted without arbitration," Martin said. "This would mean about 12 films per year or one-fourth of the playing time with a theatre with a weekly change," he declared.

"We should have an inexpensive system with our own conciliation system as the distributors will not arbitrate film rentals," Martin asserted. "However, we still believe in arbitration and should have half a loaf rather than none at all," he said. TOA will continue working toward that end, the organization leader added.

A highly significant curtain-raiser to the joint session was a statement by Al Lichtman, 20th Century-Fox director of distribution, that the working out of an acceptable arbitration system was a must before a roundtable conference could be called. Lichtman had ruled out film rentals especially as a suitable discussion topic for the roundtable.

Lichtman's statement, issued on the heels of a "call to action" for an immediate roundtable by E. D. Martin, TOA president, received strong criticism from leading exhibitors.

Martin's "call to action" brought a request from TESMA for TOA and other exhibitors to "insist upon taking at least three percent 'off the top' of your own gross on every picture you buy on a percentage" to form capital reserves for purposes of refurbishing theatres.

Request, contained in a letter to Martin from Merlin Lewis, TESMA executive secretary, was based on a paragraph in the TOA president's statement that called attention to the effect on theatres of sales terms which make "it difficult for exhibitors to make a reasonable return on their investments" and accumulate "capital reserves so that newer and improved theatres might result."

Lewis stated that lack of capital reserves might be an underlying cause of comparatively poor attendance "even when a strong attraction is offered in some theatres."

In a similar vein, Hermann G. Place, General Precision Equipment Corp. president, told a stockholders meeting that the raising of film rentals by distributors has been a factor in exhibitors not being able to afford new equipment. Although GPEC sales were higher in the first quarter of 1955 than in any other quarter in the company's history, earnings after taxes were down compared to 1954, due principally to a reduction in earnings from motion picture activities, Place asserted.

Walter Reade Jr., TOA board chairman, expressed dismay at the 20th-Fox sales chief's stand. The exhibitor pointed out that Lichtman had been the first in the industry to advocate a roundtable meet. Now, charged Reade, the sales chief is making the roundtable conditional upon an arbitration system that would be satisfactory to distribution.

Ruben Shor, Allied president, labelled the

(*Continued on page* 26)

Allied Sees Solons On Federal Control

Two National Allied representatives late this week began a "feeling out" process on Capitol Hill with respect to the association's proposal for Federal regulation of the film industry. General counsel Abram F. Myers and Benjamin Berger, newly-named emergency defense committee chairman, visited some Senators, whom they would not identify.

Afterwards, an official Allied statement announced that the two had "spent several hours on Capitol Hill discussing . . . the best procedures for obtaining relief from grasping policies of the film companies, which are driving theatre owners to the wall."

The announcement further reported that the legislators were sympathetic towards exhibitors' problems, and expressed a willingness to help wherever possible. "Study is now being given," the report continued, "to the question of procedure; namely, whether it would be better to introduce a bill at this time and await hearings in due course before a legislative committee, or to appear before a non-legislative committee in the near future and make out a case which would facilitate passage of a bill thereafter." Berger and Myers expect to perfect their plans in the next ten days, according to the statement.

Theatre Profits Seen Restricted

Although movie theatre attendance this year may exceed a weekly average of 50 million and could approach 55 million, compared with about 49 million in 1954 and 46 million in 1953, financial benefits to exhibitors will continue to be restricted by higher film rental and other operating costs.

The above is the opinion of Standard & Poor's in its latest industrial survey of the motion picture industry, released last week. The survey emphasized that exhibitors are "handicapped by increases in film and other operating costs, and any further improvement in 1955 earnings will be small at best."

According to the analysis, a scarcity of new features exists but "many of the major studios have increased their production schedules and independent producers are also stepping-up activities, particularly in the low-budget field."

Larger companies are producing for video also, the survey added, concluding that "immediate benefits for most companies . . . will probably be relatively small but they could become important in a few years."

The survey underscored as "problematical" whether subscription-TV will become significant.

The report revealed that "around 19,000 theatres were in operation or ready for operation in early 1955." About 4,100 drive-ins, a year-to-year gain of more than 200, were functioning, the report added. By mid-1955, it was predicted, over 4,500 ozoners may be open and during August airers will probably draw about as many patrons (over 40 million weekly) as the more numerous conventional theatres.

Receipts May Rise

Domestic theatres receipts, minus taxes, could reach 1.3 billion this year, compared with 1.2 billion last year, the survey noted. Net admission prices will probably average slightly higher, "reflecting full-year benefits from the reduced Federal admission tax" of which "only a portion of the tax relief was passed on to the public'," the report stated.

Regarding production, the survey maintained that "results of leading producers may show moderate gains this year, aided by an expected rise in revenue from abroad, but gains will probably be less than those registered in 1954."

Although public interest in new processes was seen as having waned by the report, "competition among systems is intensifying" with CinemaScope hailed as "the most popular."

"Future profits will depend basically on the producers' ability to provide pictures that appeal to the film going public at a reasonable cost," the survey maintained.

Tax Totals Announced

The Government collected $195,213,000 in admission taxes in the calendar year 1954, compared to $275,535,000 in 1953, according to the Internal Revenue Service. The figures include all admissions except certain over-price ticket sales and admissions to such places as cabarets and roof gardens, but film theatre admissions make up most of the totals. Figures for the two years are not comparable, since however the old 20 percent rate of admissions tax was in effect only through March 31, 1954. On that date, the rate dropped to 10 percent and low-priced admissions were exempted.

Stretch Deadline For Pay Video

Pro and con arguments about the value of pay-to-see are being forwarded in great numbers to the FCC as the Commission last week gave interested parties an additional month in which to file comments. The extension was granted on a petition by International Telemeter, which said it needed more time to prepare its case.

Those wishing to file briefs now will have until June 9 to do so. The old deadline was May 9. The FCC also extended from June 9 to July 11 the deadline for filing answers to the orginal briefs. Meanwhile public interest in the controversy is growing, as popular forums are being held throughout the country.

Zenith Radio Corp., which had been refused the opportunity to broadcast one-minute Phonevision spot announcements by the National Broadcasting Company, conditionally accepted NBC's alternative offer of free time on its five owned-and-operated stations, for a discussion of subscription TV. NBC offered 15 minutes with the understanding that comparable free time would be given to the opponents.

Marcus Cohn, counsel for the Committee Against Pay-As-You-See TV, will debate Zenith attorney Theodore Pierson at a luncheon meeting this week of the FCC Lawyers Association, a group composed of lawyers who practice before the Commission. This debate will deal solely with legalistic angles.

Earlier Trueman T. Rembusch, former National Allied president and co-chairman of "Organizations for Free Television," and Joseph S. Wright, general counsel of Zenith, together with Chicago Tribune TV-radio editor, Larry Walters, were heard on the Northwestern University Reviewing Stand Forum, broadcast by WGN, Chicago, and the Don Lee network. The moderator was James H. McBurney, Dean of Northwestern's School of Speech.

Wright said: "We are so convinced in our own minds that this (pay TV) would not affect sponsored television that we are perfectly willing to suggest to the FCC that just so there will be no possible doubt about it that there should be a limit of hours that any station could devote to subscription television."

"I would say that the limit ought to be somewhere between 10 and 15 hours a week at the very maximum," he announced.

B'way Plans Unsuitable

Rembusch answered the argument that first nights of successful Broadway plays would be an important part of pay-TV programming by asserting that "most such plays are unsuitable for home consumption and would run afoul of FCC regulation regarding profanity." He also doubted that many Broadway plays would ever reach American homes by any form of TV because what sophisticated New Yorkers might find entertaining would have an entirely different impact in Indiana.

When Wright attempted to place theatre television and pay-as-you-see video in the same category, Rembusch answered that theatre TV "does not black out any programs on the home TV dial and that coaxial cables were used instead of the free airwaves Zenith

(*Continued on page* 13)

Further Theatre Closings Seen Under Proposed Law

WASHINGTON.—Many more film theatres would be forced to close under present "jungle warfare" conditions of competition if interstate theatre chains are made subject to the Fair Labor Standards Act, A. Julian Brylawski told the Senate Labor Committee this week. In an unusual move, both TOA and National Allied appointed Brylawski to appear for them. Labor Secretary Mitchell had asked the Committee to extend the minimum wage act to certain industries which are now exempt, including interstate theatre chains.

Brylawski testified that there are only five or six large interstate chains, but that there are 201 small circuits with five theatres or less, whose interests cross state lines. On the other hand, he continued, many large chains operating entirely within a single state would continue to be exempt. He called this "discrimination" which would work a great hardship on many theatres in their "fight for survival, for bare existence."

Objections Stated

He said that industry objection to inclusion of theatres is not only with respect to wage floors, since in most categories pay is over the suggested minimum levels, except for ushers, but "our great objection . . . is the 40-hour week with its time and one-half provision for work over 40 hours, and over-time requirements for premium pay for work done on Saturdays, Sundays and holidays."

Brylawski said "theatre operation today is essentially a week-end business. With this additional expense to our week-end operations I am sure that many theatres would be forced out of business." With competition from TV, night sports and other candidates for the entertainment dollar, only the most successful screen hits can show a dollar of profit . . . and then only if the theatre operator doesn't have to bid too high, he continued. "The smallest advantage in the overhead cost of the theatres may prove to be a deciding factor in the securing of the scarce hit product by which alone they may live; the smallest disadvantage of one theatre over another may be the weakened link that leads to disaster," he argued.

Brylawski also argued that the constitutionality of placing theatres under the law is in doubt. Even chain theatres under the Paramount decree must buy films as individual theatres, picture by picture, theatre by theatre, so that each individual theatre is a separate entity though part of a chain. The NLRB has refused to take film theatre cases on the grounds that they were not concerned with interstate commerce, and many court decisions hold similarly, he said.

COMPO Poll Duties Launched

A mountain of organizational work is well under way at COMPO preparatory to the launching this fall of the nation-wide public poll to register the people's choice of the year's best picture, best performances and most promising young players. The poll, to be held under the supervision of the all-industry organization, will have Elmer C. Rhoden, National Theatres president, as national chairman.

Various regional meetings among exhibitors who will participate in poll activities are scheduled to be held this summer as part of the nation-wide preparation for the voting, which will begin Thanksgiving Day and end the night of Dec. 7. Rhoden said that he has been given assurances by the heads of the leading national circuits that their theatres will participate.

A campaign that will extend through the summer and have as its purpose the enlistment of as many theatres as possible in the voting is currently in the formative stages by Rhoden. "I am undertaking this job," the National Theatres president stated, "because I believe such a public expression will be of immense help to our business. If it is properly conducted, it will increase interest in motion pictures among millions of people."

Additional benefits of the poll, according to Rhoden, will be that unlike the Academy Awards, which express the choice of Hollywood's professional people, "these audience awards will give the whole American people an opportunity to express their preferences in entertainment. As a guide to the future, this obviously should be helpful to our producers in planning their productions."

Box Office Value Seen

Rhoden added that the awards would bring into focus the superior qualities of a number of pictures. In turn, this will increase their box office value, said Rhoden, and make it possible to re-release them during the pre-Christmas period, "when few if any new pictures are usually available."

He said such a policy should be of value both to theatres and distributors. Moreover, Rhoden emphasized, the poll would in no way interfere with the Academy Awards, which take place more than three months after the audience awards shall have been made.

Fight May Draw Largest Closed Circuit TV Audience

The largest theatre audience in the history of closed-circuit television is anticipated by Theatre Network Television for its May 16th coverage of the Rocky Marciano-Don Cockell heavyweight championship fight. Scheduled for San Francisco origin, the bout is anticipated to be piped closed-circuit to over 70 film theatres, according to a TNT spokesman.

In New York, possibly three or four houses will carry the big screen telecast, it was estimated. Since no homo video showings will take place, and due to the fact that the boxing match will originate out-of-town, a record local turnout is expected.

Two Walter Reade Theatres, the St. James in Asbury Park, and the Lawrence Drive-In in Trenton, both N. J., were among the first houses to sign up for the telecast. The St. James' prices are scaled at $4.40 and $3.30, including Federal tax. The Lawrence Drive-In, with a 1,000-seat capacity, is selling tickets at $3.30, but placing a minimum of four admissions per car.

Metro's 55 Upcoming Stories Varied, Exciting: Dore Schary

On the heels of an optimistic report on studio activity from Arthur Loew, president of Loew's International and assigned by Nicholas M. Schenck, head of the parent company, Loew's, Inc., to review production activities on the Coast, Dore Schary, vice-president in charge of M-G-M production, announced this week that the studio will reach a peak of filming and employment in June.

Schary stated that 55 story properties are currently in various stages of preparation for the company's 1955-56 schedule. "Our story selection has been concentrated on assuring a stimulating diversification of pictures," the production head maintained.

The projects represent, he added, "a wide variety of subjects treated in widely different ways. Our program looks exciting and big and provocative. I'm highly optimistic that it will have unusual interest and appeal for the constantly growing potential audience domestically and abroad."

Enthusiasm over the studio's forthcoming production agenda as released by Schary was expressed by Loew. Latter plans to alternate his activities between both coasts in continuing his liaison.

His tribute to the behind-the-scenes Hollywood personnel noted that "film production requires the utmost energy and physical strength." He pointed out that "the people who make pictures work as hard, if not harder, than any other industry. A motion picture creator," added Loew, "is under a continuous nervous strain not found in other businesses."

Executives Cited

Loew cited the "tireless energies" of Schary, Ed Mannix, Ben Thaus and J. J. Cohn, studio executives, "in the herculean task of guiding the M-G-M productive forces" and noted that the studio is "meeting the new conditions in a manner we believe will insure . . . leadership in the years to come."

Metro will concentrate "every effort" at its command "to the task of making only the kind of pictures demanded for profitable presentation in the world market," Loew emphasized. Noting that in any creative endeavor "there is bound to be an occasional disappointment, the international subsidiary head underlined the "very serious problems" presented by "scarcity of important story material, availability of fine writers and other top creative talents."

Loew argued that "production of fine films, big films, is more difficult than ever before. Producers cannot make as many pictures as they may have been expected to produce in other years." The same holds true, he added, "of writers, directors, stars and other vital talents."

Concentration on bigger pictures will be the Metro policy, Loew stressed. To supplement this policy, Metro has entered into participation deals with independent producers, but only after "first undertaking exhaustive investigation and study," he explained.

Schary stated: "M-G-M manpower, both in numbers and experience, has no equal in the motion picture industry. The company's full star, executive, producer, director and writer creative talents, as well as its vast technical skills and artistic resources, will be utilized in the forthcoming productions. The co-ordinated all-out effort of our studio team in which each can take pride, guarantees the success of our program and a bright and prosperous future for us all."

Stepped up pre-production activity to implement the long-range program has brought over-all employment to an increasingly high level in recent weeks, he said.

A total of 32 writers are currently at work on screen plays of 28 productions, said to be the largest number in the past two years, and 14 directors, a record number for the past three years, have been assigned to 19 pictures, with additional assignments to be made in the near future.

The list of 55 properties, according to Schary, is not only the largest of any studio, but contains the most important single group of pre-sold best sellers, New York stage hits and literary classics ever planned for production by any company at any one time.

Within the next six weeks, four major pictures will go into production:

"Dianne," by John Erskine, starring Lana Turner, Pedro Armendariz, Marisa Pavan, Roger Moore and Taina Elg, directed by David Miller, produced by Edwin H. Knopf, and written by Christopher Isherwood.

(*Continued on page* 25)

Studio Overhead Advantageous: Schary

Dore Schary, speaking at a luncheon of the Sales Executives Club, asserted that the tremendous expansion of independent production does not mean the end of "the big studio operation." Schary claimed that when independents make large-scale pictures, they will find their operation more costly than it would be at the large studios, "despite the much-talked-of high overhead."

The M-G-M production head claimed that the high overhead provides invaluable material, resources and manpower for pictures. As an example, he cited the entire cost of the all-star "Executive Suite" as $1,200,000. "I don't think an independent could have corralled that cast and produced that picture at anywhere near that figure," he said.

The independents' extra costs are alright if the pictures turn out to be smash hits, but, Schary said, "a large studio can overcome one or two big disasters a year. An independent can be murderd by one. The independent who finds himself allied with a big studio operation will find that he is able to function more efficiently," he concluded.

Loew's Earnings Rise

Loew's, Inc., including theatre subsidiaries, reported a net profit of $3,274,451 for the 28 weeks ended March 17, equal to 64 cents per share on 5,142,615 shares of stock outstanding, compared with $3,199,166 or 62 cents per share in the corresponding period for the previous year. Gross sales and operating revenue for these 28 weeks of the current fiscal year amounted to $92,399,000 against $97,106,000 for the same period of the previous year.

May 25 Deadline Set By Makelim

Hollywood.—With 3,518 theatres—including "154 of the finest and biggest circuits in America"—contracted for the Makelim Plan, Hal R. Makelim, originator of the plan for exhibitor participation in production and head of Makelin Pictures Inc., announced this week that "no contracts, requests for contracts or corrected contracts" will be accepted after midnight, May 25.

"Patience is a virtue and I am thankful and grateful to the many thousands who have expressed it to me so abundantly," Makelim said at his offices at the RKO Pathe Studios. The producer said he would soon announce his first group of pictures, which will he "powerful and entertaining stories that will bring a tear, a smile or a thrill. There will be no smut and no epics—just good clean pictures."

Under the Makelim Plan, participating exhibitors will receive 12 features annually at the rate of one a month. Exhibitors who contract under the plan are not required to invest money. They sign to pay for pictures on delivery at rental terms specified in "play or pay" contracts for the entire schedule of features. Rentals from contracted dates will cover production costs, with profits from non-participating theatres and the foreign market being divided between Makelim and the participating exhibitors.

Earlier, Makelim's Atlas Pictures Co. was awarded priority rights to the title, "The Peacemaker," by the MPA Title Registration Bureau at an arbitration hearing. Sam Goldwyn Jr. had planned to use the conflicting label, "The Deadly Peacemaker." The Peacemaker" is a novel by Richard Poole, about a gunman turned preacher, and will be one of Makelim's first productions.

Zanuck Names Adler As New Staff Exec

In addition to his activities as a 20th Century-Fox producer, Buddy Adler henceforth also will function as an executive on the staff of Darryl F. Zanuck, it was announced by the 20th-Fox production head this week. During the year that Adler has been under contract to the studio he has produced five pictures, "Soldier of Fortune," "Violent Saturday," "House of Bamboo," "Left Hand Of God" and "Love Is A Many Splendored Thing." Zanuck emphasized that this appointment does not alter the status of any other studio executive.

Film Query Scheduled

Washington.—The projected look-see into the effect of films on juvenile delinquency has been tentatively scheduled for May 24-26 by the Senate Juvenile Delinquency subcommittee under the chairmanship of Sen. Estes Kefauver (D., Tenn.), according to committee sources.

Metro TV Plans Due

Metro production head Dore schary revealed this week that an early decision wil he forthcoming on the company's entry in television, with top-level conferences soon to be held. He denied that the company has any plans at the present time to sell its old films to TV.

Personalities . . . *in the news*



Mrs. F. Allen Burt, chairman of the motion picture committee of the Daughters of the American Revolution, presents a plaque to director John Ford for Columbia's "The Long Gray Line," "the best patriotic picture of the year." Looking on is Columbia v.p. Paul N. Lazarus, Jr.



Jack L. Warner, studio production chief, and TV personality Liberace sign a contract to star the popular pianist in "Sincerely Yours," to be produced by Warner Bros.



Steve Allen, popular TV personality, signs a contract to portray Benny Goodman in Universal-International's Technicolor production, "The Benny Goodman Story." L to R (seated) William Harbach, producer of the Allen TV show; Goodman; Allen; Aaron Rosenberg, who will produce the film for U-I; (standing) Dwight Hemion, Allen's TV director; Valentine Davies, who wrote and will direct the picture; and Charles J. Feldman, Universal v.p. and gen. sales mgr.



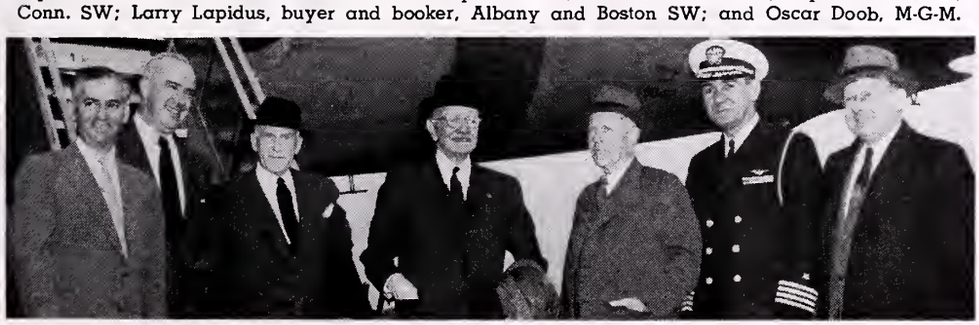
Zachary Scott, who co-stars with Yvonne De Carlo and Sterling Hayden in Allied Artists' "Shotgun," visits Morey R. Goldstein, AA's gen. sales mgr., in New York. Scott will make personal appearances in connection with the openings of "Shotgun" in Texas and Oklahoma.



M-G-M executives meet with Stanley Warner representatives in New Haven to plan campaign on "The Prodigal," prior to its opening in SW theatres. Seated, (l to r): Philip Gravits, branch mgr., M-G-M, Conn.; Nick Brickates, district mgr., and Larry Germain, booker, both of SW, Conn.; and Joe Liss, district mgr., Albany and Boston SW. Standing, (l to r): Floyd Fitzsimmons, field press rep., M-G-M; Arthur Canton, eastern division press head, M-G-M; Elmer Hirth, buyer and booker, Conn. SW; Larry Lapidus, buyer and booker, Albany and Boston SW; and Oscar Doob, M-G-M.



Greer Garson and Dana Andrews (extreme right) arrive in Texas to participate in the 5-city gala premieres of Warner's "Strange Lady In Town," in which they are starred. On Miss Garson's right is Buddy Fogelson, her husband, and on her left R. J. O'Donnell, gen. mgr. of Interstate Circuit and Texas Consolidated. Film kicked off at Paramount Theatre in Austin.



At the world premiere of Republic's "The Eternal Sea," starring Sterling Hayden and Alexis Smith, at the RKO Albee Theatre, Providence, R. I., were (l to r) Sol A. Schwartz, RKO Theatres president; Richard W. Altschuler, Rep.'s world-wide sales dir.; Rear Adm. John J. Bergen, USNR; Fleet Adm. William "Bull" Halsey; Paul Ladd, C of C; Capt. Frank M. Slater, Chief of Staff, Quonset Naval Air Station; and Harry Mandel, RKO Theatre ad-publicity head, at the airport.



*Full of pep and jazz—modern rhythm that will have the youngsters dancing in the aisles!



It's got the beat... the rhy

All the Joy of Love is in it!...

It's the whole world dancing to the music in your heart!

Fred Astaire Leslie Caron

Starring in
20th CENTURY-FOX'S

Daddy Long Legs

America's best-loved story becomes its most enchanting musical in

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Large Area Negative

Goal Of CinemaScope Innovation: Release Prints Of Higher Quality

CHICAGO.—Working toward a goal of delivering exhibitors "CinemaScope" standard release prints of greatly improved quality for all theatres," 20th Century-Fox, through its research director, Earl I. Sponable, has proposed a large-area anamorphic camera process that would utilize a negative frame two times the linear dimension in each direction of the curent CinemaScope negative. Sponable told the Society of Motion Pictures & Television Engineers convening here that the proposed negative would, in other words, be four times the area of the one now in use.

It is the intention of 20th-Fox, said Sponable, to demonstrate the technical improvements to the trade in about two months. Next step would be, he added, to "make available to those making CinemaScope pictures, design information and assistance enabling them to use this optimum size negative."

Use Encouraged

Producers would be encouraged to utilize the larger area negatives for release prints, Sponable explained, adding that his studio is also "considering making a limited number of release prints of some special pictures for roadshows of a large projection frame area, and used under improved projection conditions. These prints may also carry extra magnetic sound tracks."

Tests were recently made of comparative recordings on sound systems employing three sound channels with three speakers behind the screen, he said. Other experiments were claimed to be made for five channels with five speakers behind the screen.

Sponable revealed that his company has secured a new Bausch & Lomb camera lens and a 2:1 reduction printer lens for the visual improvements. Twentieth-Fox is working out samples of other necessary printers for use with the larger area negative, he made known.

The proposed four-times area frame can be put on a piece of film 55.625 mm. in width, Sponable declared. The necessary sight and sound impressions will cover the entire area, making use of the CinemaScope perforations as well, he said.

This new width area is achieved, Sponable claimed, by taking two times the present anamorphic camera aperture, adding the widths of two rows of perforations and the standard protective edges outside the perforations, making proper allowances for manufacturing and other tolerances.

Frame areas of a wider range than the four-times area proposed would result in now apparent commercial gain, Sponable disclosed. "Up to this value of four times area, however, very real improvements in grain and definition are apparent," he explained.

"Inasmuch as the problems of correcting photographic lenses, like all optical systems, are higher order functions of the diagonal of the field covered," ventured the research head, "it is also apparent that the nearly square format of the CinemaScope frame is a further added advantage."

He said that the four-times area frame has a diagonal almost equal to that of the old 70 mm. Grandeur film, which had an area increase of only about 2.3 times the present CinemaScope negative frame. "It will become immediately clear," when these two negatives are compared, "that our proposed new frame has almost twice as much information recording surface as any other suggested large screen process," Sponable proclaimed.

"This extra area is very important indeed when you consider the added grain and

(*Continued on page* 24)

Metro Readies 65mm. Process

HOLLYWOOD. — To meet the demands of M-G-M's announced peak production activity and concentration on pictures of greatest entertainment potential, E. J. Mannix, studio general manager, disclosed this week the development of new technical advancements and expansion of operational facilities in all departments.

The new production resources, Mannix stated, have been planned and carried out by J. J. Cohn and technical experts in all branches concerned.

Revolutionary in technique and simplification of operation, Mannix noted, is the development of a unique 65mm. photography process which M-G-M is planning to utilize on important forthcoming pictures. The new technique will make possible the filming and presentation of motion pictures on the largest screens available, he said.

At the same time, the system will provide for the exhibition of the same picture on any lesser screen utilizing standard projection equipment and without the requirement of separate cameras or other duplication of work during production, the executive stated.

According to Mannix, the new process resulted from the study and evaluation of experiments extending over many years directed by Douglas Shearer, who is in charge of M-G-M technical research, and assisted by Franklin Milton. The technical teams of John Arnold, head of Camera Department, Merle Chamberlin, head of Projection Department and his staff, E. J. Tucker, head of Laboratory and his staff of experts such as Irving Ries, Jack Turner, Elmer Londre, Herman Lentz, supplied the contributions in their particular fields which make the system possible.

It was stated the new 65mm. process will be capable of filming productions for the

(*Continued on page* 23)

TV Techniques Make Films Via New Du Mont Cameras

Two new cameras, suitable for both television and motion pictures, should cut costs of producing theatrical or television films "as much as 50 percent," according to the manufacturers.

The "Electronicam," announced by Allen B. Du Mont Laboratories in New York, has a single optical system, enables a theatrical film to be made by using television techniques. Costs are reduced by omitting the post-editing of film, since all cuts, wipes, fades and dissolves, etc., are "worked in" by the director while the original film is being made. The system also enables a high-quality kinescope film to be made instantaneously, as a television show is being produced. A new electronic focussing system also is announced, meaning that chalk marks and tapes on the studio floor to assure proper focus will be a thing of the past, according to Dumont.

Camera Vision, announced in Hollywood at the Republic Studios, presents a motion picture camera calibrated with a television camera. A kinescope of a proposed film can be turned out in 60 seconds, for previewing or pre-editing 30 minutes later.

Both cameras shoot in black-and-white or color, and both are suitable for wide-screen production. Both also have monitor attachments for instantaneous viewing while films are being made, thus permitting quick revision. Under present conditions, only the cameraman sees the actual shot until the "rushes" are screened several hours later.



Switching and control panel for Dumont's "Electronicam," new TV-motion picture camera, permits an engineer (shown here) to create laps, fades, dissolves and other special effects during actual shooting of a motion picture film.



With "Camera Vision," the TV camera (left) is calibrated to the motion picture camera (right). Using parallax controls, the motion picture camera photographs exactly what the electronic camera sees.

Closed Circuit Video Standards Solicited

CHICAGO.—An appeal for the Society of Motion Picture and Television Engineers to guide closed-circuit television toward the goal of establishing proper standards was voiced at the group's convention by Nathan L. Halpern, Theatre Network Television president.

Additional highlights of the conclave saw Charles H. Percy, Bell & Howell Co. head, proclaim an era of greater competition than ever as forthcoming for the nation and Donald G. Fink, Philco Corp. research director, contend that video has yet to challenge motion pictures in the field of color.

Halpern argued that if closed-circuit TV is to continue its growth, engineers and technicians have a role to perform in helping to establish standards. "Novelty and experimentation can no longer carry the day" and "more and more, closed-circuit TV is being judged by its performance on a practical and regular basis," said Halpern.

The TNT head criticized "recent arrivals" in the field who, he said "are impeding the success of the medium by leasing and operating inferior equipment without the background or experience to do the proper job."

In his talk on color, Fink pointed out that the advantage held by motion pictures is in the fact that the manufacture of films and its processing are much more standardized than the corresponding processes of signal generation and transmission in color TV.

TV Properties Into Film Features Becomes Booming Industry Trend

New trend in production, that of developing motion picture features from hour-long dramatic television programs, appeared this week to be heading for full-scale adoption by the industry. Signing by M-G-M, Allied Artists and United Artists, respectively, for several such programs gave indication of the growth of this policy.

Forerunner of the trend was Paddy Chayefsky's "Marty," which appeared on the Philco Playhouse and was expanded by Hecht-Lancaster to a 90-minute feature for UA release. Among the latest TV-to-films moves was made by Metro for Rod Serling's hour-long "The Rack," drama about "brainwashing" recently presented over the U. S. Steel program.

The same author sold his "Patterns," which was put on two times within a month by the Kraft Theatre, to Jed Harris and Michael Myerberg for a UA production. "Patterns" is expected to go before the cameras early this summer in New York. It garnered much critical acclaim as a live TV drama.

Title Changed

Serling, although the author of "The Rack," will not write the screen play for the Metro picture, to be released under the title "Court Martial."

Another top video writer, Reginald Rose, had his recent TV drama, "Crime in the Streets," which was shown over the Elgin Hour, purchased by Allied Artists. The author will do the treatment, and production will take place in New York to emphasize the juvenile delinquency theme of the story.

An earlier video drama of Rose's, "Twelve Angry Men," was sold to an independent production outfit and a UA release is probable. "Men" premiered on Studio One.

Additional deals include Metro's buy of "Fearful Decision," about a kidnapping, which was shown last year over the U.S. Steel program, and purchase by Russell Rouse and Clarence Green of Frank Gilroy's "Last Notch" for UA release.

The indie team of George Pal and Randy McDougall has Carey Wilbur's "It Might Happen Tomorow," which first appeared on Studio One.

AB-PT Earnings Almost Doubled

American Broadcasting-Paramount Theatres, Inc., almost doubled its earnings over the first 1954 quarter during this year's first quarter, according to Leonard H. Goldenson, president. Net profit for this year's period amounted to $1,917,000, or 45 cents per common share, as against $1,039,000, or 23 cents per share for last year's similar quarter. Earnings increase was attributed by Goldenson to the "substantial improvement for both theatre operations and the ABC division."

The AB-PT board meanwhile nominated Sidney M. Markley to fill the post of Director created by the recent death of Herbert J. Schwartz. Markley has been a vice-president of the firm since 1952. Election will take place at the annual stockholders meeting, May 17.

Notice of the forthcoming meet disclosed that aggregate remunerations for 1954 to John Balaban and Goldenson, both officers of AB-PT, came to $139,400 and $181,429, respectively.

Stretch Deadline For Pay Video

(*Continued from page 7*)

is trying to usurp." Rembusch emphasized that "Organizations for Free TV is growing every day, and welcomed the recently declared support of the television board of the National Association of Radio and Television Broadcasters.

Comdr. Eugene MacDonald Jr., Zenith president, had called for an investigation of the recent action taken by the NARTB's television board in opposing pay-TV. He claimed that the NARTB board of directors was "dominated" by "network interests" who presumed" to speak for the entire broadcasting industry. "The fact is," MacDonald insisted, "that they . . . have nearly complete control of advertising revenue (and) . . . are attempting to stifle a new development that can enable independent stations to compete with them on equal terms. . . ."

"The plight of TV stations in small markets, particularly those without strong network affiliation," he said, "is evidenced by the fact that in the past two years 46 TV stations have been forced off the air because they could not get enough advertising revenue to stay in business." The Zenith president also stated that of the 1,875 commercial channels allocated by the FCC, only 413 were operating. Zenith retained Paul B. Mowery, former network executive for special activities, with CBS and ABC, in an effort to line up broadcaster support for pay-TV.

Arthur Levey, president of Skiatron Electronics and Television Corp., asserted that the NARTB stand betrayed "a deplorable lack of courage and foresight . . . at a time when program costs have spiralled to unprecedented heights." During the course of his statement, Levy attacked Leon P. Gorman, of Bangor, Me., chairman of the New England Broadcasters for Free-TV, for predicting that pay-TV would swallow up most of today's popular sponsored programs.

In reply, Gorman reiterated his position that "the coinbox boys will raid the networks for Jackie Gleason, 'I Love Lucy,' 'Hit Parade,' Ed Sullivan and other top attractions now enjoyed free. . . ." "Without these and similar attractions that have already won deserved public acceptance from viewers pay-to-see TV will be the flop of the century and Mr. Levey and his competing patent holders know it."

Gorman concluded: "Every invention I ever heard of was perfected to add something to civilization and the comforts of life. But not 'Scramblevision.' That was deliberately designed to take away from the American public something they have been getting and are now getting for nothing beyond the incredibly low price of the modern TV receiver."

Zenith, through its general counsel, Joseph S. Wright, also charged the Columbuia Broadcasting System with attempting "to "keep the people from hearing all about" subscription TV. Wright dealt with the controversy between Zenith and CBS over the network's refusal to permit Zenith to air a Toll-TV commercial on "Omnibus." Commenting on his letter to CBS vice-president Richard S. Salant, Wright stated: "CBS has put itself in harness beside the picture theatre owners. . . . Their motivation is exactly the same—they belive subscription TV would be a competitor, and they don't want competition."

Among important comments received by the FCC were these:

The National Small Business Men's Association this week urged the Commission to remove "artificial road blocks" from the path

(*Continued on page 23*)

Carpeted Theatres Embarrassing Farmers?

HOLLYWOOD. — Industrial designer Henry Dreyfuss claims that in Sioux City, Iowa, "farmers and workmen were self-consicious about coming into the de luxe lobby (of the newly built RKO theatre) with their wet, muddy shoes, for fear of soiling the deep, rich carpeting. We took up the carpets, replaced them with rubber mats, and business increased overnight."

Dreyfuss, formerly retained by RKO Theatres, said he came to the above conclusion while "conducting an investigation into loss of business at Sioux City." He stated that the "luxurious new RKO theatre there was not doing very good business, but the older, plainer rival theatre down the street, showing inferior pictures, was jammed."

RKO Readies 17 Major Releases

HOLLYWOOD.—RKO moved back into contention as a major motion picture company with the disclosure by president J. R. Grainger that the company will have completed, and either in distribution or ready for distribution by Nov. 1, a total of 17 major productions, representing an investment of approximately $25,000,000.

In a message to the RKO sales force, Grainger declared: "In my many years in the motion picture industry it has not been my pleasure or privilege to present a more attractive array of product to the exhibitors of the world. The RKO product we will distribute between now and Nov. 1 is money-in-the-bank. . . . We are confident the exhibitors will agree with us that our product is of top showmanship calibre with general appeal for the whole family."

The 17 pictures, all in color and in SuperScope or another wide-screen process are:

"Underwater!," starring Jane Russell, Gilbert Roland, Richard Egan; "Quest for the Lost City," starring Dana and Ginger Lamb; "Escape to Burma," starring Barbara Stanwyck and Robert Ryan; "Rage at Dawn," starring Randolph Scott, Forrest Tucker, Mala Powers; "Son of Sinbad," starring Dale Robertson, Sally Forrest, Lili St. Cyr; "Naked Sea," color documentary; "Pearl of the South Pacific," starring Virginia Mayo and Dennis Morgan.

"The Conqueror," starring John Wayne, Susan Hayward and Pedro Armendariz, Howard Hughes' presentation of the early exploits of the great Mongol Emperor, Genghis Khan, directed by Dick Powell; "The Boy and the Bull," starring Michel Ray, and Joi Lansing; "Flight from Bengazi," starring Richard Conte and Victor McLaglan; "The Treasure of Pancho Villa," starring Rory Calhoun, Shelley Winters, Gilbert Roland; "Texas Lady," starring Claudette Colbert; "Glory," with an all-star cast to be produced and directed by David Butler; "Tennessee's Partner," a Benedict Bogeaus Production; "Love's Lovely Counterfeit," starring Barbara Stanwyck; "High Destiny," to be produced by Sam Wiesenthal and Gene Tevlin; "Great Day in the Morning," an Edmund Grainger Production.

Story of "Freedom" Explained By Heard

Paul Heard currently editing "This Is Freedom," film he shot in Berlin from an original story by Herbert Luft with screen play by Heard, Luft and Malvin Wald, spent four and one-half weeks in Berlin working on the picture, which was in preparation under secrecy for one year. It was shot in 16mm Kodakchrome. Heard picked up his camera and sound crew in England.

Heard said that this trip and venture in shooting abroad was "an encouraging baptism of fire" and "an experiment for me of real locations" for a film. The story deals with a Communist commissar who is trapped and realizes after coming in contact with a brave young girl and an American what real freedom is.

Heard will make his next feature for theatrical release in Copenhagen. It is titled "Springtime in Copenhagen." Script for "Springtime in Copenhagen," which will be filmed in color, is by Bert Granet and Heard will feature two Americans and an English star.

HOLLYWOOD ...on the wire

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Clark Gable has signed to star in "The Last Man in Wagon Mound," multi-million-dollar Western drama in color and one of the big-screen processes, to be produced by Russ-Field Corp. United Artists will release. Russ-Field has scheduled the film to go into production early next year. David Hempstead, who wrote the screen play with Margaret Fitts, has been signed to produce with Waterfield serving as executive producer.

* * *

Barry Sullivan will appear opposite Claudette Colbert in "Texas Lady," the Nat Holt-Lewis Rosen production, which begins filming May 31 in SuperScope and Technicolor for RKO distribution. Tim Whelan will direct the feature, which has a background of Texas and New Orleans. . . . Lew Seiler was signed to direct "Battle Stations," the story of the heroic aircraft carrier, the U.S.S. Franklin, which Bryan Foy will produce. The feature film will go before the cameras June 7 with Phil Carey starred. The picture will be made in co-operation with the U.S. Navy.

* * *

Republic Pictures has begun shooting "Deadline Alley," with William J. O'Sullivan as associate producer. Heading the cast are Rod Cameron, Julie Bishop and Ben Cooper with William Witney directing. . . . U-I completed negotiations for Steve Allen to play the title role in the studio's "The Benny Goodman Story," which will be produced by Aaron Rosenberg. Production will start June 27. The picture will be directed by Valentine Davies, who also wrote the screen play.

* * *

Ronald Reagan has been signed by Ben Bogeaus as one of the stars in the producer's upcoming production, "Tennessee's Partner," which Allan Dwan will direct for RKO release. The film will be based on the famous Bret Harte story of the same name. John Payne co-stars.

* * *

Producer-director Otto Preminger disclosed that he will make his second trip to India in late summer to submit the script of "The Wheel" to Prime Minister Nehru. The screen play is being written by Alec Coppel at Columbia, which will release the picture. Full co-operation on the production has been promised by the Indian government and exterior shooting is expected to begin about Nov. 1.

Robert Aldrich started shooting "The Big Knife" for United Artists release this week. He has one of the most star-studded independent production casts in quite awhile. The line-up for the Associates and Aldrich production reads Jack Palance, Ida Lupino, Wendell Corey, Rod Steiger, Jean Hagen, Everett Sloane, Paul Langton, Wesley Addy, Ilka Chase, and Shelley Winters. Aldrich is producing and directing the film. Despite this high voltage cast, Aldrich's film has a budget that just edges past the $400,000 mark.

* * *

Ruth Roman has been signed as the femme lead opposite Paul Douglas in Mike Frankovich's production for Columbia, "Joe Macbeth," scheduled to go before the cameras in Glascow, Scotland, early next month with Ken Hughes directing and George Maynard producing. "Joe MacBeth," a play by Philip Yordan, deals with the struggle for power within a modern gang and will be filmed in Glascow and London. It is described by its author as a paraphrase of Shakespeare's "Macbeth," and Miss Roman's role is the counterpart of Lady Macbeth in the original.

* * *

At M-G-M, Perdo Armendariz will co-star with Lana Turner in "Dianne," which David Miller will direct and Edwin H. Knopf will produce. Armendariz will play King Francis I and Miss Turner will play the title character. . . . David Butler Productions, Inc., completed negotiations with Joseph and Irving Tushinsky for Butler's forthcoming, "Glory," to be filmed in the Tushinsky SuperScope process. "Glory," which will be filmed in and about Louisville during the running of the Kentucky Derby, will be distributed by RKO.

* * *

Scott Brady landed the lead in "The Vanishing American" at Republic, which Associate producer Joseph Kane will direct. Film is scheduled to roll May 16. . . . Dorothy Malone and Walter Brennan will share top honors with Fred MacMurray in "Gunpoint" at Allied Artists. The film will roll May 9 in CinemaScope and Technicolor with Vincent Fennelly producing and Alfred Werker directing. . . . At U-I, John Sturges will direct "Backlash," which will star Richard Widmark and will be produced by Aaron Rosenberg. The feature, which will go before the cameras May 2, will be shot in Technicolor.



On the set of Samuel Goldwyn's "Guys and Dolls" are (l. to r.): Joseph L. Mankiewicz, director; Marlon Brando, star, and the independent producer, releasing through M-G-M.

Need For Budget Films Stressed By Ben "Bowery Boys" Schwalb

By Richard Bernstein

"There is a peculiar chemistry that keeps a motion picture series going for years," producer Ben Schwalb said at a luncheon interview. "In the case of the Bowery Boys, I guess it's that the public likes the boys and that the format has been continually changed so that the series is kept interesting and different."

Television in the instance of Leo Gorcey and Huntz Hall and the Bowery Boys has helped their theatrical film attendance. Children have seen their old films on TV and go to the theatre when they see that a new Bowery Boys film is playing.

Schwalb, a veteran producer who has made just about all varieties of film, pointed out that the Bowery Boys are an extremely alive group — vital and full of life. He also stressed the fact that he has made a considerable effort to keep the stories for the features in a topical vein. He has avoided fantastic actions and has kept the characters believable at all times in their films.

Another remarkable point is that the Bowery Boys are the longest sustained comedy team in films, dating back to "Dead End," where, although their performances were tinged greatly with realism, they had their moments of humor even in that film.

Challenge Seen

"I've been in motion pictures for 30 years," producer Schwalb confided, "but I still find every film a challenge."

"I like this series," the producer said sincerely. "It keeps me on my toes getting fresh backgrounds. I have also found that you have to know the boys and their personalities to produce their films as well as to write them."

Special consideration is given to titles and Schwalb pointed out that the titles for the Bowery Boys films are a collaborative thing.

A look at some of the titles gives one an eye to their exploitation appeal.

"Jalopy," "Loose in London," "Clipped Wings," "Private Eyes," "Jungle Gents," "Bowery to Bagdad." Soon to be released will be "High Society" and "Spy Chasers."

"All the exploitation angles in the series are deliberate and planned," the producer stated, "and not accidental."

"Experienced people help give a picture production values," Schwalb said. "I also



BEN SCHWALB

make sure that there is no quality of sameness in any of the films. The heavies and the leading ladies are always different people in each picture. This adds variety."

The latest film, "Doing Time" is their 39th picture and the 12th produced by Schwalb. They are produced in groups of four. Four a year are made and Schwalb spends three months on each picture and works always one picture ahead.

Schwalb gives a major portion of the series' success to Leo Gorcey and Huntz Hall. "Leo and Huntz have an instinctive feeling about dialogue and scenes. They live their parts before the cameras and they know just what will play for a laugh and what will not."

Budget Films Valuable

"Making budget pictures is an accumulation of experience. Budget pictures will always be around, because you always have that chance of making a 'sleeper,'" Schwalb said.

"A comedy story should be tailored for your principals. In the case of the Bowery Boys, the writers that we use have a knowledge of how these films are made. This is extremely important. It is not easy to write comedy and to think up fresh situations."

As for which type of comedy is sure of getting a laugh, Schwalb thought for a moment, then said: "It seems like the physical things, like a man bumping his nose on a door, is the best yock getter. These are called 'hurt' gags. When you get right down to it, 'why people laugh?' is a hard question to answer."

Title Changes

U-I: **"The Naked Dawn"** is the new title of "The Bandit." (Stars Arthur Kennedy and Betta St. John; Josef Shaftel produced).

RKO: **"Bengazi"** is the new title for "Flight From Bengazi." (Stars Richard Conte and Victor McLaglen; Sam Weisenthal and Gene Tevlin produce).

Sinatra Picks Project

Frank Sinatra has set "One Way Out," an original story by George Seaton and Robert Pirosh, as his first production through hs newly-formed Oxford Productions under the terms of his deal with United Artists. Jerry Bresler will produce it entirely on location in New York City.

HOLLYWOOD...

Joan Shawlee, who is the only femme star in Paramount's "Conquest of Space," is set for a nation-wide tour to plug the film. . . . Sol C. Siegel has arrived at M-G-M for conferences with Dore Schary, and to start immediate preparation on four major productions. . . . Producer-writer Collier Young has won the co-operation of the Los Angeles Fire Department personnel and equipment for "The Firebug," which rolls June 1st for Filmakers release. . . . Anthony Caruso signed for a key part in the Jaguar production, "The Darkest Hour" at Warner Bros., which stars Alan Ladd. Frank Tuttle is directing the picture, which is being shot in Warner-Color.

* * *

Lee Van Cleef has inked for a role in "Trial" at M-G-M. He has just completed a role in "The Gunman," which stars Ray Milland and which the actor is directing for Republic release. . . . M-G-M purchased "Prisoner in Paradise," a novel by Garet Rogers, which will be filmed with Glenn Ford starring. The dramatic story is an indictment against quack doctors and will be produced by Jules Schermer. Art Cohn has been assigned to do the screen play.

* * *

Lee J. Cobb signed with Sam Katzman for the lead in "The Houston Story," which will be released by Columbia. William Castle will direct the film. Starting date is set at May 4th. Also at Columbia, Harry Joe Brown has set Joseph Lewis to direct the Randolph Scott starrer, "Marshal of Medicine Bend," which will start May 2.

* * *

"Song of Norway," the Broadway operetta, which was purchased by U-I several years ago, has been reactivated and placed on the studio's 1955 production schedule. Robert Arthur will produce the picture which will be filmed in Technicolor. Stanley Roberts was signed to write the final screen play.

* * *

Paul Gilbert, now in "The Second Greatest Sex" at U-I, signed for two more pictures at U-I. At the same studio, Audie Murphy has been set for the top starring role in "World In My Corner," an original by Jack Sher. The story is about a young man from the slums of Jersey City who becomes a boxer because he is hungry and unemployed. Production on the film is scheduled to start in June.



Producers Frank and Maurice King (left) discuss with Director Irving Rapper (second from right) setting up a scene for "The Boy and the Bull," currently being filmed in Mexico City in Cinema-Siope and color for release by RKO.

'Harem Girls' Tour Slated For "Sinbad"

A transcontinental tour of four costumed Harem Beauties from Howard Hughes' "Son of Sinbad" will create advance publicity and promotions for the Superscope-Technicolor production by accenting local civic and commercial events in 16 key-city areas, it has been announced by Walter Branson, RKO's world-wide sales manager.

Thorough penetration of each of the 16 areas will be accomplished, Branson said, by utilizing local angles timed to the visits of the Harem Beauties for personal appearances, merchandise tie-ups and other promotion approaches.

With the RKO release opening in 400 theatres immediately following its world premiere May 31 at the Fox Theatre, St. Louis, the Harem Beauties will begin their tour in Denver May 2. The girls will travel in a chartered plane labelled "Son of Sinbad's Flying Carpet."

Celebrations Planned

In each community, the Beauties will begin with an official meeting with a local civic leader, tied into local celebrations. RKO fieldmen have arranged for the girls, all with modeling as well as acting experience, to participate in fashion shows for local department stores or retail stores and to model clothes and other merchandise for local merchants on area television programs. In these tie-ups, the Beauties will appear in their Harem costumes—short jackets with flowing gossamer skirt below a bare mid-riff—at the co-operating store.

The Famous Barr Co., St. Louis department store, and Gimbel's in Milwaukee have agreed to an all-department store promotion built around the Harem Beauties' visit.

Television and radio will be stressed to enhance the coverage of the promotion activities and as individual publicity approaches. Most of the civic and merchandise events will be covered by either medium's local outlet.

A one and half-minute and a two and half-minute film clip has been prepared on "Son of Sinbad" for use in conjunction with TV appearances of the Harem Beauties. The TV clips will be used also for TV stations in those communities not included on the transcontinental tour.

Since the Beauties also have musical talent, they will make appearances—in costume—on disc jockey shows.

The four Harem girls will be given as prizes in local contests for the funniest or best letter on "Why I would like to have dinner with a group of Harem Beauties." Winners of the contest will enjoy a dinner with the Beauties. In most of the 16 cities, this promotion will be run in co-operation with the leading local newspaper to assure extra leg art in advance of the girls' arrival.

Tie-ups with local auto dealers are being worked out, using a motif built around a photograph of a Harem Sedan Chair, the type used for transporting reclining beauties in historical times. Pitch in the ads proclaims, "Sedan chairs were used by 'Son of Sinbad' Harem Beauties years ago, but modern Beauties prefer. . . ." Co-operating dealers will also provide latest-model autos to meet the Beauties at the airport, with credit banners flying from the cars.

The Harem Beauties' itinerary's: May 2, Denver; 3, Kansas City; 4, St. Louis; 5, Milwaukee; 6-8, Chicago; 9, Indianapolis; 10, Cincinnati; 11, Detroit; 12, Cleveland; 13, Buffalo; 14, Toronto; 16, Pittsburgh; 17, Washington; 18, Philadelphia; 19, Boston, and 20-22, New York City.

Beauties Aid 'Sinbad'



Dale Robertson, star of RKO's Technicolor "Son of Sinbad," bids goodbye to the "Sinbadettes," as the quartette of beauties leaves on a national tour in advance of the film. The girls are (l to r): Andrea Cleve, Susan Ames, Dorothy Van Dyke and Yvonne White.

— Horizontal VistaVision Debut —



A record first-week gross of $108,000—highest since the N. Y. Paramount began operating on an all-film policy—was announced as Paramount's horizontal VistaVision-Technicolor "Strategic Air Command" began its second week at the showplace. Gala premiere, attended by stars, Air Force dignitaries and industry executives is pictured top, left. Top, right: a huge aerial banner saluting the picture spans the widest part of Times Square, "the crossroads of thet world," as decorated Air Force trucks are parked across the street from the theatre. Bottom, left: "SAC" star James Stewart interviews Academy Award winner Grace Kelly in front-of-theatre telecast over Arthur Godfrey's CBS-TV show, as Danny Kaye and Godfrey look on. Bottom, right: Robert K. Shapiro, mng. dir. N. Y. Paramount; Leonard Goldenson, AB-PT president, and Edward Hyman, AB-PT vice-president meet in the lobby.

Increased Advertising Hinted By Universal

Strong indications that the current year will see U-I's pre-selling display advertising program in national magazines and Sunday newspaper supplements topping its 1954 record was given this week by vice-president David A. Lipton. The studio's expenditure during 1954 amounted to $650,000, an increase of 140 percent over the 1953 budget.

Lipton made the 1955 prediction to establish, he said, "further evidence of our confidence in pre-selling . . . in accord with what exhibitors for years have advocated." The U-I executive is currently in New York charting the record ad budgets for "The Shrike," to be released in Sept. after a series of important key city openings during July and August, and for "To Hell and Back."

Universal's current 17 weeks "Charles J. Feldman Annual Sales Drive" concludes today with what is expected to be one of the biggest week's business in the company's history. With 53 representatives from four continents attending, U-I's European Sales Conference will convene in Barcelona, Spain, on May 16 to work on an agenda which includes the screening of latest product.

Ready NOW...when you need it!



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ESCAPE TO BURMA

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THE NEW ANAMORPHIC PROCESS
SUPERSCOPE
ON THE GIANT WIDE SCREEN



Distributed by RKO RADIO PICTURES

Directed by ALLAN DWAN • Screenplay by TALBOT JENNINGS and HOBART DONAVAN • Produced by BENEDICT BOGEAUS

One of a series of three Magazine Ads

FROM RKO THE SHOWMANSHIP COMPANY

Independent Trade Reviews

"Lady And The Tramp"

(Buena Vista) CinemaScope-Technicolor 75 Min.

Credits: A Walt Disney Production; Associate producer, Erdman Penner; Directed by Hamilton Luske, Clyde Geronimi and Wilfred Jackson; Story by Penner, Joe Rinaldi, Ralph Wright and Don DaGradi; Songs by Peggy Lee and Sonny Burke; With the talents of Miss Lee, Barbara Luddy, Larry Roberts, Bill Thompson, Bill Baucon, Stan Freberg, Verna Felton, Alan Reed, George Givot, Dallas McKennon, Lee Millar and the Mello Men.

Walt Disney's first cartoon feature in CinemaScope is a charming Technicolor tale of canine life. Boasting several appealing songs, "Lady and the Tramp" should find a ready children's market and a measure of response from the adult world. Constant showings of selected scenes from the film on Disney's TV program have served to stimulate a tremendous want-to-see among youngsters. In "Tramp," the characters are drawn with the usual consummate artistry of a Disney operation. The plot complications in which they become involved are, by turns, suspenseful, cute, tender and sad. There is no undue violence to scare the kiddies in any of these. Central figure is, in fact, one of the most adorable of Disney creations. This is a cocker Spaniel named "Lady." She is befriended and wooed by a mutt who speaks gutter English in an amusing style. Together, they run the gamut of dog experiences. These range from love in the park and meals at rear entrances of restaurants to encounters with muzzles and dog catchers.

Prior to the appearance of the mutt, the story is concerned with "Lady's" growth as a pup. Her problems begin when the humans with whom she lives decide to have a child. "Lady" is thus shown less attention. She meets the mutt and becomes susceptible to his soldier-of-the-road way of life. "Lady's" unfortunate encounter at home with a couple of Siamese cats provides the springboard for her adventures with the mutt. These include an amusing sequence with a beaver in a zoo; a gay supper party in the back yard of an Italian restaurant; an exciting encounter with a vicious rodent. It is interesting to note that the dogs act like canines in the presence of humans. When alone or in the company of other creatures, they take on the behavior patterns of their masters. Adults may find in these characteristics a supply of humor. The Chihuahua speaks like the stereotype of the Mexican; the Scotch Terrier acts and talks like a caricature of a Scotsman, etc. Additional adult appeal is to be found in some of the film's songs. One, "Bella Notte," is already a Hit Parade entry. Others include a torchy ballad sung by a female hound of shady repute, a Christmas tune and a novelty rendered by Siamese cats.

"Kiss Me Deadly"

(United Artists) 105 Min.

Cast: Ralph Meeker, Albert Dekker, Paul Stewart, Juano Hernandez, Wesley Addy, Marion Carr, Maxine Cooper, Cloris Leachman, Gaby Rodgers.

Credits: Presented by Victor Saville; A Parklane Picture; Produced and directed by Robert Aldrich; Screen play by A. I. Bezzerides; From the novel by Mickey Spillane.

A super-charged mixture of violence, sex and confusion is rocketed home in this slick transformation of the highly popular Mickey Spillane detective novel. Picture is guaranteed to furnish the action fan with more than he seeks. It is packed with women's shrieks, crushed fingers and heads bounced against concrete walls. A sensational climax, in which a radioactive element sets off a weird and ugly series of fires and explosions, is sure to knock the senses out of any audience for at least 10 minutes. This is hard stuff: "Deadly" has murder and mayhem in every reel. Story jumps from sex to sadism constantly. The Spillane name, of course, indicates profit. This author's pocket book novels are still selling like hot cakes. Due to the nature of the proceedings, film is unpalatable for the younger set.

"Deadly," although technically proficient, has a story that defies logic in its unmotivated plot turns. As the narrative opens, Mike Hammer, private eye, played by Ralph Meeker, is found aiding an hysterical woman in distress. After her murder, Hammer risks every sort of menace known and unknown to man to uncover her killers. His motive for the search is never too clear. Although the identities of the murderers are obvious to a whodunit audience, the wicked situations in which Hammer becomes involved command attention. So do the equally wicked things he does to seemingly innocent bystanders. As the action progresses, the main and minor characters die off like flies. By the time the climax arrives, only two villains remain. One, as is usual in Spillane stories, is female. Both are killed as Hammer rescues his feminine assistant from a radioactive death.

"Shotgun"

(Allied Artists) Technicolor 81 Min.

Cast: Sterling Hayden, Yvonne De Carlo, Zachary Scott, Guy Prescott, Robert Wilke, Angela Greene, Paula Marion, John Pickard, Ralph Sanford.

Credits: Produced by John C. Champion; Directed by Lesley Selander; Written by Clark E. Reynolds and Rory Calhoun; Additional dialogue by Champion.

This superior western is one of Allied Artists' new crop of "A" pictures and it seems to forecast a big future for the company if they can keep up this standard. A well-plotted, suspenseful screen play gives cast toppers Sterling Hayden, Yvonne De Carlo and Zachary Scott and their supporting players a lot to work with and they all come across strongly. The story is loaded with fresh plot twists that add greatly to the action. The film is beautifully photographed for wide screen in Technicolor and the musical score is a standout. The film, which tells the story of an ex-outlaw, now a lawman, who is out to avenge the death of a marshal, the best friend he ever had, who has been shotgunned to death by an outlaw on the run with his cohorts. There is plenty of scenic beauty in the locations chosen by Producer John Champion, who if one is entitled to use a pun, has a champion picture that will do top box office everywhere.

Marshal Lane Chandler is shotgunned to death by outlaw Guy Prescott, and Deputy Sterling Hayden, armed with a shotgun, goes after Prescott. On the trail, Hayden comes across one of Prescott's henchmen, Robert Wilke, who has been tied to a snake trap and left to die. With him is Yvonne De Carlo, a halfbreed girl. Hayden is forced to kill Wilke in self defense as he travels on with Yvonne. They cross trails with a bounty hunter Zachary Scott, who is after Prescott for the reward. Prescott, who is running guns, is on his way to the Apaches. The Apaches attack Hayden's party and pin Scott to a tree with an arrow. Rather than suffer, Scott kills himself and Hayden goes on with Yvonne. When they arrive at the Apache camp, Prescott is there. Hayden tells the chief, Paul Marion, that he wants Prescott and Marion tells them that they must fight a duel with shotguns. Prescott turns coward during the duel and Marion slays him with an Apache spear and leaves Hayden and Yvonne go free.

"The Marauders"

(M-G-M) Eastman-Technicolor 81 Min.

Cast: Dan Duryea, Jeff Richards, Keenan Wynn, Jarma Lewis, John Hudson, Harry Shannon, David Kasday, James Anderson, Richard Lupino.

Credits: Produced by Arthur M. Loew Jr.; Directed by Gerald Mayer; Screen play by Jack Leonard and Earl Felton; From the novel by Alan Marcus.

An off-beat western in which a gang of die-hard ranchers and their hirelings repeatedly attempt to kill off a trio of homesteaders is well visualized in this Eastman Color adventure. Picture supplies several unusual plot situations which serve to hold interest on the activities of a particularly unsavory crew of villains. Since proceedings are confined to an open plain on the Arizona wastelands and to a small shack, events take on a rarefied and sometimes suspenseful atmosphere. "Marauders" thus has the earmarks of a western that should fare suitably with action and general audiences alike. Dan Duryea, as the chief menace, a frustrated bookkeeper with a perverted yen for power, turns in an interesting if over-acted portrayal. Jeff Richards, occupying less screen time as the heroic homesteader, does a good job. Same can be said for Keenan Wynn, as Duryea's lieutenant, and Jarma Lewis, who plays opposite Richards.

Duryea takes command of a band of killers hired by the late Harry Shannon to evict Richards from his homesteading site in Arizona of 1875. Richards' employment of novel TNT devices and rapid-fire rifles confuses Duryea as to the number of opponents he must face to defeat the homesteader. Due to the great losses suffered by the killers, Duryea is forced to command them at gunpoint and constant attempts on his life are made. Situation for the killers is confounded also by their lack of water. Richards meanwhile wins the respect of Miss Lewis and her young son after the father meets a violent death at the hands of Duryea's men, and together they rig up an ingenious catapult for the tossing of TNT charges against the enemy. Climax finds Richards and Miss Lewis on top due to the success of their contraption and the defection of Duryea's remaining cohorts.

"The Man From Bitter Ridge"

(Univ.-Int.'l.) Eastman Color 80 Min.

Cast: Lex Barker, Mara Corday, Stephen McNally, Trevor Bardette, John Dehner, Myron Healey, Warren Stevens, Richard Garlond, Jennings Miles, John Cliff, Ray Teal, John Harmon.

Credits: Produced by Howard Pine; Directed by Jack Arnold; Screen play by Lawrence Roman; Adaptation by Teddi Sherman; Based on a novel by William MacLeod Raine.

Fast-paced and boasting plenty of physical action, Universal's latest western entry, "The Man From Bitter Ridge," will be a solid supporting feature. Starring Lex Barker, Stephen McNally and Mara Corday, and touching on the conflict between cattlemen and sheepherders in the Old West, the film gets vigorous and muscular performances from the two male stars, and a decorative assist from Miss Corday, who is loved by both. The three leads form an interesting marquee combination, and Eastman Color will also help to sell the picture.

Interest never lags, with plenty of ambushes, slugging brawls, fires and treachery enlivening a standard plot, which centers around the efforts of a politically ambitious man, Ranse Jackman, to take over the cattle town of Tomahawk, and then to move into control of the state. Playing on the hatred of the townspeople for the sheepherders who live on the outskirts of town, Jackman engineers stagecoach holdups to finance his campaign for sheriff, and then blames the holdups and subsequent murders on the sheepmen, headed by McNally. Barker comes to town as an investigator for the stage outfit, is nearly lynched, nearly murdered, and finally teams with Mc-

(*Continued on page* 22)

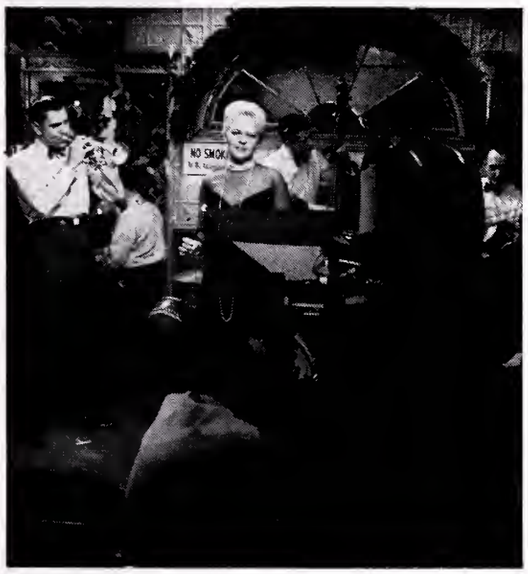
GREAT TALENT MAKES GREAT PICTURES!



"Now hear this"—all preview reports roar approval of "Mr. Roberts," six-year all-time hit of Broadway stage now brought to screen. After-production group shot gathers: Henry Fonda, "Mr. Roberts" himself; skipper James Cagney; Leland Hayward, producer; William Powell, Doc; Jack Lemmon, Ensign Pulver; and directors Ford and LeRoy. Production is being readied for early summer release. *(CinemaScope, WarnerColor.)*



Shelley Winters' torrid love scene with Jack Palance climaxes "Jagged Edge," Warner Bros. drama of lawless violence shot on location in majestic grandeur of the Sierra Nevada Mountains. *(In CinemaScope and WarnerColor.)*



Trumpet playing Jack Webb salutes first of his leading ladies, songstress Peggy Lee in scene for WarnerColor and CinemaScope "Pete Kelly's Blues." Ten year plan of musical research results in switch of roles for Jack Webb from famed Sgt. Friday to trumpet-playing band leader during early jazz days.



Stress of modern youth finds James ("East of Eden") Dean and Corey Allen in dramatic scene directed by Nicholas Ray for "Rebel Without A Cause." *(CinemaScope, WarnerColor.)*



No candelabra needed for Liberace as studio production team beam upon his brilliant run-through of special material written for "Sincerely Yours." Pre-production meeting for picture slated for an early May starting in CinemaScope and WarnerColor gathers, *(L. to R.)* George Liberace, Writer Irving Wallace; Studio Music Head Ray Heindorf; Producer Henry Blanke and Director Gordon Douglas.

WE'RE DOING THINGS HERE AT WARNER BROS.

Discount Policy Aimed at Youths

A promotional policy aimed at bolstering attendance among the 12-17 age bracket has been worked out by Interstate Circuit, Inc., for inauguration in May at theatres of the Texas chain. Idea is to issue "Movie Discount" cards entitling holders to reduced admission privileges.

The laminated plastic cards will be sold for $1 and will be good for one year from the date of issuance. The plan is a continuous one, with holders of cards allowed to purchase new ones at the end of each 12-month period until they reach their 18th birthday.

The card will provide reductions up to 50 percent of adult admissions which the teenage group has been paying. A bookkeeping system is being set up to handle applications and renewals.

Advertising will point up the fact that the card will make it possible for the 12-through-17 year age group to see almost twice as many movies at Interstate theatres for the same amount of money previously paid for adult priced tickets. Parents who give allowances to their children will be made cognizant of the savings they will derive as a result of the new plan, too.

Manuals Prepared

A special publicity and advertising campaign manual will be supplied each theatre in the circuit. Following a one-week teaser campaign on screens, in lobbies, through newspaper stories and radio spots, approximately three weeks before the end of school the entire state will be bombarded by a barrage of advertising, publicity and exploitation stunts, hitting simultaneously in all 21 towns of the circuit.

In preparation are advance and current newspaper ads carrying application blanks, which will guarantee fast and complete distribution. Additionally, application blanks will be available on thousands of heralds to be handed out in theatres and at schools. A novelty form of newspaper ad will be a four-column cartoon by a celebrated Texas newspaper cartoonist. It will be published in school papers and dailies.

The screens of a hundred theatres will sell the plan through animated advance and current trailers, which will be changed regularly. Colorful 40x60 posters, hangers, streamers and stickers will bedeck the foyer, outer lobbies and marquees.

Unusual radio spot announcements will utilize the voices of well-known motion picture stars; and vocals, telops and announcements will be made on television. Outdoor posting will include three-sheets, 24-sheets and public bus cards; and announcements will be made at scores of weekly Saturday morning kid shows.

R. J. O'Donnell, vice-president and general manager of Interstate, said he believes the plan will work to the mutual advantage of youths and theatres. "Youngsters will be given an opportunity to see more movies,

(*Continued on page* 24)

All-Industry Production

Nickelodeon's Golden Anniversary Offers Solid Exploitation Fodder

PITTSBURGH.—The Golden Anniversary of the Nickelodeon, which opened here June 5, 1905, under the sponsorship of the late Sen. John P. Harris, will become a nationwide celebration this June. Events will be focal pointed from this city and will get underway when Pennsylvania Gov. George Leader proclaims June 1-8 as the Nickelodeon's Golden Anniversary Week.

Exhibitors throughout the nation are planning to join the festivities by tying up local shows with the anniversary. According to John H. Harris, son of the founder and president of Harris Amusement Companies, the celebration "is a campaign for showmen, there won't be any press books."

Harris told theatremen that "we will just pass the information on to you for what it's word. . . . and you take it from there. You know your business and what you can do and what is worth-while." Harris did, however, furnish booking and publicity suggestions for exhibitors who want to stage special promotions in connection with the anniversary. Some of these follow:

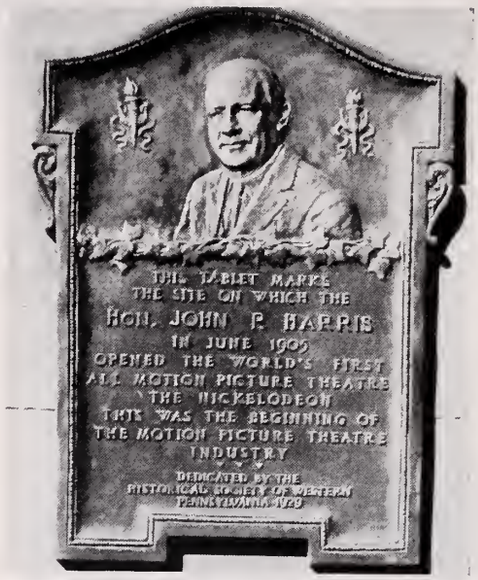
Select the very best possible pictures for June playoffs; or at least the best of the month for the week of June 1-8. Book top shorts in addition to features to tie in with the reminder that Nickelodeons played shorts. Book a silent short or feature of the early days as a novelty offering.

Have the city's mayor and/or state's governor declare the month or week in tribute to the Nickelodeon and stage interviews with old-timers who attended the first local emporium in town.

Set up a special dinner in honor of the oldest exhibitors in the area and have local and regional notables present. Speeches can play up the advantages of the theatre to the locale.

A miniature Nickelodean could be built as a lobby display, and marquee hanging signs, etc.' can acquaint patrons with the meaning of the occasion. Displays in department stores can be tied to the theme of how things were locally 50 years ago.

Newspapers can also stress the leading events of local life a half-century back and trailers on the screen in advance and running through the campaign can add zest to the celebration.



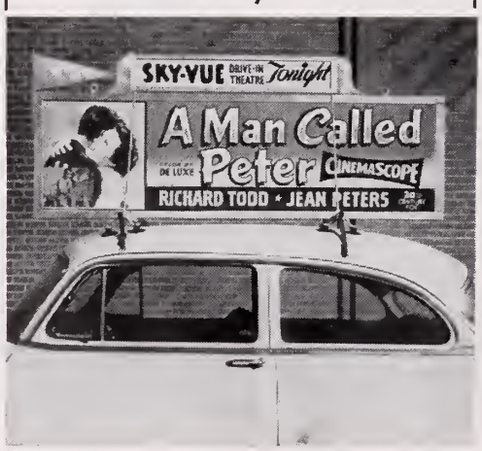
Tablet honoring the memory of Sen. John P. Harris, founder of the first Nickelodeon 50 years ago this June, dedicated by the Historical Society of Western Pa., was erected on the Pittsburgh site of the first all-motion picture house.

Merchant Tie-Up Story Brings Strong Response

Strong response from various part of the nation to a recent COMPO ad that appeared in "Editor & Publisher" detailing a circuit's tie-up with local Wisconsin merchants has been reported in the latest and 42nd series ad. Response has come in the form of letters requesting copies of the Beloit, Misc., "Daily News" movie section that carried the advertising tie-up.

The advertising manager of the "News," in expressing his paper's gratitude to COMPO for spreading the information about the tie-up, noted that in Beloit cooperation between newspaper, theatre and merchants "only typifies what can be accomplished by a theatre management in any town. . . . The efforts of its (theatre) management for the betterment and growth of Beloit have touched upon nearly every facet of our community's life."

NSS Auto Eye-Catcher



National Screen Service's new approach to mobile outdoor advertising is the Travel-Ad, all-aluminum poster frame that fits on top of cars.

UA Outfits "Stranger" With Record Ad Budget

A tremendous advertising budget, which Francis M. Winikus, national director of advertising, publicity and exploitation for United Artists, described as bordering on an all-time high, has been allocated for that company's release of Stanley Kramer's "Not As A Stranger." Budget will be part of a $6,000,000 promotional outlay that the company intends for its 48 features this year, Winikus told the trade press last week.

UA already spent approximately $550,000 to exploit "Stranger" thus far. Last year, the company paid out $4,800,000 to advertise 50 releases. This year's group of UA top-liners, including "Summertime," "Marty," "Night of the Hunter," "Gentlemen Marry Brunettes" and "The Kentuckian" may receive a combined budget of $4,000,000, Winikus disclosed.



ARE YOU ~~T~~S TELLING YOUR AUDIENCE?

If you're not . . . you're overlooking the opportunity to exploit a great advertising medium...your screen! It's the one medium that captures 100% audience attention.

Your patrons are ready for your pitch... so tell 'em and sell 'em! Yes, sell all your shows, all your special events, services and promotions from your screen—with trailers!



NATIONAL Screen SERVICE
PRIZE BABY OF THE INDUSTRY

Independent Trade Reviews

(Continued from page 18)

Nally to bring the outlaws to justice, and reconcile the opposing factions. Meanwhile, he wins Miss Corday's love and decides to settle down with her in the town.

"A Bullet For Joey"

(United Artists) 85 Min.

Cast: Edward G. Robinson, George Raft, Audrey Totter, George Dolenz, Peter Van Eyck, Toni Gerry, Bill Bryant, John Cliff, Steven Geray, Joseph Vitale, Sally Blane.

Credits: Produced by Samuel Bischoff and David Diamond; Directed by Lewis Allen; Screen play by Geoffrey Homes and A. I. Bezzerides; Original story by James Benson Nablo.

Vivid action house marquee bait is strung out in the names of Edward G. Robinson and George Raft for this melodrama about a spy ring's kidnapping of an atomic scientist. Picture follows through with a competently contrived plot, enough action and pacing to satisfy an audience, and a neatly wrought climax. Program slotting is thus in order for "A Bullet for Joey." Characterizations find Robinson as a Canadian police inspector investigating a series of seemingly unconnected murders together with the strange appearance in the Dominion of a deported thug. Latter, played by Raft, has the background of a Capone, and seems to know all the angles. His one-time moll, Audrey Totter, is employed to lure the scientist into the spy ring's clutches. Sequences involving her efforts supply "Joey" with some romance.

Lensing in Montreal locales adds a semi-documentary flavor to the proceedings. Authenticity, however, is side-tracked by the rather pat plot situations. When Peter Van Eyck, spy master, hires Raft to kidnap the scientist, Robinson gets wind of the scheme and tightens a security net. Miss Totter, disgusted by the situation and in love with the scientist, abandons her assignment. But Raft puts the pressure on her and goes through with the kidnapping. Robinson is meanwhile trapped by Raft and Van Eyck. He learns the latter's true identity and, by appealing to Raft's patriotism, saves the scientist. Raft dies in the attempt, but not before absolving Miss Totter from guilt.

"The Big Tip Off"

(Allied Artists) 78 Min.

Cast: Richard Conte, Constance Smith, Bruce Bennett, Cathy Downs, James Millican, Dick Benedict, Sam Flint, Mary Carroll, Murray Alper, Lela Bliss, G. Pat Collins.

Credits: A William F. Broidy Production Produced by Broidy; Directed by Frank McDonald; Written by Steve Fisher.

"The Big Tip Off" is a good melodrama that is well produced. It has a good story premise and holds the interest of the audience except for the closing minutes when its climax strains the credulity of the onlooker with a too pat solution to a complex situation. A girl who is choked and thrown off the end of a long pier suddenly turns up washed ashore alive and Richard Conte, wounded so badly that he thinks that he is dying, suddenly doesn't feel too bad anymore. With the exception of these factors, the film is well paced with some entertaining musical interludes woven into the proceedings. Conte delivers a solid performance and Constance Smith comes across as a sexy leading lady with a great deal of acting ability. In the general market, this one will do okay with strong exploitation and selling using the title and Conte's name as marquee bait.

Bruce Bennett comes by to see Conte, a newspaper columnist, after 10 years and brings with him Constance Smith, his secretary in a so-called charity organization, which raises funds. With the aid of Conte, Bennett and Constance get to handle a church bazaar, which they promote successfully. During this time, Conte has been getting anonymous gangland tips telling him of various murders almost as they happen. He parlays this information into newspaper headlines and gets put in jail, because he won't reveal the source of his information. His case becomes a sensation and he a national figure. When Conte gets out of jail, Bennett persuades him to present a money raising telethon to raise funds for a hospital. The telethou goes on, and before Bennett can leave to attend it, Constance, who is in love with Conte, tells Bennett that she is going to tell the police that Bennett plans to steals some of the telethon money and make Conte the fall guy. Bennett chokes Constance and throws her into the ocean. He steals the money then frames Conte who escapes police and kills Bennett. He finds Constance and she vouches for his innocence.

"Chance Meeting"

(Pacemaker) 94 Min.

Cast: Odile Versois, David Knight, Joseph Tomelty, Paul Carpenter, Theodore Bikel, Jill Adams, David Kossoff, John McLaren, Betty Marsden, Peter Illing, Peter Dyneley, Bernard Rebel.

Credits: Produced by Anthony Havelock-Allan; Directed by Anthony Asquith; Screen play by George Tabori and Robin Estridge; From Tabori's story, "The Young Lovers."

Winner of the British Film Academy Award for the best screen play of 1954, "Chance Meeting" is an unusually tender story about young love, made vivid and memorable by an intriguing and allegorical plot. Brilliantly directed by Anthony Asquith and sensitively acted by Odile Versois and David Knight, it tells the story of a lonely intelligence clerk in the U.S. Embassy in London, and the equally-lonely daughter of a Russian or satellite minister to England, who meet by chance and fall in love, without knowing each other's identity. Soon discovered, their meetings are forbidden by their country's diplomats, who cannot believe that between them love is possible. Spied upon, threatened, and finally forced to flee, the innocent but determined lovers persist.

Slowly paced for the most part, and boasting no marquee names, the film won't appeal to all tastes, and is best suited for art-houses. Still, a memorable chase at the finale is reminiscent of the best British suspense films, and there is a frank bedroom scene, culminating in the birth of an illegitimate child. This scene, in the reviewer's opinion will not be considered objectionable by most audiences. Background music is "Swan Lake," richly orchestrated and woven into the plot, and ballet scenes are well presented. Highly dramatic scenes occur when the "Russian" girl preaches the doctrine of love over politics to her autocratic father; also, when the American invades the "enemy" embassy to kidnap his sweetheart. The final scene, when the young lovers escape through a storm, in a small skiff, to some "third" land where their love will be possible—while the representatives of both countries realize their errors—is symbolically and dramatically moving.

"Five Guns West"

(American Releasing Corp.) Pathecolor 78 Min.

Cast: John Lund, Dorothy Malone, Touch Connors, Bob Campbell, Jonothon Haze, Paul Birch, James Stone, Jack Ingram, Larry Thor.

Credits: Produced and Directed by Roger Corman; Screen play by R. Wright Campbell.

"Five Guns West" an above average western with a good story premise which manages a great deal of the time to look much more expensive than its budget and is good entertainment. The picture, which deals with five convicted criminals who are given amnesty for joining the Confederate army, is well cast. With proper selling, ARC should do okay with this one and so should the exhibitor. Pathecolor photography is impressive.

Five criminals, with John Lund, really a Confederate officer planted among them, are given amnesty by the Confederate Army, which swears them in as soldiers and gives them the assignment of waylaying a stage coach, carrying needed gold and a runaway traitor officer, Jack Ingram. As the men progress on their trek, each plots against the other with an eye toward getting the gold. They discover that Dorothy Malone is running the coach office. Each of the criminals covets Dorothy. The stage coach is successfully ambushed, and the killers start squabbling over the gold with only Lund wanting to take it back to the Confederate post. One by one the killers are shot down by Lund, who takes cover with Dorothy. One outlaw decides to ignore everything and rides off. Lund kills off all the badmen, takes Ingram South. He will return to Dorothy when the war is over.

"Front Page Story"

(Associated Artists) 95 Min.

Cast: Jack Hawkins, Elizabeth Allan, Eva Bartok, Derek Farr, Michael Goodliffe, Martin Miller, Walter Fitzgerald.

Credits: Produced by Jay Lewis; Directed by Gordon Parry; Screen play by Jack Howells and Lewis; Adaptation by William Fairchild and Guy Morgan; Based on the Robert Gaines novel.

A day in the pulsating life of a British newspaper is detailed with melodramatic insensity in this engrossing import. Due to a fairly rapid pace of narrative, interesting characterizations on the part of some of the paper's reporters, and intricate editing, picture should hold its own in both art and general situations. Presence of Jack Hawkins as the key editor is of some marquee help. His performance sets the standard for a number of convincing portrayals in a picture that sports more logic than coincidence for its dramatic high points.

Hawkins, feeling that big news is about to "break," cancels a vacation with his wife, thus alienating her affections. At the office, Hawkins assigns one reporter to cover the operation of a penniless woman with five children; one to cover a mercy killing trial; another to interview an atom scientist. The camera follows each assignment, and also Hawkins' wife in her decision to leave him. It develops that the scientist is arrested for passing information to a foreign agent; the poor woman dies, and the mercy killing case ends in surprising tragedy. Hawkins, meanwhile, learns that his assistant had had an affair with his wife, who they think has been killed in a plane crash. Hawkins later discovers that the latter news was false. Reunion with his wife seems imminent.

"I Cover The Underworld"

(Republic) 70 Min.

Cast: Sean McClory, Joanne Jordan, Ray Middleton, Jaclynne Greene, Lee Van Cleef, James Griffith, Hugh Sanders, Roy Roberts, Peter Mamakos, Robert Crosson, Frank Gerstle, Willis Bouchey, Philip Van Zandt.

Credits: Associate producer, William J. O'Sullivan; Directed by R. G. Springsteen; Screen play by John K. Butler.

"I Cover the Underworld" is a fair programmer that should get by on the lower half of double bills. Sean McClory makes his dual role, that of a divinity student, whose twin brother is a notorious gangster, seem believable. There isn't too much logic in the script, but there is enough action in spite of the tired story formula used. Studio should get a nod for using both McClory and attractive Joanne Jordan, new star names, in the lead spots. The title is very good as exploitation bait, even though it doesn't fit the story or the picture.

McClory a divinity student, comes to prison to see his soon-to-be paroled brother and try and talk him out of returning to crime. He has his brother into solitary so that he can go back to the city and pose as his gangster brother and get evidence to break up the waterfront mobs. He succeeds in convincing his brother's gang, Lee Van Cleef, James Griffith and Frank

(Continued on page 24)

Deadline Extended For Pay-TV Issue

(*Continued from page* 13)

of pay-to-see TV. President De Witt Emery asked: ". . . since the dual source of both advertiser and subscriber revenue gives us more and better newspapers and magazines, why not subscriber income for television?"

He argued that the FCC had allocated spectrum space for more than four times the number of stations actually in existence, and yet new stations are not being built, and some older ones are closing down. "Something is still missing in the economics of the TV industry," he said. "If, as is reasonably claimed, subscription television has the potentials of making more TV stations economically supportable — especially in the smaller towns and cities — then it certainly will help all business," Emery asserted.

The Madison Suare Garden, in a statement signed by John Reed Kilpatrick, president, also allied itself with subscription video, and predicted that pay-to-see TV and free TV "can develop and prosper side by side."

Toll TV would definitely "expand sports television coverage, rather than restrict or limit it," the statement said. It cited audience reaction to theatre TV, indicating that the box office draw of closed circuit video shows that people are willing to pay to see worthwhile programs, and will even leave their homes to see the right program. Only the economic law of supply and demand will determine the future of toll TV, the statement concluded.

On the other hand, Father Duffy Post, Catholic War Veterans of America, speaking on behalf of thousands of hospitalized veterans in all parts of the country, petitioned the FCC and Congress to refuse requests seeking approval of Pay-To-See Television.

Metro Announces 65mm. Process

(*Continued from page* 12)

most gigantic of all screens and at the same time provide negative from which improved CinemaScope, wide screen and standard prints may be made.

The new system will reportedly be filmed with cameras having conventional-type mechanisms adapted to handle double-sized film. The special camera lenses developed for the system by Panavision Incorporated will provide for simple operation, minimum weight and photographic images with a sharpness of focus and freedom from distortion not hitherto achieved in large-screen presentations, it was stated.

Experiments with the new process, it was explained, dates back to the early wide-screen effects used in the first "Billy The Kid" film made by M-G-M nearly 25 years ago. The early development and scientific study of wide-screen processes was continued by the studio's technical staff in order to produce an eventual system capable of the finest photography and projecton to meet the M-G-M demand and which at the same time would result in a system readily adaptable to future variations of picture exhibition, if they should occur.

It was pointed out that any improved method of photography and projection of motion pictures which would not provide a potentially equal improvement in flexibility in the presentation of sound would be incomplete.

Therefore, M-G-M's new 65mm. system was designed so that the exhibition prints, whether of the type for the largest screens or the CinemaScope and standard screens, will accommodate sound tracks of the present standard types whether optical or magnetic, as well as super-stereophonic sound for the largest screens in either magnetic or optical forms, according to Wesley C. Miller, in charge of the sound department, who advises that these super-stereophonic forms of recording will be incorporated into his department with a minimum modification of present recording equipment.

Mannix announced also expansion of studio facilities, including redesign of the industrial center under direction of William Spencer, increasing by 200 per cent the productive capacities of carpenter shop, mills, machine shop, paint department and other units in this important group.

With completion of the redesigning plans approved by Spencer, rebuilding of the industrial center is already underway and is being rushed to readiness to meet the production program scheduled for this summer, said Mannix.

At the same time, J. E. Tucker has completed installation of new processing equipment in the laboratory, reconverting these facilities to increase the development of color film to a capacity of three million feet a week, enabling M-G-M to not only process its own production negative of color films but also supply release prints of uniform quality to the world market.

Important innovations also are reported as being carried out in sound techniques by Wesley Miller and include many developments in recording and projection of greater simplicity and improvements never before possible. In this scientific field, it was said, Miller and his associates have achieved technical advances that contribute importantly to the utilization of the 65 mm. film process now to be adopted by M-G-M.

Miller also has directed installation in the M-G-M British studio of similar conversions.



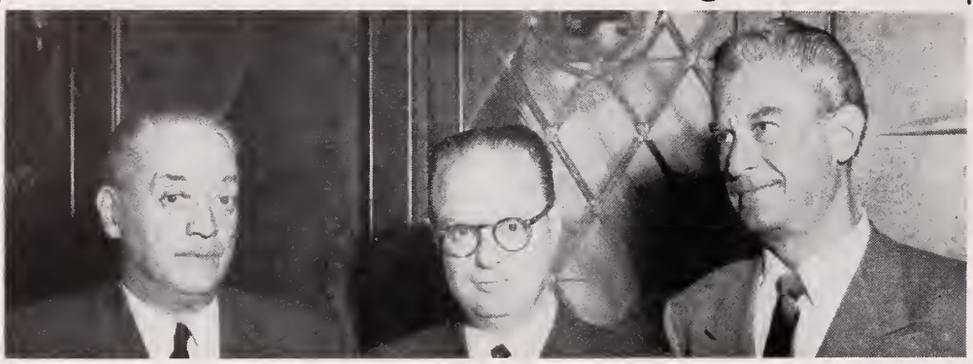
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Para Sales Heads In Re-Alignment



Principals in the top echelon re-alignment of Paramount's domestic sales organization announced by George Weltner (center). head of world-wide sales, were E. K. (Ted) O'Shea (left) now in charge of eastern U.S., and Hugh Owen (right), now in charge of western U.S. Owen was also elected a vice-president of Paramount Film Distributing Corp.

GEORGE LAIT, resigned as publicity director at Columbia, joined the Paramount publicity department to handle special exploitation assignments.

ROBERT J. RUBIN becomes a vice-president, and moves into a top administrative post, for Paramount Film Distributing Corp. SIDNEY G. DENEAU and E. A. PITTER JR. become assistants to Ted O'Shea and Hugh Owen, respectively.

ROY BRICKNER was appointed head of the Warner Bros. trailer department, succeeding ART SILVER, whose assistant he has been for several years. Silver now heads the "Behind the Scenes" division of the Warner ABC-TV project.

CARL GOLDMAN was appointed executive secretary of Independent Exhibitors of New England, affiliated with National Allied, following Ray Feeley's resignation after nine years of service. Goldman was previously a booker with Affiliated Theatres Corp.

MYRON L. KERNEY of Rochester was named manager of the new amateur film sales division of Eastman Kodak Co. His former post as manager of the amateur accessories sales division of the company was taken by CHARLES J. MCNARY.

New Discount Policy Geared For Youths

(*Continued from page* 20)

thus bringing heavier patronage to the theatres and instilling the movie-going habit in an increasing number of people who will continue attending the movies after they reach 18 years of age," O'Donnell declared.

The action by Interstate was inspired by the urging of Leonard Goldenson, president of American Broadcasting-Paramount Theatres, to encourage attendance of young movie-goers with a special price substantially less than the prevailing adult admission charge.

Some years ago Interstate adopted a Junior Ticket plan, but because of a federal excise tax burden, plus some other problems including alleged abuse of the plan by over-age patrons, it was dropped.

Goldenson and Interstate felt that children and young people are among the movies' most faithful customers. Interstate believes that its new plan, nearing completion, will eliminate the "bugs" which plagued earlier ventures into the intermediate age price field.

Single Operator Fight Won By Mass. Xhibs

BOSTON.—The long fight to gain approval of single operators in Massachusetts theatre booths when safety film is used ended in a victory for exhibition with the filing of amended regulations with the Secretary of the Commonwealth.

The new law reads: "In the exhibition of motion pictures, no nitrate film shall be used. All film used shall be acetate film, known as safety film. Every motion picture machine shall be equipped with a dowser handle and control switch operated from either side of the machine. While exhibiting motion pictures, the operator shall devote his entire time and attention to that work. In any theatre where the equipment in the projection booth meets these requirements, and is approved by an inspector, only one operator will be required; otherwise two operators shall be in attendance during the exhibition of motion pictures."

Independent Trade Reviews

Gerstle, that he is his brother until his twin brother breaks out and calls gun moll Jaclynne Greene, who tips off the hoods. In a climax poster. The gangs are wiped out and McClory goes back to finish his studies for the ministry.

"Seminole Uprising"

(Columbia) Technicolor 71 Min.

Cast: George Montgomery, Karin Booth, William Fawcett, Steve Ritch, Ed Hinton.

Credits: Produced by Sam Katzman; Directed by Earl Bellamy; Screen play by Robert E. Kent; Based on the novel, "Bugle's Wake," by Curt Brandon.

"Seminole Uprising" is an average programmer dealing with the cavalry and Indians, this time, the Seminoles. Its story is just a little different from the usual plot for these types of action features and the strongest element here is George Montgomery, who does an even and believable job as the cavalry officer who can't marry the colonel's daughter because it is believed that he is a halfbreed. There is plenty of action here, a great deal derived from stock footage, which has been edited into the picture with obvious skill as to story line, but sometimes the footage isn't too good a match pictorially. However, as a supporting feature, this one will appeal to the outdoor action fan, who isn't too demanding.

Cavalry lieutenant Montgomery is given the job of getting rampaging Seminole chief Steve Ritch back on his reservation. Reporting for this assignment, he comes in contact with the colonel's daughter, Karin Booth. After a battle, Montgomery gets Karin and all is peaceful again.

(*Con't. from page* 22)

"Top Of The World"

(United Artists) 90 Min.

Cast: Dale Robertson, Evelyn Keyes, Frank Lovejoy, Nancy Gates, Paul Fix, Robert Arthur.

Credits: Produced by Michael Baird and Lewis R. Foster; Directed by Foster; Written by John D. Klorer and N. Richard Nash.

The Arctic Circle serves as locale for the proceedings in this melodrama about Air Force weather observation unit personnel. Because of a talky script that deals too heavily with romance, "Top of the World" will do best in program slots. Names of Dale Robertson, Evelyn Keyes and Frank Lovejoy may be of some marquee help. Story, climaxing with an experimental mission to the North Pole, rarely exploits its action potential. Matching of studio and location gives the outdoor portions of the narrative an uneven pictorial quality.

Robertson, a jet pilot, is transferred to Fairbanks, Alaska, to serve under Lovejoy in the weather observation unit. There he meets his ex-wife, Miss Keyes, owner of the local nitery. Since Lovejoy has a crush on Miss Keyes and the base's public relations officer, Nancy Gates, is set on Lovejoy, Robertson becomes a pivotal figure. When an experimental mission to the North Pole is scheduled, Lovejoy assigns Robertson as commander. The crew becomes stranded on an ice float and Lovejoy rescues them by glider. On the trip back, Robertson decides to re-marry Miss Keyes, who still loves him.

InnovationGoal: Better CS Prints

(*Continued from page* 12)

loss of definition incidental to the duping process, the introduction of effects of all kinds, and such further definition loss as may be due to dye migration or bleeding in some color processes," he told the engineers.

The company experimented with its old cameras turned over on their sides to produce a double frame picture when tests of the first CinemaScope films were being made and Sponable said that it was then decided a larger negative was one definite way to add to CinemaScope definition. To increase the negative size then, he explained, would have involved the making of entirely new cameras.

The 20th-Fox research director emphasized that it is the policy of his company in experimenting with all improvements for new processes "to produce the best possible result for every theatre everywhere. Anything which we may do in the future will be devoted primarily to that end, even though there will undoubtedly be cases in which specially produced pictures may warrant special showmanship handling and, as such, may advantageously receive roadshow treatment."

It was noted that in the use of the four-times area frame, distributing the projection light and heart over the large area is advantageous. "Improved projector mechanisms and cooling methods would alleviate the problem of maintaining good focus in the theatre. So also would the longer focal length lenses which would be used," Sponable pointed out.

Schary Outlines Metro Properties

(*Continued from page* 8)

"KISMET," musical hit, starring Howard Keel, Ann Blyth, Dolores Gray and Vic Damone, directed by Vincente Minnelli, produced by Arthur Freed, and written by Charles Lederer and Luther Davis.

"I'LL CRY TOMORROW," starring Susan Hayward, directed by Daniel Mann, produced by Lawrence Weingarten, and being written by Jay Richard Kennedy.

"JEREMY RODOCK," outdoor story, starring Spencer Tracy, directed by Robert Wise, produced by Sam Zimbalist and written by Michael Blankfort.

Also scheduled for production in June is "FOREVER DARLING," starring Lucille Ball and Desi Arnaz, directed by Alexander Hally, produced by Desilu, and written by Helen Deutsch.

Among the books planned for production are "SOMETHING OF VALUE," Robert Ruark's new novel of Africa, to star Grace Kelly, written and directed by Richard Brooks, and produced by Pandro S. Berman.

"ROBIN HOOD," musical version starring Howard Keel and Jane Powell, to be directed by Stanley Donen, produced by Jack Cummings and will be written by Dorothy Kingsley.

"BEN HUR," to be directed by Sidney Franklin, produced by Sam Zimbalist and written by Karl Tunberg.

"THE FEMALE," starring Ava Gardner, to be directed by George Cukor, produced by Pandro S. Berman, and written by John Lee Mahin.

"MARY ANNE," starring Elizabeth Taylor, to be produced by John Houseman and written by Lenore Coffee.

To be filmed in coming months are "THE LAST HUNT," action novel of the West, starring Robert Taylor, Stewart Granger and Russ Tamblyn, written and directed by Richard Brooks.

"LUST FOR LIFE," adapted from Irving Stone's biography of the great Dutch painter, Vincent van Gogh, starring Kirk Douglas, to be directed by Vincente Minnelli, produced by John Houseman and written by Norman Corwin.

"THE TENDER TRAP," stage hit, starring Frank Sinatra, to be produced by Lawrence Weingarten, and written by Julius J. Epstein.

"THE BARRETTS OF WIMPOLE STREET," to be directed by Sidney Franklin, produced by Sam Zimalist, and written by John Dighton.

"THE TEAHOUSE OF THE AUGUST MOON," to be produced by Jack Cummings and written by John Patrick.

"ALL OUR YESTERDAYS," the dramatic original starring James Cagney, to be produced by Jules Schermer, and written by Dorothy Kingsley.

"GABY," story against the background of the ballet, starring Leslie Caron and Taina Elg, to be produced by Edwin H. Knopf, and written by Frances Goodrich and Albert Hackett.

"WEEK-END AT LAS VEGAS," a musical, to be produced by Joe Pasternak, and written by Isobel Lennart.

Commenting on forthcoming productions of specialized interest, Schary said, "In today's market, there is room for challenging pictures of contemporary background. 'Blackboard Jungle,' which is currently doing record business, is another affirmation of the fact.

"The film we are now making, 'Trial,' will undoubtedly prove equally powerful and profitable.

"Two other pictures, scheduled for immediate production, that fit into this category are 'Fearful Decision' and 'Court Martial.'"

"FEARFUL DECISION" is the story of a father's gamble to save a kidnapped son, to be produced by Nicholos Nayfack, and written by Cyril Hume and Richard Maibaum.

"COURT MARTIAL," to star Glenn Ford, is a story of a hero of Korea, captured and on his return to the United States tried for collaboration and treason, to be produced by Arthur Loew, Jr., and written by Stewart Stern.

Other novels and biographies included "RAINTREE COUNTY," to be produced by David Lewis and written by Millard Kaufman; "CHARLEMAGNE," to be produced by Charles Schnee; "THE WILDER SHORES OF LOVE," starring Elizabeth Taylor, to be produced by Sam Zimbalist and be written by Karl Tunberg, and "THE ROMANCE OF LEONARDO DA VINCI," to be produced by Charles Schnee.

Also "THE POWER AND THE PRIZE," to be produced by Nicholas Nayfack; "RUNNING OF THE TIDE," to be produced by Edwin H. Knopf and written by Christopher Knopf; "THE BIG SIN," to be produced by Nicholas Nayfack, to be written by Don Mankiewicz, and "RAQUEL," to be produced by Lawrence Weingarten and written by Sonya Levien.

Also, "SOMEBODY UP THERE LIKES ME," to be produced by Charles Schnee and written by Ernest Lehman; "HANS BRINKER" or "THE SILVER SKATES," to

(*Continued on page* 27)

About Columbia's Starlets



Big plans for this roster of handsome new personalities have been announced by Columbia Pictures. Proclaimed as "candidates for stardom" are these actors and actresses, some with little experience and others who are already well known to the country's movie fans. Top, l to r, with some of the films they appear in: Kerwin Matthews, "Five Against the House"; Kathryn Grant, "Cell 2455, Death Row"; Adelle August, "Five Against the House"; Jena Mason; Jack Lemmon, "My Sister Eileen"; center, l to r: Robert Francis, "They Rode West"; Dianna Foster, "The Violent Men"; Betsy Palmer, "The Long Gray Line"; May Wynn, "The Violent Men"; Dick York, "My Sister Eileen," "The Gentle Wolfhound"; bottom, l to r: Brian Keith, "The Violent Men"; Kim Novak, "Five Against the House"; Lucy Marlow, "My Sister Eileen"; Connie Towers; Bill Leslie, "The Queen Bee."

During an era when it is too often proclaimed that Hollywood has not enough top box office stars, Columbia Pictures looms as one major producing company determined and able to do something about it.

They have taken newcomers like Dianne Foster and Robert Francis and given them leads in important pictures. Both Miss Foster and Francis were the only star names in "The Bamboo Prison," a recent Columbia release, along with another star the studio is building, Brian Keith.

Anne Bancroft, another Columbia contract player, has the femme lead in "Last Frontier," an important film in color by Technicolor, in which she co-stars with Victor Mature, Guy Madison, Robert Preston and James Whitmore.

Adelle August, who has been groomed carefully by the studio and who has already attracted attention in "Women's Prison," is playing her first lead in "Renegade Roundup," opposite Bill Williams and Tex Ritter.

Both Betsy Palmer and Lucy Marlow, two other young ladies that the studio, has high hopes for have top roles in "Queen Bee," which stars Joan Crawford, Barry Sullivan and John Ireland.

Jack Lemmon, whom the studio started as the male lead opposite Judy Holliday in his first picture at the studio, has already become a box office star, as shown by "Phfft," now in release, and the fact, that Warner Brothers borrowed him for a starring role in "Mr. Roberts."

Kathryn Grant was given a big role in "Cell 2455, Death Row, 2 and the studio plans to give her bigger roles. William Leslie, who appeared in "The Long Gray Line," has a key role in "Bring Your Smile Along," a Frankie Laine starrer, in which Connie Towers, one of the studio's new leading ladies, makes her screen debut opposite Keefe Brasselle and Laine.

Kerwin Mathews, Kim Novak get their biggest breaks in "Five Against The House," in which they are co-starred with Guy Madison and Brian Keith, who has attracted a large following already.

May Wynn, who played a starring role in "The Caine Mutiny," and also "The Violent Men," is being groomed for other starring roles. Richard York, who is in the leading man ranks, gets his biggest role in "Sgt. O'Reilly," in which Phil Carey and Aldo Ray, two stars that Columbia built into stardon a few years back, play the leads in.

Columbia's gamble on new faces have always seemed to pay off in the past with such names as Frankie Laine, Rita Hayworth, Judy Holliday, Glenn Ford, George Montgomery and many others, owing their star status to the fact, that Columbia Studios believe that "stars are not born, they are made."

Already in release "Cell 2455, Death Row," which stars William Campbell, a newcomer, and Robert Campbell, his brother, another newcomer, is doing good business and Campbell has already attracted considerable attention, so much so that Batjac is starring him in another picture, "The Lock and Key."

Simple logic reemphasizes the fact, that the stars of today, were newcomers yesterday. The newcomers today, at least some of them, will be the stars of tomorrow. However simple this all sounds, it still takes courage for a studio to use new faces in big pictures, especially leads. But then sometimes, one picture makes a star! Sometimes, that is.

—*R.B.*

EXHI-BITS

B&K Reports '54 Earnings

CHICAGO.—Balaban & Katz reported net earnings for the year just concluded of $1,204,065, or $4.50 per share, as against $832,892, or $4.39, per share. Dave Wallerstein, general manager, attributed earnings to wide screen and other improved techniques during the past two years. Five houses on the circuit, he added, are yet to be disposed of in accordance with the consent decree. When this is accomplished, expansions, which may include drive-ins, will be planned.

Profits Announced by SW

Stanley Warner Corp. netted for the 26-weeks ending Feb. 26 a profit after all charges of $1,621,600, or 73 cents per share on 2,208,680 shares of common outstanding. For the same 1954 26-weeks, net was $1,191,400, or 50 cents per share on the 2,367,696 common then outstanding.

The Board of Stanley Warner also declared a dividend of 25¢ per share on Common stock payable May 25, 1955 to stockholders of record May 4, 1955.

Limitations Act Moves

WASHINGTON.—The House of Representatives passed this week and sent to the Senate for concurrence an amendment to the Clayton Act, creating a uniform four-year statute of limitations in private anti-trust suits. Measure affects private persons seeking treble damages in cases arising out of anti-trust law violation. The law would become effective six months after being signed by the President.

More Horizontal VV Set

Six more deluxe theatres in the U.S. and Canada within the next few weeks will introduce the new horizontal double-frame VistaVision following the pattern set by the Paramount in New York and the Stanley-Warner in Beverly Hills, for the premiere of "Strategic Air Command." Other theatres will be: Stanley, Philadelphia, May 5; Saenger, New Orleans, May 6; Capitol, Washington, May 12; State-Lake, Chicago, May 12; Imperial, Toronto, May 12; and the Penn, Pittsburgh, May 19.

Petition Filed Vs. Exhibs.

WASHINGTON.—The case of the bouncing check as allegedly pertaining to exhibitors Joe Applebaum and Bertram Simms of the Greenville, Miss., Center Theatre has turned up before the Supreme Court in a petition filed against the theatremen by the major distributors, Republic and Paramount-Richard Theatres. Although the exhibitors are asking for reversal of an appelate ruling for a new trial in their anti-trust case, the distributors claim the Center couldn't have had financial trouble because its owners have been passing worthless checks from the time the house was built.

Closed-Circuit TV Seen Vital

CHICAGO.—In the event of a national emergency, closed-circuit TV is destined to become the nation's Number One educational medium, according to Ralph P. Greer, American Medical Association executive, speaking at the SMPTE convention here. Greer also stated that the time is rapidly approaching when the medical societies of Europe or Latin America can join the AMA in closed circuit color TV symposiums on important medical problems.

Distribs Mulling Confab Requests

(*Continued from page* 6)

Lichtman statement a disservice to the industry. He said it discredited the faith exhibition in general could have in the top echelon of distribution.

Abram F. Myers, Allied general counsel, was of the opinion that the Lichtman statement would serve to keep exhibitor groups united in their opposition to the distributors' "high-handed policies."

"Lichtman has been a leading advocate of merging all exhibitor groups into a single organization, but he reacts to his first taste of exhibitor unity as though it were a green persimmon," ventured Myers.

He added that theatremen are meanwhile uniting "reluctantly" behind the idea of Federal regulation. Myers based his view on reaction he said he received from a recent bulletin to Allied members. Bulletin had outlined a proposed bill for regulation and exhibitors are for it only because the present situation is so difficult for them, Myers said.

Indicative of TOA's continuance in pushing arbitration was a statement by Herman Levy, organization's general counsel, denying reports that his group might change its stand as a consequence of the Lichtman position.

Martin gave further support by noting that "nothing in Lichtman's reply calls for any revision in the TOA statement or position." He said that his recent "call to action" speaks for itself" and is as appropriate and sincere now as it was when it was issued."

SCTOA Decides

Decision to drop efforts toward securing an arbitration system was made by Southern California Theatre Owners Association. According to Harry C. Arthur Jr., president, his organization is no longer interested in negotiations.

The SCTOA decision was made on the eve of the joint TOA-Allied Chicago meet. Representing TOA at that session was Martin, Reade, Alfred Starr and Myron Blank. Attending for Allied were Shor, Ben Marcus, Ben Berger and Jack Kirsch.

A TOA statement released after the meeting disclosed "complete agreement and unanimity of thinking that film and sales policies were exhibitor's number one problem and (that) every effort must be made to obtain relief from their present suppressed position."

That statement noted also that TOA has "great faith" in the scheduled industry conference.

Allied and TOA, in a joint statement, called the upcoming session "of greatest importance to the industry and (it) should be given top priority. It is believed that the presidents of the film companies will recognize the urgency and seriousness of this conference and will attend and cooperate."

Highlights of the Lichtman statement were that arbitration has and should receive priority at all times; blasts against producers and distributors together with threats of action cannot create an atmosphere for logical discussion of industry affairs; attempts to bypass arbitration for a roundtable meet at which rentals and sales policies of individual companies would be aired runs counter to the expressed purpose of such a meeting; all efforts should be continued toward achieving an arbitration system.

NEWS-BRIEFS

Albert Warner Honored

Major Albert Warner, vice-president of Warner Bros., has been unanimously selected by the steering committee of the Motion Picture and Amusement Division of the United Jewish Appeal of Greater New York to be the guest of honor at the annual industry-wide UJA luncheon on Tuesday, May 24th, at the Hotel Pierre. The announcement was made by Adolph Schimel, vice-president of Universal, the division's 1955 chairman, who stressed the gratification of the steering committee in prevailing upon Major Warner to accept this honor after he had declined any tributes for his charitable and humane endeavors for many years.

New Lighting Announced

National Carbon Company, a division of Union Carbide and Carbon Corp., announces production of carbons for motion picture set lighting to provide spectral energy distribution of around 3,300°k. to match the spectral sensitivity of present color films. With the addition of a filter over the lamp, carbon arc lamps may now be freely mixed with incandescent tungsten on motion picture sets. This change in color temperature has been obtained without loss of measurable light, according to the manufacturer, which means that photographically effective illumination from an arc lamp will be almost doubled without additional power input.

Bollengier Leaves UA

A. E. Bollengier has resigned as treasurer of United Artists to accept another position outside the motion picture industry.

DAR Praises Film Industry

WASHINGTON.—The film industry is "in good hands," the Daughters of the American Revolution were told in the annual report of its motion picture committee, which this year said nothing about keeping an eye on un-American tendencies in Hollywood. Committee chairman, Mrs. F. Allen Burt, visited Hollywood last September.

Michael Myerberg was present at this session of the 64th Continental Congress to receive his award for production of the "Best Children's Picture of 1954" for "Hansel and Grerel." Director John Ford also accepted a DAR award for the best patriotic film of the year, "The Long Gray Line."

Non-Deductible Expenses Noted

WASHINGTON.—Money spent to travel to Europe in order to investigate possible investment in foreign film production is not tax deductible, the Internal Revnue Service ruled this week. "Expenditures incurred (in this manner) without an existing right or interest resulting in the production of income, do not constitute deductible expenses for Federal income tax purposes," the ruling stated.

C. S. Chaplin Elected

Charles S. Chaplin, Canadian general manager for United Artists, has been elected president of the Canadian Motion Picture Distributors Association, which is composed of the Canadian general managers of all motion picture distributing companies. Veteran of 25 years in the motion picture industry, Chaplin headquarters in Toronto.

Disney Sets Five Feature Releases

Five new productions from Walt Disney and the re-release of a "classic" will constitute the coming year's program of feature pictures from the Walt Disney Studios, it was announced this week by Leo F. Samuels, general sales manager of Buena Vista Film Distribution Co., Disney releasing subsidiary. In addition, during the period from June, 1956, Buena Vista will release at least six shorter pictures from the Disney workshops.

The first of the features will be "Davy Crockett, King of the Wild Frontier," then "Lady and the Tramp" and, during August and September, "The Littlest Outlaw," a live-action boy-and-horse story produced against Mexican backgrounds, in Technicolor, with Pedro Armendariz.

For Christmas-New Year release will be the third feature-length True-Life Adventure, "The African Lion," in color. Re-release of "Song of the South" will be made for the Easter holiday season of 1956. In June and July of 1956, Disney will present "Perri," the first of what the producer will call his True-Life Fantasy features. "Perri" will tell the story of a just-born she-squirrel who goes through life in a squirrel colony in a remote section of the Rockies. In Technicolor, "Perri" is an adaptation of the book by Felix Salten.

Shorter films will include "Arizona Sheepdog," a 20-minute Technicolor picture, to be released in conjunction with "Davy Crockett"; "Switzerland," first of the "People and Places" series, will be released with "Lady and the Tramp." "Switzerland" runs 32 minutes.

Two shorter films will be released with "The Littlest Outlaw." "Johnny Appleseed," 20-minute Technicolor excerpt from "Melody Time," and "The Emperor Penguins," a new 8-minute black-and-white documentary.

The "Peter and the Wolf" sequence from "Make Mine Music" will be re-shaped into a complete film, and will be released in conjunction with "The African Lion." It will be 20 minutes long and in Technicolor.

With "Song of the South," a new half-hour Technicolor production called "The Blue Men of Morocco" will be released. It tells the story of a strange desert tribe of North Africa.

Area Release Policy Lamblasted By Snaper

"The manner of releasing pictures in New Jersey is having a detrimental effect on box office," said Wilbur Snaper, New Jersey Allied president, meeting with trade press representatives this week after a general membership meeting. "It is completely out of balance for a metropolis like Newark to have to wait for New York City," he said, "when there is no competition between them." Snaper reported that at the meeting it was decided to take "adequate steps" to remedy the situation.

The meeting discussed the recent Sablonsky decision in Pennsylvania and its possible effect on the industry. In that case, a jury decided that Sablonsky's Norristown theatres and Philadelphia—about 22 miles away—were not in substantial competition, and that there should be no clearance between them. Damages of $425,000, to be trebled by the court to $1,275,000, were awarded to the Sablonskys.

Fox Signs Second Video Contract; Upped Foreign Grosses Foreseen

Twentieth Century-Fox, besides almost doubling its earnings over the past year, has made considerable progress in the field of oil drilling, expects to achieve a "marked increase" in foreign grosses, and has just concluded a second television production deal.

The above was made known this week in the company's annual report to stockholders, signed by president Spyros P. Skouras. Annual shareholders meeting will be held May 17 at the home office, at which time 10 directors will be elected.

Earnings for 1954, reported earlier, totalled $8,044,524, after taxes, as against $4,560,887, after taxes, for the previous year.

During the year just concluded, five wells were in the drilling on studio property to increase company optimism "that our future revenue from this source will be substantial," Skouras stated.

Higher foreign grosses for 1955 are predicated on the increasing number of CinemaScope installations, relatively slight video competition abroad, and the greater international appeal of motion pictures in general.

Company's wholly-owned TV subsidiary, TFC Television Productions, Inc., was formed for the purpose of "making video films for sponsors and for developing TV shows that will create greater interest in Hollywood and the motion picture theatres," said Skouras.

Transaction just concluded for a second TV arrangement was with Young and Rubicam, advertising agency, for General Electric, whereby 20th-Fox will produce 20 top quality films to be shown on alternate weeks, beginning in October.

"Each film will include an institutional presentation in which the public will be taken behind the scenes of our studios in Hollywood, and on location, wherever the pictures are being made," Skouras reported.

He said that "we are confident that we will reach an enormous audience of potential theatregoers, and at the same time achieve satisfactory results from a financial standpoint" as a result of the GE deal.

Earlier, the company contracted with Columbia Broadcasting Co. to sell a series of 39 TV films to be based on "My Friend Flicka." Series will be launched in September and extend for a period of 52 weeks.

Construction of the first American-built film theatre in Israel, designed for CinemaScope presentation, will get underway in Tel Aviv this July by 20th-Fox as part of their international theatre building program. Theatre will be a deluxe 2,000-seat house, air conditioned and equipped with 4-track directional stereophonic sound. Current plans also call for another CinemaScope house in Haifa within two years.

In South Africa, four theatres designed expressly for CinemaScope have been completed or are planned. The 1,500-seat 20th Century in Germiston opened on Mar. 21. About ready to open is a similar theatre in Port Elizabeth. The 2,000-seat Embassy is under construction in Durban, and a 1,000-seat theatre is planned for Johannesburg.

Six South African houses have been or are in the process of being re-modelled for the exhibition of CinemaScope. Already opened are the Van Riebeeck, Capetown; 20th Century, Johannesburg; and the 20th Century, Durban. About to open are the Embassy, Port Elizabeth; Ritz, Bloemfontein; and the 20th Century, Pietermaritzburg.

Schary Describes Metro's Properties

(*Continued from page* 25)

produced by Joe Pasternak, to be written by Laslo Vadnay, and two unassigned projects, "THE COLONEL PLAYED CUPID," and "LARGELY A QUESTION OF LOVE."

Among the M-G-M pictures already completed and which will be seen in theatres in the near future are: "INTERRUPTED MELODY," "THE PRODIGAL," "THE MARAUDERS," "LOVE ME OR LEAVE ME," "MOON FLEET," "THE SCARLET COAT," "IT'S ALWAYS FAIR WEATHER," and "THE KING'S THIEF."

Currently in production are "BHOWANI JUNCTION," being filmed in Pakistan and England, starring Ava Gardner and Stewart Granger, produced by Pandro S. Berman, directed by George Cukor, written by Sonya Levien and Ivan Moffat; "QUENTIN DURWARD," being filmed in France and England, starring Robert Taylor, produced by Pandro S. Berman, directed by Richard Thorpe, written by Robert Ardrey, and "TRIAL," starring Glenn Ford, Dorothy McGuire, Arthur Kennedy, John Hodiak and Katy Jurado, produced by Charles Schnee, directed by Mark Robson, written by Don Mankiewicz.

Also, "FORBIDDEN PLANET," science-fiction picture, starring Walter Pidgeon and Anne Francis, produced by Nicholas Nayfack, directed by Fred Wilcox, written by Cyril Hume.

"The concentration on pre-sold books and plays," Schary said, is based on the established fact that the potential audience for big-scale pictures adapted from proven properties is greater today than ever before.

In addition to the stage plays, to be filmed are "TEA AND SYMPATHY," to be produced by Pandro S. Berman and written by Robert Anderson; and "PEG O' MY HEART," starring Debbie Reynolds and Edmund Purdom, to be produced by Joe Pasternak and written by William Ludwig and Ruth Brooks Flippen.

Pictures to be based on either original or magazine stories include "BANNON," starring Spencer Tracy and Montgomery Clift, to be directed by Robert Wise, produced by John Houseman and written by Ernest Lehman; "O'KELLY'S ECLIPSE," starring Stewart Granger, to be produced by John Houseman, and "PROTECTION FOR A TOUGH RACKET," to be produced by Joe Pasternak and written by Isobel Lennart.

Also, "THE SPIG WEAD STORY," to be produced by Charles Schnee and written by William Wister Haines, and "MY MOST INTIMATE FRIEND," starring Lana Turner, to be produced by George Wells and written by Richard Morris.

Also indicative of the wide variety of subjects to be filmed are "THE WAYFARER," based on the life of Buddha, to be produced by Edwin H. Knopf, Robert Hardy Andrews, associate producer, and written by Christopher Isherwood; "INTERNATIONAL REVUE," to be directed by George Sidney, produced by Joe Pasternak and written by Leonard Spigelglass, and "32ND DAY," to be produced by Edwin H. Knopf.

Also, "STAR BRIGHT," to be produced by George Wells and written by William Ludwig and Ruth Brooks Flippen; "DON'T GO NEAR THE WATER," starring Esther Williams, to be produced by Joe Pasternak and written by Fay and Michael Kanin; "AIR FORCE ACADEMY STORY," to be produced by Henry Berman and written by Allen Rivkin, and "WONDERLAND," a cavalcade of Cole Porter music, starring Gene Kelly, to be produced by Arthur Freed and be written by Betty Comden and Adolph Green.

Also scheduled for future production are "WEDDING DAY," to be produced by Roger Edens and written by Leonard Gershe; "FOUR SISTERS," to be be produced by Henry Berman and written by George Froeschel; "PRISONER OF PARADISE," starring Glenn Ford, to be produced by Jules Schermer; "THE GOLDEN PRINCESS"; "THE PAINTED VEIL," starring Ava Gardner, to be produced by David Lewis; "EAST RIVER," to be produced by Charles Schnee and "THE AMAZING NELLIE BLY," to be produced by Roger Edens.

Austin Keough Dead

Austin C. Keough, 67, vice-president, secretary and board member of Paramount, died on April 20 at New York Hospital. Barney Balaban, Paramount president, upon learning of his passing, said: "Austin Keough, through almost forty years, had been as much a part of Paramount as the company's trade mark. Side by side with pioneer Adolph Zukor he had given the company spirit, integrity, strength. Those who worked with him found him a tower of strength, a pillar of wisdom, a man of great faith and deep religious convictions."

REGIONEWS

ALBANY

The subsequent-run Lincoln in Utica, shuttered for three years, was relighted by Harry Savett, buyer-booker for the Port in Port Leyden. Changes made by the new operator include installation of wide screen and CinemaScope. . . . George Bodenheim of Poughkeepsie took over the New Theatre, Hoosick Falls, and closed it for three weeks to refurbish and install a wide screen. Upstate Theas. of Albany will buy and book; Larry Nimmins will manage. The New was conducted for years by Mary Graham. . . . Albany Theatre Supply, authorized to do business here, is headed by John A. Bylancik, John E. McGrath and Atty. Herman P. Greene.

Variety Club chief barker George H. Schenck reports that $12,250 has been allotted by Tent 9 to provide free two-week vacations for 554 boys. . . . Stanley-Warner theatres of Albany, Troy and Utica are participating in the circuit's spring promotion drive. . . . The Evangelist, official weekly of the Albany Catholic Diocese, blistered the Grand for playing "Three Forbidden Stories," condemned by the National Legion of Decency, and called a boycott of the theatre.

ATLANTA

Independent Theatres are spending $10,000 on remodeling the Riviera Theatre in No. Chattanooga, Tenn. The circuit reopened its Lookout Mt. Drive-In, Chattanooga, which was revamped during winter closing. . . . Georgia Theatres new owner of the Price Ave. Drive-In, Athens, Ga., from Bill Henderson. . . . J. H. Thompson, pres. of TOO of Ga., presided at planning meeting for a Southeastern Movie Festival in Ga., Fla. and Ala., May 16 to June 16, during which time the three states will be blanketed with best new films and personal appearances by top movie stars. . . . M-G-M will contest Atlanta Board of Review's banning of "Blackboard Jungle." . . . May 13 has been set for the fifth annual Old Newsboy's Day, sponsored by Atlanta Variety Club in cooperation with Atlanta newspapers for benefit of Cerebral Palsy Clinics.

Two new ozoners, to cost around $500,000, scheduled for Homestead, Fla. by Hoover Ents.—one at the south end of the county and one at the north end. . . . R. C. "Bobby" Cobb, owner of Fayette Theatre, Fayette Ala., opened his Double Spring Drive-In with Floyd Garrison as mgr. . . . Mrs. Ralph Murphy installed CinemaScope in her Park Theatre, Sevierville, Tenn. . . . A freak tornado destroyed the huge screen, ticket booth and concession stand of the Victory Drive-In, Savannah, Ga. Andy Sullivan, city mgr. for Dixie Drive-In Theas., estimates damage at $20,000. . . . There are now 472 theatres and ozoners operating in Georgia. . . .Hi-Way Drive-In, Lanett, Ala., moved back 15 feet to make room for a new four-lane highway.

A 10% gross receipts tax on theatres and other places of amusement in Russellville, Ala., has been proposed in a bill there. . . . Martin Theas. plan to reopen the Rialto in Columbus, Ga. after extensive remodeling, including CinemaScope installation. C/S installed in the circuit's Crisp Theatre, Cordele, Ga. . . . Showing of "Garden of Eden" at the Twinair Drive-In, Pensacola, Fla., caused arrest of mgr. Marvin L. Brewton and operator Bill Emerson. Film was confiscated and bonds set at $1,000 for each. . . . Hap Barnes, ABC Theatrical Ents., now booking the Family Drive-In, Clarksville, Tenn., and John Lakeman's Dixie, Haleyville, Tenn. . . . Berny Sweeney opens his 300-car Bonnet Drive-In, Louden, Tenn., around 1st of May. . . . Lucas Theatre Co.'s annual award for the most civic minded citizen of Savannah, Ga. went to Jack E. Cay, Jr. this year.

Harry Curl and John Douglas of Acme Theas., Bill Coury of the Ritz Theatre and Norris Hadaway of the Alabama Theatre in Birmingham, Ala., were judges in the Post-Herald's Oscar-guessing contest, which awarded first prize of $250 to a high school teacher. . . . E. M. Loew Theas. of Boston started construction of a new 598-car ozoner at Hallendale, Fla., to cost $170,000. . . . Lorraine Jackson, mgr. of the Victoria Theatre, New Smyrna, Fla., has been appointed Florida State relief mgr. during summer vacations. . . . O. C. Alexander, Wil-Kin Thea. Supply sales rep., sold Karagheusian carpeting to the Weis Theatre, Savannah, Ga. The company also furnished equipment for the Blue Sky Drive-In, LaFayette, Ga., opened by J. P. Edge and Dr. T. A. Cochran. . . . Atlanta WOMPIS welcomed two new members—Patsy Prince, Rialto Theatre, and Mrs. Jo Ann Blake, United Artists. The group is planning to lend a helping hand on the Old Newsboy Day drive on May 13.

BOSTON

J. G. Halpenny's application to the Town Fathers for license to build a drive-in on Hull Street, Cohasset, has been handed over to the legal branch of the building dept. for an opinion. This town, which is the setting for the highly successful Music Circus, summer theatre-in-the-round, has no drive-in or motion picture theatre. . . . Michael Bruno, owner of the Tilton Theatre, Tilton, N.H., was recently installed as Exalted Ruler of the Franklin Lodge of Elks. . . . Larry Laskey, a partner of E. M. Loew, was discharged from Beth Israel Hospital and returned to his Newton home for a complete rest. . . . Louis Josephs, salesman for Bay State Film Co., and his wife are both patients at Haines Memorial Hospital.



Clement Perry (left) and Donald Rugoff, executives of Rugoff & Becker Theatres, greet Jose Perez, child star of 20th-Fox's "A Life In The Balance," a Panoramic Production, at the Neighbors United Second Annual Benefit held at R&B's Beekman Theatre in New York.

At request of both parties, the full bench of seven judges of the Supreme Judicial Court will hear the censorship acton brought by Times Film in May, along with a previous action brought by Brattle Theatre, Cambridge. Involved is the censoring of "Game of Love" and "One Summer of Happiness by the Commissioner of Public Safety, and the Sunday banning of "Miss Julie" at the Brattle. Attorneys for Times are Albert, Albert & Typer, and Peabody, Koffman and Brewer for Brattle. . . . The true horizontal VistaVision will not be shown when "Strategic Air Command" opens at the 4,000-seat Metropolitan Theatre, Boston. Officials of New England Theas. decided against the installation, which would have involved enlargement of the booth for two new projectors.

The second annual industry golf outing and dinner will be held June 13 at Woodland Golf Club, Auburndale. Tickets are $10 and may be obtained from the committee, consisting of Jim Mahoney, chairman, Joe Cohen, Dick Dobbyn, Ken Douglass, Mal Green, Larry Herman and Ralph Iannuzzi. . . . E. M. Loew has purchased the land and buildings of Indian Line Farm Restaurant in Canton from Tobe-Deutschmann and will operate the restaurant under leadership of Larry Wallace of the theatre concessions Dept. and Phil Fine. . . . The industry was saddened by the death of John W. Brown, Paramount branch mgr., who died suddenly while working in the garden of his Reading home.

BUFFALO

Safety clubs have been organized in both the Seneca and Niagara, UPT community theatres. The children are presented with numbered membership cards at Saturday matinees, which figure in prizes awarded the members Safety films are also shown. . . . Arthur Krolick, UPT dist. mgr., returned from the N.Y. premiere of "Strategic Air Command" enthusiastic over its prospects at the local Paramount the middle of May. . . . Jack Tishkoff installed CinemaScope equipment in his Central Drive-In on Long Pond Rd. near Rochester, also enlarged and refurnished the ladies' rest rooms. . . . Buffalo's own F. W. (Bill) Durkee Jr.'s latest teleplay, "Watch Me Die," performed on NBC-TV Playhouse, has been purchased by Lou Walters, owner of the Latin Quarter in N. Y.,

BUFFALO (cont'd.)

who will make it his first venture as an independent Hollywood producer.

Wm. Brett has been named pres. and gen. mgr. of Skyway Drive-In Theas., operating the Niagara D-I and the Skyway airer. Brett also operates the Commodore theatre on Genesee St. . . . Leon Serin, recently named city mgr. for UPT in Philadelphia, was in town to complete arrangements for moving his family to Upper Darby, Pa. . . . Nat Marcus, Warner branch mgr., became a grandfather with the birth of Lee Moss Kutner to his daughter. . . . Buck Ironfield is now covering the Rochester and Syracuse districts for Columbia. He formerly was office mgr. for Fox in Albany. . . . Carl S. Hallauer, pres. of Rochester's Bausch & Lomb, received a congratulatory letter from 20th-Fox prexy Spyros P. Skouras on the Oscar awarded for development of CinemaScope lenses. . . . George J. Gammel, head of Gammel Circuit, postcards from Biscayne Key, Miami, that he is "enjoying the sunshine to prolong my existence."

Sal DiGennaro of N.Y.C. succeeded Dave Leff as IFE representative here. He will also cover the Pittsburgh district. . . . Paul Swater, Tech managing director, inaugurated "Housewives' Matinees" for Thursday in his Cinerama house. Friday matiness have been discontinued. . . . Eddie Meade, Shea publicity head, arranged with the Professional Photographers' Society to put an attractive exhibit on the mezzanine of Shea's Buffalo and got the theatre some fine publicity. . . . Mgr. Ben Dargush announces the Center will telecast the Marciano-Cockell bout via closed circuit on May 16.

CHARLOTTE

L. L. "Doc" Theimer, Bill Talbert of Piedmont Promotions & Booking Service and Max Reinhardt of Reinhardt Ents. have opened Atlas Promotion & Advertising Inc., primarily to exploit pictures for theatres. . . . Thornton Sawyer is new owner of the Pungo Drive-In at Pontego, N.C. . . . Mrs. Max Reinhardt installing CinemaScope in the Capital Theatre, Kenanville. . . . Some 400 exhibitors from the Carolinas attended the M-G-M Workshop at the Hotel Charlotte, in charge of Mike Simons, Metro's public relations official. A bitter blast against Toll TV was fired by Alfred Starr, former TOA pres., and C. A. Dandelake, pres. of Theatre Owners of N. and S. Car., presided over session devoted to theatre issues and problems.

CHICAGO

Essaness is investing $100,000 in improvements to the loop Woods Theatre. . . . Jack Kirsch, pres. of Allied of Ill. and Variety Club chief barker, was awarded a Copper Placque mined in Israel at recent testimonial dinner which was attended by more than 650 Israel Bond purchasers. . . . Irv Kupcinet reported in Sun Times that friends of Israel, including theatre men John Balaban, Will Hollander and A. N. Pritzker, organized the Mission of Mercy to help celebrate anniversary of Israel's independence. . . . Gary Crosby and Louis Armstrong signed for stage show at Chicago Theatre, starting May 27. . . . M. D. Howe named house mgr. of Eitel's Palace, succeeding Edward Wappler. . . . Will Lamasky, Republic exchange, has a new son named Jay Donald. Grandfather is Sam Lamasky, IATSE business agent and Columbia head shipper.



L to R: Harry Brandt, pres. of Brandt Theatres; Mrs. Anna M. Rosenberg; Victor Borge and Wendy Barrie attend a special fund raising meeting called by the March of Dimes in an effort to raise $400,000 to make up its deficit. One of the projects will be the gala benefit premiere of 20th-Fox's "Daddy Long Legs" at the Roxy Theatre on May 5.

Jovan's Monroe Theatre scored a beat by securing first loop run of Dr. Salk's polio short, "Taming the Crippled" in addition to premiere of "To Paris With Love." Reports good business with the combination at $1.25 admission. . . . J. Jacobson, B&K maintenance director, announced completion of CinemaScope installation at northside Howard Theatre, leaving only the Lakeside, Pantheon and Maryland to be so equipped. . . . Highlights of 23 years of moviemaking are being presented for 15 days at the Clark Theatre during its seventh semi-annual festival. . . . Rock Island, Moline, Beardstown and Greenfield, Ill. rejected daylite saving. . . . B&K made big shift in managerial staff for spring months. . . . Edna Frank, M-G-M office mgr., retiring in June after 34 years with the company.

Negotiations under way for out-of-court settlement of trust suits involving Valos circuit's Geneva Theatre, Geneva, and Sun at Wheaton, Ill. . . . Lee Jones retires from management of State Theatre, Pullman, and is succeeded by Henry S. Stevens. State is undergoing extensive face lifting. . . . Sunset Drive-In near Chicago installed CinemaScope and reopened for the season. . . .Ted Stevens named mgr. Roseland Theatre, Chicago. . . . Mgr. Bill Smith making plans for elaborate celebration of 25th anniversary of B&K's Belmont Theatre. The circuit's Roosevelt is getting new glass doors for its State St. entrance to complete modernization. . . . Louis Aurelio, formerly with Paramount, joined Abbot Theatre Supply's sales dept. . . . Charles Hogan resigned as managing director of loop Oriental. Julius Silverstein took over.

Raytone Screen Corp., Lombard, Ill., offering ozoners its new white, quick drying vinylkote screen paint for application over any painted or unpainted surface. . . . James Coston, circuit owner and trustee of Notre Dame Foundation, reports negotiations under way with Columbia Picts. to film the Notre Dame story. . . . Felix and Lambert seeking improved run for the Vogue Theatre on the northside. Atty. Seymour Simon filed case in Federal Court. . . . Reported that Devon Theatre management added the 400 Theatre on Sheridan Road to its circuit. . . . Sylvan Goldfinger, div. mgr. for Telenews Theatres, won the Variety Club's gin rummy tournament.

CINCINNATI

Mid-West Theatre Supply is completely furnishing the new Valley Drive-In on Route 127, about three miles north of Hamilton, O., for owners Earl Brown and George Turlukis. It will accommodate about 1,150 cars, have a seating area, and 500 in-car heaters will be installed for year-round operation. Present plans are for opening on May 27. . . . John Hewitt and Jerry Jackson are speeding up construction of their new ozoner in Georgetown, O. for early opening. . . . Jay Goldberg of Realart completed arrangements for saturation booking of "Gang Busters" in about 30 theatres the middle of June. Terry Turner, who is interested in the film, will be in to work out the campaign with Goldberg.

Plans are shaping up for the May 13 luncheon and fashion show of Variety Club Ladies' Auxiliary for benefit of Variety Club Foundation for Retarded Children. Ticket chairman is Nora Maius, JE 4608. . . . Frank Mandros, exhibitor of Cabin Creek, W. Va., is hospitalized with a heart ailment. . . . Opening of the Cruise-In Theatre, Miamisburg, operated by Lou Clemmer, was delayed due to late arrival of steel for the new screen tower being built. . . . Gus Babalis is now dividing time between operation of his Belmont Theatre, Dayton, and his summer project, the Cream Whip store. . . . The New Salem Theatre in Dayton, reopened after repairs due to a fire. . . . Jack Needham of Columbus, who books and buys for a large circuit of theatres, just celebrated his 76th birthday.

Ed Schulman, mgr. of the Bexley Art Theatre, Bexley, O., is taking over operation of the Little Theatre, Yellow Springs, O., owned by Vernon Berg. . . . U-I has a new apprentice booker — Phil Mink. . . . Comtemplated dinner dance of the Colosseum of M.P. Salesmen is being postponed until the fall, according to chairmen Ross Williams and Al Kolkmeyer. . . . Lloyd Krause, RKO branch mgr., has "Son of Sinbad" set in all key situations to open around June 1. The film is in SuperScope. . . . Carl Ferrazza, mgr. of Keiths Theatre here, is back in Bethesda Hospital suffering from a leg ailment. . . . Walter Boxer of N.Y. is currently learning exchange operation at the local UA office in preparation for foreign dept. service.

CLEVELAND

The Euclid Drive-In opened with new wide screen. . . . Majestic in Lima is temporarily closed due to a recent fire. . . . Palace and Marion theatres in Marion are closing due to a controversial tax problem. . . . Strand Theatre in Payne and Strand in Fremont closed for the summer. . . . U-I staffers who attended the affair in Buffalo honoring U-I branch mgr. Dave Miller were W. Rearden, Al Rosen and H. Lefitt. Among exhibitors in attendance were Jack Horovitz and Leo Jones. . . . Jack Share, UA salesman, is in a Cleveland hospital under observation.

DENVER

Wolfberg Theatres, with five drive-ins here, established a "car-polishing" service at the East during the day, and if it takes hold will use some of the others similarly. For $5 the theatre provides all materials necessary, along with equipment including a polishing machine, and the car owner can have expert advice if he wishes. "We've been trying to put our drive-ins to profitable use during daylight hours," said John Wolfberg in explaining the move. . . . Rialto Theatres, Casper, bought the Knox Drive-In, Wheatland, Wyo., from Ted Knox. Rialto also owns the Pamona Theatre in town. . . . John Pietrantonio, Lippert booker, is father to a second son, named Randy.

Chill Wills will be in the territory from May 24 to 28 to advertise his latest film, "Kentucky Rifles." . . . Fay Boyd, mgr. of the Golden, Golden, Colo., was hospitalized with rheumatic fever. . . . The largest screen west of Chicago, 120 feet across, is being installed in the Lakeshore Drive-In here. . . . Carl Mock, theatre appliance salesman, is liaison for a "Fall Festival Tour" that is expected to attract a number of industryites to continental Europe this fall. . . . Glen Wittstruck will soon open his Buckskin Drive-In, with 300 seats, at Ignacio, Colo.

Taylor, Tanner and Armstrong opened their new 320-car Tsaya Drive-In at Cortez, Colo. . . . Marvin Goldfarb, district supervisor for Beuna Vista, is at home with the chicken pox. . . . Bernie Hynes, formerly mgr. of the Denver, was back as advance man for opening of Bel-Air's "Big House U.S.A." at the Paramount. . . . C. C. Creamer, partner in Mpls. Theatre Supply and pres. of Mile High Corp., which is building the Mile High Drive-In at Deadwood, S.D., expects to open the new 600-car ozoner no later than June 1.

John Denman, mgr. of the Denver, and Duke Dunbar. Attorney General of Colo., will be delegates from Tent 37 to the International Variety Clubs convention in Los Angeles May 4-7. Tent 37 has just given another $1,000 to its pet project, the speech clinic of the University of Denver. . . . Paul Rothman, associated with Lee Theatres, is acting as temporary mgr. of the Lakewood, recently bought by Lee Theatres. . . . Harold Remp has been made mgr. of the Monaco Drive-In. . . . Rudolph Jorgenson, recently discharged from the U.S. air force, is managing the North Drive-In. . . . Dorrance Schmidt opened his new 300-car ozoner at Bridgeport, Neb. . . . Robt. Smith, partner in Steamboat Springs and Oak Creek, theatres, left for Dalhart, Tex., to be city mgr. for J. C. Parker houses there.

DES MOINES

Fire believed to have started in the Rialto, Bedford, destroyed the theatre and two business establishments. Loss on theatre building, owned by the Mrs. Ella Clark estate, and equipment by the E. W. Kerr chain of Council Bluffs, is estimated at $120,000. . . . Dows Theatre in Dows reopened for a regular schedule of shows. Local business and professional men are contributing to a fund to insure operation. . . . Paul Tobias completed a renovating job at the Strand in W. Liberty. Among improvements was the replacing of newly reupholstered seats six inches farther apart and the center section staggered to improve viewing, also installation of CinemaScope.

The Cozy in Morning Sun has a new schedule for the summer months. Pictures will be shown Thurs., Fri. and Sat., with an occasional double feature, which will also be shown Sun. and Tues., and there will be a late show Sat., starting at 10:30. . . . A new wide screen was installed at the Star in Gowrie, reports owner Laurel Nelson. . . . Lime Theatre in Lime Springs discontinued Sat. matinees for the summer season. . . . The Clear Lake PTA sent letters to parents of school children asking their cooperation in sponsoring a series of better movies this summer. It is proposed to sell tickets for seven shows to be given at special afternoon performances beginning June 7.

New equipment and a wide curved screen were installed at the Town and West-Vue drive-ins in Des Moines, managed by Jack Segal. . . . The 7-T-7 Drive-In near Sioux City completed installation for showing of CinemaScope and other wide screen-type pictures. Mgr. is Vic Bianchinni. . . . Carl Schwanebeck, mgr. of the Perry Theatres, announced opening of the Corrall Drive-In, east of Perry. A new exit system has been devised for convenience of patrons.



Officers of Theatre Owners of America and United Theatre Owners of Illinois discuss the agenda preceding a meeting held in Peoria. L to R: (standing) George Kerasotes, president of UTOI; Charles F. Carpentier, Secretary of the State of Illinois; Ralph Lawler, UTOI v.p.; (seated) E. D. Martin, TOA president, and Alfred Starr, board chairman.

DETROIT

Matt Haskin, formerly of the Riviera Theatre, is now an operator for Cinerama at the Music Hall, and will continue managing his own firm, Communicating Systems Co. . . . Jim Olson, in town from Clare on a film buying trip, confirmed plans for enlarging the Grayling Theatre, following completion of a similar addition to the Pines Theatre at Houghton Lake. . . . James W. Padfield reports the Ford-Wyoming Drive-In is reopening with a huge new screen. His old partner, Harry Hiller, will be back in the booth again. . . . A lot of good-humored interest being shown in the reducing contest between Joe Sullivan, Film Row projectionist, and Ed McCaulay of National Film Service.

A new lens-centering device applicable to the new screen techniques has been devised by G. M. Studebaker of National Theatre Supply. . . . Sidney Galkins is now operating the Lake Theatre at Oscoda which was formerly headed by William C. Frank. . . . Thanks to Paul E. Glase of the Embassy in Reading, who sends out copies of "Lest We Forget," a volume which lists showpeople who have bowed to the final curtain. . . . Moe and Helen Teitel are reregistering title to the Warfield Amusement Co., operating the Warfield Theatre. . . . Elmer Kiehler, theatrical architect, whose firm incidentally maintains an office in England, is busy with drive-in construction and with the new huge Ford Auditorium.

Construction on Detroit's first dual drive-in, The Troy, being built by Brooks brothers of Affiliated Theatres, is progressing toward its mid-May grand opening. . . . Mrs. Francis B. Van Deusen was re-elected pres. of the Greater Detroit Federation of Motion Picture Councils for a second term. . . . Ernest T. Conlon, exec. secy. of Michigan Allied announced a new dues collection setup for exhibitor groups which, if adopted, will cover about 80% of all independent state-wide theatres.

Film carriers serving the local area reached an agreement with the Teamsters Union which grants substantial increases to truckers. . . . J. O. (Ollie) Brooks, former head booker at Butterfield, and now in the road-show distribution field, is convalescing at the home of Fred Bonnem, Columbia salesman, following major surgery. . . . Jack Hagopian is establishing a new organization here, to be known as the Motion Picture Academy.

HOUSTON

A $2,400,000 expansion program for the coming year has been approved by the board of Claude Ezell & Associates, which operates 21 large ozoners in 10 key cities in Tex. The circuit has acquired property in Houston for a 2,000-car twin drive-in and is negotiating for five additional sites in the state. More than $900,000 was spent during 1954 for improvements. . . . Loew's 1st asst. mgr., Chas. M. Odell, transferred to New Orleans to assist Rodney Toups, 30 years mgr. of Loew's there. . . . Kirby Theatre's John Arnold taking advice given at M-G-M Workshop and making good use of poster paper for theatre signs, which he mounts on masonite framed with wood.

Reported that Metro, Warner, Paramount and Universal have taken option on a site here for exchanges, where they would have a mutual screening room and other facilities. . . . Houston theatre owners refused to sign renewal contracts with newspapers pending further conferences on proposed advertising boost. . . . Subbing for Fred Cannata, Horowitz Theas. booker who is ill, are Mrs. Lillian Tramel, secy. of board of directors, and Ed-

HOUSTON (cont'd.)

die Jacobson. . . . Gen. Victor Barraco, Bellaire Theatre, will decorate ROTC cadets at the 40-year class reunion of Texas A&M, College Station, May 6 and 7. . . . WOMPI organization getting under way in this area.

Austin's Paramount was the scene of world premiere of "Strange Lady in Town," with stars Greer Garson, Dana Andrews, Pedro Gonzales-Gonzales and producer Mervyn LeRoy there for personal appearances. . . . Columbia's local exchange will install additional air conditioning. . . . Cash prizes of $140 went to 11 people at last Variety Club Saturday night dance. Variety's Sunday evening buffets called off for lack of attendance. . . . Joan Elaine Landsman, daughter of Arthur H. Landsman, head of Statewide Drive-In Theas., married Howard Wm. Honigblum in San Antonio. . . . Mitch Lewis recovered from recent operation.

KANSAS CITY

New mgr. at Orpheum, St. Joe, Mo., is Hal Burright. . . . Pat Silverio formerly of Tulsa, Okla., is mgr. of the Royal at Sedalia, owned by J. T. Goshen. . . . Norman Edwards planned to open his new Branson Drive-In at Branson, Mo., where Dickinson Operating Co. is to build a 300-car, modern rustic ozoner. . . . J. L. Young bought interests in the Sunset Theatre and Chisholm Drive-In at Wellington, Kans. from Howard F. Humbert. . . . Rialto at St. Joe has a new stainless steel marquee with porcelain letters. . . . Corral Drive-In, Flat River, Mo., has new wide screen and the Empress at Fort Scott, Kans. has new lenses.

New Owen ozoner at Seymour, Mo., owned by Harold Owen, is scheduled for a May opening. . . . Court Theatre at Vienna, Mo. and Frobase at Benton, Mo. have closed. . . . Dillard Theatre at Wardell, Mo. was robbed of $25,000, including a large amount of silver coins. . . . Robt. Spencer replaced Jack Bernoester as mgr. of the St. Charles Drive-In, St. Chas., Mo. . . . C. O. Parker, Okla. contractor was awarded damages in suits against three theatre corporations headed by Glen W. Dickinson, who had filed counter charges based on poor construction. A new trial is to be filed.

Alex Shniderman and Lou Sutter are building a skating rink in combination with their new 63rd Street Drive-In. . . . Tom Arthur, 75, pioneer theatre owner died at Mason City, Ia. . . . At a KMTA directors' meeting a motion to support TOA's proposed all-industry conference was adopted. . . . To promote "The Prodigal," M-G-M brought the "Wheel of Fortune" float to K.C. for radio and TV appearance of 3 starlets and 3 local beauties, who were also scheduled for presentation at an American League game. . . . Natl. Theatre Supply is the K.C. distributor for heavy-duty baby bottle warmers.

MIAMI

L. O. Davis, pres. of Virginia Amuse. Co., opened the new Bard Theatre with many modern innovations and Mack Herbert as mgr. Stage shows will be part of the weekend program, and kid shows Saturday morning. . . . Marciano-Cockell fight tickets are on sale at the Carib, Miami and Capitol theatres. . . . Carl Knowles is acting mgr. at the Circle Theatre while Joe Perez vacations. . . . Harry Durnell is new asst. mgr. at the Embassy,

Tom Rayfield, Harry Kronowitz, Frank Maury, Tim Tyler and Gordon Spradley will attend the M-G-M Workshop at Orlando, Fla. Sonny Shepherd will join the Wometco group for the session. . . . Sam Rowlands, now at the Sheridan in Miami Beach, managed the Boulevard Theatre. David Payne takes over at the Boulevard. . . . Paul Heppner is now asst. at the Normandy. . . . Mel Haber is the first theatre man to be honored with the Monthly Courtesy Award by the Miami Beach Chamber of Commerce.

MILWAUKEE

Oliver Trampe, who attended the National Film Carriers convention in New York with his brother Ray, was elected to the national board of directors. . . . Local Armour salesman drove brand new Dodges in the parade which hailed the arrival of M-G-M's "Prodigal" float. . . . Dick Sachel is now handling Davy Crockett movies. . . . The Gem Theatre at Gillett was reopened. . . . The Star in Oshkosh, which was operated by L. J. Seidl, closed. . . . Standard Theatres are constructing new large screen towers in their drive-ins at Sheboygan, Janesville, Racine and Beloit.

Watch These Dates!

May 2: New York—Variety Club's Second Annual Heart Award Dinner, honoring Richard F. Walsh, IATSE president—Waldorf-Astoria.

May 2-3: Minneapolis—North Central Allied Independent Theatre Owners convention—Nicollet Hotel.

May 3-4: Little Rock—Independent Theatre Owners of Arkansas 36th annual convention—Marion Hotel.

May 4-7: Los Angeles—International Variety Clubs 19th annual convention—Ambassador Hotel.

May 10: Denver — Allied Rocky Mountain Independent Theatres convention — Park Hill Country Club.

May 10-12: Lake of the Ozarks—Missouri-Illinois Theatre Owners and Kansas- Missouri Theatre Assn. joint meeting—Arrowhead Lodge.

May 10-12: Billings — Montana Theatre Owners Assn. annual spring meeting.

May 15-17: Atlanta—Joint convention of Motion picture Theatre Owners & Operators of Georgia and Alabama Theatres Assn.—Biltmore Hotel.

June 16: Richmond—Virginia Motion Picture Theatre Assn. convention.

June 26-28: Biloxi — Mississippi Theatre Owners Assn. annual convention—Edgewater Gulf Hotel.

Oct. 6-9: Los Angeles—Theatre Owners of America national convention — Biltmore Hotel.

Nov. 13-15 Jacksonville — Motion Picture Exhibitors of Florida convention.

Nov. 13-15: Charlotte—Theatre Owners of N. & S. Carolina annual convention—Hotel Charlotte.

Nov. 21-22: St. Louis — Missouri-Illinois Theatre Owners annual convention — Hotel Chase.

MINNEAPOLIS

The local City Council made a rare move in passing a resolution endorsing "This Is Cinerama," which just marked its first anniversary at the Century Theatre. Lowell Thomas was in to help celebrate the occasion. . . . A drive-in is included in plans for the new $2,500,000 shopping center to be built in Circle Pines near St. Paul. The Circle-Lex Concourse, as it will be called, will cover a 37-acre site at the northeast corner of Lexington Ave. & Hyway 8. . . . At the annual dance of the Reelfellows Club, film salesman members put on a surprise show. Guests from the national organization included Glenn Haviland, Seattle, pres.; Jack Eckhardt, Chicago, secy.; Edgar Schinn, New Orleans, treas.

M. A. Levy, 20th-Fox midwest dist. mgr., and Saul Malisow, branch mgr., were in Chicago for a meeting with W. C. Gehring, asst. gen. sales mgr., and Alex Harrison western div. sales mgr., and other branch mgrs. in the midwest. . . . Glenn Wood, U-I booker, was in Fort Wayne, Ind. for the American Bowling Congress tournament. . . . Ev Seibel, ad-pub director for Minn. Amuse. Co., has been calling on all theatres in the circuit on behalf of the May-June attendance drive. . . . Harry Katz, 47, mgr. of the suburban World, succumbed to a heart attack. . . . C. J. (Fay) Dressell, RKO branch mgr., was in Milwaukee negotiating with the Swirnoff and Marcus circuit.

NEW HAVEN

Herman M. Levy, MPTO of Conn. exec. secy. and gen. counsel of TOA, announced that MPTO's annual golf tournament will be held July 26 at Racebrook Country Club, Orange. It will be preceded by a luncheon and followed by an awards dinner. . . . An unfavorable decision by the State Supreme Court of Errors, Hartford, caused Avery Lamphier to drop plans for a Waterbury-Litchfield Road drive-in. . . . George E. Landers, E. M. Loew's Hartford div. mgr., reports completion of CinemaScope screen installations at all company ozoners in Conn. . . . Ray Squer, Conn. salesman for U-I, and Elaine Messer of WNHC-TV, have announced their engagement.

Ernest Isleib was named asst. mgr. of the Allyn, Hartford, replacing William Murphy, upped to mgr. of the Paramount, Barre, Vt. . . . Dennis Rich of S-W's Cameo, Bristol, offered passes to the first 25 entries in a newspaper contest to "name three important events in Davy Crockett's career" during showing of "Davy Crockett, Indian Scout." . . . The Paramount, New Haven, is initial downtown theatre to use automatic phone answering device, which gives names of features, etc. . . . James B. Sniffen's petition for an ozoner to be built on S. Main St., Stratford, has been turned down by the Planning and Zoning Board. . . . E. M. Loew's $250,000 drive-in, under construction at Bridgeport, will open around June 1.

A $250,000 drive-in for 1,000 cars, being built at Branford by Anthony Perri and his brother John, is slated for an early June opening. Also scheduled for Branford is an ozoner backed by Irving C. Jacocks of the Branford Theatre and Charles Lane of the New Haven D-I, North Haven. . . . B & S Theatres Corp., Salisbury, a new Conn. corporation, lists as heads, Ida and Louis Solk-

NEW HAVEN (cont'd.)

off of New Jersey and Isadore Solkoff of N. Y. . . . B. E. Hoffman of Conn. Theatres Circuit was recipient of an award of merit from the Conn. Conference of Jewish Communities for his leadership in the UJA campaign. . . . The Manchester Drive-In has the east's first VistaScope screen, a product of Raytone. . . . Raymond Zimmerman is closing down the 327-seat Broad Brook Theatre, Broad Brook, Conn., attributing the move to nearness of more modern theatres. He will convert the building into a super market. . . . Raymond Wylie, formerly New Haven branch mgr. for UA, has been a New Haven Hospital surgical patient.

PHILADELPHIA

U.S. Dist. Court Judge Allan K. Grim turned down a petition of the major distributors to call back for questioning the jury which on April 15 returned a $1,275,000 verdict in favor of the Sabloskys, operators of Norris Amuse. Co. Thomas, one of the brothers, died a day before the Judge's order. . . . Horace B. Johns, business rep. of Operators Local 307, AFL, since 1927, died at the age of 60. . . . Ted Schlanger, Phila. zone mgr. for S-W theatres, was appointed area exhibitor chairman for a special one-day theatre collection for the Will Rogers Memorial Hospital during week of Aug. 15. . . . Jack Jaslow is handling local distribution of "Formosa, the Guarded Island," a current subject.

Al Horwitz, former local sports writer and long-time tub-thumper with Universal, is now head of public relations at Columbia. . . . Jayne Netzel, S-W booking dept., recovering from an operation. . . . Bromley on Old York Rd. shuttered. Will be converted into a skating rink. . . . The Warner and Colonial theatres in Atlantic City are now being operated by Shore Theatres; the Stanley and Virginia by Abel Theatre Co. Max Chasen is doing the booking and buying. . . . Bill Kanefsky, Studio mgr., has mastered the proper words of greeting in a number of foreign languages and greets patrons in the tongue of the current attraction. . . . Refowich Theatre in Freeland has taken over operation of Hazelton Drive-In in Drums, Pa. from G. Rossie, Jr. The ozoner has a 400-car capacity and is getting a CinemaScope screen.

ST. LOUIS

W. Herschell Eichorn, owner of the Roxy at Mounds and the 51 Drive-In at Cairo, Ill., was elected MITO director to succeed Mrs. Regina Steinberg, who is no longer active in the industry. . . . During the joint convention of MITO and Kans.-Mo. Theatres Assn. officers and directors of MITO will host a cocktail party with entertainment on May 10. Pres. Lester Kropp reports that a meeting of MITO officers and directors will be held June 14 at Brookfield Farm near Clarksville, Mo., with State Senator E. V. Long and Mrs. Long as hosts. . . . New MITO members include Val Mercier's Mercier Theatre and the Hill Top near St. Mary's, Mo.; Horstman Theatre and Montgomery Drive-In, Chaffee, Mo.; Herman Ferguson, Malden, Mo.; Liberty, Malden; Guy Haskins just south of Malden; and Mr. & Mrs. Virgil Harris' All Star Drive-In near Clarkton.

H. E. Boyd, operator of Tommie's Drive-In, Kennett, Mo., will shortly start construction on a 400-car deluxer to be known as The Chief, which will have provisions for year-round operation. . . . Elmer Quesstel has abandoned plans to reopen the Nox Theatre at New Haven, Ill. . . . Wm. Zimmerman, who operates the Moto-Vue Drive-In near Warrenton, Mo., is presently operating his Vita Theatre, Warrenton, Fri. to Sun. only. . . . Tom Ryan, mgr. of the Salisbury Theatre here, who has been a patient in Koch Hospital since Dec., is expected to return home soon. . . . New mgr. of Ansell's Varsity Theatre in University City, Mo. is Herman M. Scissors.

Federal Judge Moore has denied motion of Columbia Picts. for a summary judgment in its anti-trust suit against St. L. Amuse. Co., in which Loew's Inc. and Loew's Dayton were also defendants, resulting from showing of "Caine Mutiny" at Loew's State at advanced admissions instead of at the St. Louis Theatre at regular admission scale. . . . Frisina Amuse. took over the 400-seat Rialto in Hannibal, Mo. from Eddie Rosecan, who plans to concentrate his activities at Cape Girardeau, where he operates the Rialto and also owns a roller rink. Frisina now controls all theatres in Hannibal. . . . Easter Sunday marked the formal opening of Mrs. Bernice Montgomery's 350-car Montgomery Drive-In north of Chaffee, Mo., also Home of the Star's D-I, Chaffee, owned by auto dealer Robert Capshaw.

The 500-seat State at Alton, Ill., was taken over by Floyd Hauhe from Harry Beck, who had obtained complete control by buying the 50% interest previously held by Charley Goldman and Jules Leventhal. . . . The 250-seat Lyric at E. Prairie, Mo. will be reopened May 1 by Ted R. DeField, who also operates the 310-seat DeMo there. . . . Recently closed for indefinite periods were the 450-seat Ritz at Cross-Ville, Ill.; 428-seat Lyric at Greenfield, Ill., operated by Frank Greer under an arrangement with local merchants; 200-seat Court at Vienna, Mo., operated under lease by Mr. & Mrs. Cleo Crum. . . . Hi Pointe Theatre, 756-seater, has been placed on an art picture policy by F&M. . . . Peter Malek bought the Madison Theatre, Madison, from Mrs. Regina Steinberg. He had managed the house for many years.



An exciting two-minute cut from IFE's "The Wayward Wife," mounted in a mechanical peep show, and a lobby display featuring outstanding photographs and portraits of Gina Lollobrigida attract passersby to the lobby of the Globe Theatre in New York, where Gina's latest American language motion picture premiered on April 8th and is still on view.

SALT LAKE CITY

U-I traveling auditor John Rickert, who spent several weeks here, was taken to a hospital in Salt Lake City just as he was about to leave for his next destination. . . . Ted Beers, asst. to head booker Carl Larsen at 20th-Fox, resigned to enter another field. Shipper David Campell is currently replacing him. . . . Layton, Utah, reports opening of the Davis Drive-In with new large screen and John Bugger as mgr. . . . Frank Davis is now managing the Oak Hills Drive-In here and has been replaced at the Rialto by Ralph Gardner, former asst. mgr. at the Villa.

The former Cinema Arts Theatre reopened after being shuttered for many months. Ralph Trathen, who also pilots the Hyland Theatre in suburban Salt Lake City, is in charge. . . . "Man Called Peter" would have held over indefinitely at the Capitol had it not been for a previous booking by mgr. Marvin George of the stage presentation of Jose Greco and his troupe. . . . Eric Erickson of the Woodland Drive-In here announced "the largest CinemaScope curved screen in the world." . . . Salt Lake County taverns have to discontinue either their beer or dancing license, according to a recent ruling.

SAN FRANCISCO

Owner A. J. Longtin has taken over booking and buying for his Guild Theatre, Sacramento, from Film Booking Agency. . . . Al Grubstick of Lippert Theas. of N. Calif. recovering from recent surgery at Mt. Zion hospital. . . . Transfer of office mgr. Walter Lange to Portland as sales rep. caused chain reaction at Paramount which made booker John Hurley offic mgr., and Robert Pacini and Jack Urban booker and clerk. . . . Recent acquisitions by Golden Gate Theatres include the El Rio Drive-In and Rex Theatre, Madera; Tokay ozoner, Lodi; Tioga Theatre, Merced, and the Crescent ozoner, Vallejo. . . . Frank Pratt appointed mgr. of Roxy Theatre, Oakland, and Walter Ahrens rep. for Pittsburgh area by Blumenfeld Theatres. . . . Univ. of Minn. journalism students recently heard alumnus Ted Galanter, M-G-M office mgr., speak on motion picture adv. and pub. rel.

Nubieber Theatre, Nubieber, Calif., sold to Dolin Southard by owner, Mrs. E. Sherrill. . . . Robert Bemis, Walter G. Preddy Supply Co., sailed for Hawaii on business. . . . Local City of Hope chapter's annual benefit preview for support of nonsectarian medical center, was held at member Irving Levin's Coliseum Theatre. . . . Jim Holland expects to open his new theatre at Bishop, Calif., the latter part of May. . . . Emil Davis, serv. mgr. National Screen, promoted to sales rep., replacing Harry Weaverling, with Lorraine Sutter upped to head shipper. . . . Variety Day at Golden Gate Track recently provided funds for Variety's Blind Babies Foundation.

FEATURES—Calendar of 1953-54 1954-55 Releases

(As far ahead as it is possible to obtain them)

ALLIED ARTISTS

1954-55

Release Date	Release No.	Production	Time (min.)	Cast
Oct. 3rd	5501	The Human Jungle	82	Gary Merrill, Jan Sterling
Oct. 24th	5502	The Bob Mathias Story	80	Bob Mathias, Melba Mathias, Ward Bond
Nov. 7th	5503	Target Earth	75	Richard Denning, Virginia Grey
Nov. 21st	5504	Cry Vengeance	83	Mark Stevens, Martha Hyer, Joan Vohs
Dec. 5th	5505	Port of Hell	80	Dane Clark, Wayne Morris, Carole Mathews
Dec. 19th	5506	Tonight's The Night	88	Barry Fitzgerald, Y. De Carlo, David Niven
Jan. 2nd	5421	Bowery to Bagdad	64	Leo Gorcey, Huntz Hall
Jan. 23rd	5507	Treasure of Ruby Hills	71	Zachary Scott, Carole Mathews, Dick Foran
Feb. 13th	5508	Big Combo, The	89	Cornel Wilde, Jean Wallace, Richard Conte, Brian Donlevy
Feh. 27th	5510	Murder Is My Beat	77	Barbara Payton, Paul Langton
Mar. 13th	5509	Dial Red O	62	Bill Elliott, Helene Stanley, Keith Larsen
Mar. 20th	5511	The Big Tip Off	80	Richard Conte, Constance Smith, Bruce Bennett
Mar. 27th	5512	Seven Angry Men	90	Raymond Massey, Debra Paget, Jeffrey Hunter
Apr. 10th	5513	Annapolis Story, An (Tech.)	81	John Derek Diana Lynn, Kevin McCarthy
Apr. 17th	5514	High Society	61	Leo Gorcey, Huntz Hall
Apr. 24th	5515	Shot Gun (Tech.)	80	Sterling Hayden, Yvonne De Carlo, Zachary Scott
May 8th	5516	Las Vegas Shakedown	77	Dennis O'Keefe, Coleen Grey
May 22nd	5517	Dark Venture	79	Frank Lovejoy, Forrest Tucker, Peggie Castle
May 15th	5518	Skabenga (Eastman color)	61	Documentary

BUENA VISTA DISTRIBUTING CO.

November '54	The Vanishing Prairie (Technicolor)	71	
January '55	20,000 Leagues Under the Sea (Technicolor)	127	Kirk Douglas, James Mason, Peter Lorre and Paul Lucas
June '55	Lady and the Tramp (Technicolor)	75	Cartoon feature
Octoher '55	The Littlest Outlaw (Technicolor)	75	Pedro Armendariz and Joseph Calleia

COLUMBIA

1954-55

Special Release	701	**The Caine Mutiny (Technicolor)**	125	**Humphrey Bogart, Jose Ferrer, Van Johnson, Fred MacMurray, Robert Francis, May Wynn**
Aug.	704	Pushover	88	Fred MacMurray, Kim Novak, Phil Carey
Aug.	711	The Law Vs. Billy The Kid (Color)	73	Scott Brady, Betta St. John
Aug.	—	Gun Fighters (Reprint)	87	Randolph Scott, Barbara Britton
Aug.	—	Coroner Creek (Reprint)	90	Randolph Scott, Marguerite Chapman
Sept.	712	Bullet Is Waiting (Tech.)	82	Jean Simmons, Rory Calhoun, Stephen McNally, Brian Aherne
Sept.	710	Human Desire	90	Glenn Ford, Gloria Grahame, Broderick Crawford
Sept.	721	The Black Dakotas (Technicolor)	65	Gary Merrill, Wanda Hendrix, John Bromfield
Oct.	702	On the Waterfront	108	Marlon Brando, Karl Malden, Lee J. Cohh
Oct.	720	Three Hours to Kill (Technicolor)	77	Dana Andrews, Donna Reed
Nov	716	Fire Over Africa (Technicolor)	84	Maureen O'Hara, Macdonald Carey
Dec.	715	Phffft	88	Judy Holliday, Jack Carson, J. Lemmon
Dec.	717	They Rode West (Color)	84	Robert Francis, Donna Reed
Jan.	731	The Bamboo Prison	80	Robert Francis, Diane Foster
Jan.	—	Masterson of Kansas (Technicolor)	73	George Montgomery, Nancy Gates
Jan.	735	The Violent Men (CinemaScope-Tech.)	96	Glenn Ford, Barhara Stanwyck, Edward G. Rohinson
Feb.	—	Pirates of Tripoli (Tech.)	72	Patricia Medina, Paul Heinrid
Feh.	—	Ten Men Wanted (Tech.)	80	Randolph Scott, Jocelyn Brando
Feb.	726	Women's Prison	80	Ida Lupino, Howard Duff
Mar.	—	New Orleans Uncensored	86	Arthur Franz, Beverly Garland, Helene Stanton
Mar.	—	Wyoming Renegades	73	Phil Carey, Gene Evans, Martha Hyer, William Bishop
Mar.	—	The Detective	91	Alec Guiness, Joan Greenwood

FILMAKERS

Release Date	Release No.	Production	Time (min.)	Cast
Sep. 15	6067	Private Hell 36	81	Ida Lupino, Steve Cochrane, Howard Duff
Feh. 15	6069	Crashout	90	William Bendix, Arthur Kennedy, Beverly Michaels
Apr. 15	6068	Mad At The World	72	Frank Lovejoy, Keefe Brasselle, Cathy O'Donnell

I. F. E.

American Dialogue

September '54	Bread, Love and Dreams	90	Gina Lollohrigida, Vittorio ,De Sica
October '54	Girls Marked Danger!	75	Vittorio Gassman, Silvana Pampanini
November '54	Aida (in Ferraniacolor) (in association with S. Hurok)	95	Sophia Loren, Afro Polli, Lois Maxwell
Novemher '54	Mademoiselle Gobette	78	Silvana Pampanini
December '54	Theodora, Slave Empress (Pathecolor	88½	Gianna Maria Canale, Georges Marchal,
February '55	"Mademoiselle Gohette"	78	Silvana Pampanini
April '55	Wayward Wife	95	Gina Lollohrigida
April '55 pre-release	"Love in the City"	90	English commentary & subtitles.
May '55	Outlaw Girl	76	Silvana Mangano, Amedeo Nazzari
May '55	Green Magic	85	(Documentary with English commentary)

LIPPERT PRODUCTIONS

Aug. 20th	5405	Thunder Pass	76	Dane Clark, Dorothy Patrick, Andy Devine
Sept. 3rd	5330	Terror Ship	72	William Lundigan
Sept. 17th	5404	Silent Raiders	65	Richard Bartlett, **Earle Lyon, Jeannette Bordeaux**
Sept. 24th	5401	The Unholy Four	80	**Paulette Goddard**
Oct. 8th	5402	Deadly Game	63	**Lloyd Bridges, Simone Silva, Finlay Currie**
Nov. 26th	5323	The Siege	63	Special Cast
Dec. 10th	5403	Race for Life	69	Richard Conte, Mari Aldon, George Coulouris
Dec. 24th	5407	The Black Pirates (Color)	74	Anthony Dexter, Lon Chaney, Martha Roth
Jan. 7th	5406	They Were So Young	80	Scott Brady, Raymond Burr, Johanna Matz
Mar. 25th	5411	The Silver Star	73	Edgar Buchanan, Marie Windsor, Lon Chaney
Apr. 8th	5415	Thunder Over Sangoland	73	Jon Hall, Ray Montgomery, Marjorie Lord
Apr. 15th	5409	The Glass Tomb	59	John Ireland

METRO-GOLDWYN-MAYER

1954-55

Sept.	501	Betrayed (EastmanColor)	108	Lana Turner, Clark Gable, Victor Mature
	504	Brigadoon (Color-CinemaScope)	108	Van Johnson, Cyd Charisse
Oct.	503	Rogue Cop	92	Robert Taylor, Janet Leigh
	502	Beau Brummell (EastmanColor)	111	Elizabeth Taylor, Stewart Granger
Nov.	507	Athena (EastmanColor-CinemaScope)	95	Jane Powell, Vic Damone, Debbie Reynolds
Nov.	510	Last Time I Saw Paris (Technicolor)	116	Elizabeth Taylor, Van Johnson, Donna Reed
Dec.	511	Crest of the Wave	90	Gene Kelly, Jeff Richards
	513	Battleground (Re-Issue)	118	Van Johnson, John Hodiak, Ricardo Montalban, George Murphy
	514	The Asphalt Jungle (Re-Issue)	112	Sterling Hayden, Louis Calhern, Jean Hagen
	512	Deep In My Heart (EastmanColor)	132	Jose Ferrer, Merle Oberon, Helen Traubel, Walter Pidgeon, Paul Henreid
Jan.	515	Bad Day at Black Rock (Color CinemaScope)	81	Spencer Tracy, Robert Ryan, Anne Francis, Walter Brennan
	516	Green Fire (Color CinemaScope)	100	Stewart Granger, Grace Kelly
Feh.	517	Many Rivers to Cross (Color CinemaScope)	83	Robert Taylor, Eleanor Parker
	518	Jupiter's Darling (Color CinemaScope)	96	Esther Williams, Howard Keel
March	519	Hit The Deck (Color CinemaScope)	112	Jane Powell, Tony Martin
	521	Blackboard Jungle	101	Glenn Ford, Anne Francis, Louis Calhern
April	522	Glass Slipper	94	Michael Wilding, Leslie Caron
	523	Bedevilled (Color CinemaScope)	89	Anne Baxter, Steve Forrest
May	525	The Prodigal (Cinema-Scope-Eastman Color)	115	Lana Turner, Edmund Purdom
May	526	The Marauders	81	Dan Duryea, Jeff Richards
June	527	Love Me Or Leave Me -Eastman Color).	—	
June	528	Moonfleet (CS-Eastman)	—	Stewart Granger, Viveca Lindfors

FEATURES—Calendar of 1953-54 1954-55 Releases

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PARAMOUNT

1954-55

Release Date	Release No.	Production	Time (min.)	Cast
September	5401	Rear Window (Technicolor)	112	James Stewart, Grace Kelly
October	5402	Sabrina	113	Humphrey Bogart, Audrey Hepburn, William Holden
October	R5403	Reap the Wild Wind (Technicolor) Re-release	124	John Wayne, Susan Hayward, Ray Milland, Paulette Goddard
November	5430	White Christmas (Vista-Vision-Technicolor)	120	Bing Crosby, Danny Kaye, Rosemary Clooney, Vera-Ellen.
Jan.	5404	Three Ring Circus (Vista-Vision-Technicolor)	104	Dean Martin, Jerry Lewis
Feb.	5405	The Bridges At Toko-Ri (Technicolor)	103	William Holden, Grace Kelly, Frederic March, Mickey Rooney
Mar.	5407	Conquest of Space (Technicolor)	80	Produced by George Pal
Mar.	5409	The Country Girl	104	Bing Crosby, William Holden, Grace Kelly
April	5410	Run For Cover (VistaVision-Technicolor)	92	James Cagney, Viveca Lindfors, John Derek.
Apr.	5406	Mambo		Shelley Winters, Silvana Mangano, Vittorio Gassman, Katherine Dunham and Dancers
May	5425	Strategic Air Command (VistaVision-Technicolor)	114	James Stewart, June Allyson
June	5411	Hell's Island (VistaVision-Technicolor)	84	John Payne, Mary Murphy, Francis L. Sullivan.
June	5412	The Far Horizons (VistaVision-Technicolor)	108	Fred MacMurray, Charleton Heston, Donna Reed, Barbara Hale.
July	5413	The Seven Little Foys (VistaVision-Technicolor)	93	Bob Hope, Milly Vitale.
July	5408	Ulysses (Technicolor)		Kirk Douglas, Silvana Mangano, Anthony Quinn, Rossana Podesta.

RKO-RADIO

September	502	Africa Adventure	64	Documentary
Sept.	572	She Wore A Yellow Ribbon	104	John Wayne, Joanne Dru, John Agar
September	570	Every Girl Should Be Married (Reissue)	85	Franchot Tone, Diana Lynn, Cary Grant, Betsy Drake
September	571	The Window (Reissue)	73	Barbara Hale, Bobby Driscoll, Arthur Kennedy
October	503	Passion (Tech.)	84	Cornel Wilde, Yvonne de Carlo, Raymond Burr
Nov.	504	This Is My Love (PatheColor)	91	Linda Darnell, Rick Jason, Dan Duryea, Faith Domergue
Nov.	505	Cattle Queen of Montana (Technicolor)	88	Barbara Stanwyck, Ronald Reagan, Gene Evans, Lance Fuller, Tony Caruso
Dec.	508	Hansel & Gretel (Tech.)	75	The "Kinemins"
Jan.	509	The Americano (Technicolor)	85	Glenn Ford, Ursula Thiesa, Frank Lovejoy, Cesar Romero
Feb.	506	"Underwater!" (Technicolor-Superscope)	99	Jane Russell, Gilbert Roland, Richard Egan, Lori Nelson, Robert Keith, Joseph Calleia
Feb.	507	Tarzan's Hidden Jungle	73	Gordon Scott, Vera Miles
March	511	Rage at Dawn (Technicolor)	87	Randolph Scott, Mala Powers, Forrest Tucker
April	510	Quest for the Lost City (color)	60	Dane & Ginger Lamb
April	512	Escape to Burma (Tech.-Superscope)	87	Barbara Stanwyck, David Farrar, Robert Ryan
		Jet Pilot (Technicolor-Superscope)	119	John Wayne, Janet Leigh
May		"Son Of Sinbad" (Technicolor-Superscope)	90	Dale Robertson, Sally Forrest, Lili St. Cyr, Vincent Price, Mari Blanchard
		The Conqueror (Cinemascope-color)		John Wayne, Susan Hayward, Pedro Armendariz
April Re-Issues				
	573	The Informer	91	Victor McLagen, Heather Angel, Preston Foster.
	574	Berlin Express	86	Merle Oberon, Robert Ryan.
May Re-Issues				
	575	Bringing Up Baby		Katherine Hepburn, Gary Grant.
	576	I Remember Mama		Irene Dunne, Barbara Bel Geddes, Oscar Homolka.

REPUBLIC

Release Date	Release No.	Production	Time (min.)	Cast
Aug. 1st	5306	Make Haste to Live	90	Dorothy McGuire, Stephen McNally, Mary Murphy
Aug. 15th	5308	The Outcast	90	John Derek, Joan Evans
Aug. 23rd	5307	Johnny Guitar	110	Joan Crawford, Sterling Hayden, Scott Brady, Mercedes McCambridge
Aug. 25th	5310	Roogie's Bump	71	Robert Marriot, Ruth Warwick, Robert Simon
Sept. 1st	5309	Tobor The Great	77	Charles Drake, Karin Booth, Arthur Shields, Billy Chapin
Sept. 1st	5311	The Shanghai Story	90	Ruth Roman, Edmond O'Brien, Richard Jaeckel
Nov. 15th	5312	The She Wolf	93	Kerina, Ettore Manni, May Britt
Dec. 1st	5313	Trouble In Glen	91	Margaret Lockwood, Orson Welles, Forrest Tucker
Dec. 8th	5314	The Atomic Kid	86	Mickey Rooney, Robert Strauss, Elaine Davis
Dec. 15th	5315	Hell's Outpost	90	Rod Cameron, Joan Leslie, Chill Wills
Jan. 5th	5430	African Manhunt	65	Myron Healey, Karen Booth, John Kellogg
Jan. 12th	5431	Trouble In Store	86	Norman Wisdom, Margaret Rutherford, Moira Lister
Jan. 28th	5326	Carolina Cannonball	72	Judy Canova, Ross Elliott, Andy Clyde
Jan. 28th	5342	The Square Ring	73	Jack Warner, Robert Beatty, Maxwell Reed
	5401	Doctor in the House (Rank)	92	Dirk Bogarde, Muriel Pavlow, Kenneth More
Feb. 28th	5402	Timberjack	94	Sterling Hayden, Vera Ralston, David Brian
		The Eternal Sea	103	Sterling Hayden, Alexis Smith, Dean Jagger
Mar. 29th	5433	A Day To Remember	72	Stanley Holloway, Joan Rice, Odile Versois
		Don Juan's Night of Love		Raf Vallone, Silvana Pampanini, Michele Philippe
	5403	Yellowneck	83	Lin McCarthy, Stephen Courtleigh, Berry Kroeger
Apr. 4th	5404	Santa Fe Passage	90	John Payne, Faith Domergue, Rod Cameron
Apr. 11th	5434	I Cover The Underworld	90	Sean McClary, Joanne Jordan, Ray Middleton
		Magic Fire		Yvonne De Carlo, Carlos Thompson, Rita Gam
		The Road to Denver		John Payne, Mona Truman, Lee J. Cobb
		City Of Shadows		Victor McLaglen, Gloria Pall
		A Foreign Adventure		Yvonne De Carlo, Zachary Scott, Howard Duff
		The Texas Legionnaires		Sterling Hayden, Anna Maria Alberghetti, Richard Carlson.
		The Gunman		Ray Milland, Mary Murphy

TWENTIETH CENTURY-FOX

1954

Release Date	Release No.	Production	Time (min.)	Cast
Aug.	419	Broken Lance CinemaScope-DeLuxe Color)	96	Richard Widmark, Spencer Tracy, Jean Peters
Aug.	408	The Raid (Panoramic Prod.-Tech.)	83	Van Heflin, Anne Bancroft
Sept.	420	The Egyptian (CinemaScope DeLuxe Color)	140	Gene Tierney, Edmund Purdom, Victor Mature, Jean Simmons
October	421	Woman's World (CinemaScope Print by Technicolor)	94	Clifton Webb, June Allyson, Van Heflin, Lauren Bacall, Arlene Dahl, Fred MacMurray and Cornel Wilde
October	418	Flight of the White Heron (CinemScope-Tech.)	52	Documentary
October	424	The Adventures of Hajji Baba (CinemaScope Color by De Luxe)	94	John Derek, Elaine Stewart
October	422	Carmen Jones (CinemaScope-Color by De Luxe)	105	Harry Belafonte, Dorothy Dandridge, Pearl Bailey
November	423	Black Widow (CinemaScope-Color by De Luxe)	95	Gene Tierney, Van Heflin, Peggy Ann Garner
November	425	Desiree (CinemaScope-Color by De Luxe)	110	Marlon Brando, Jean Simmons
November	428	Black Thirteen	75	Peter Reynolds, Rona Anderon
November	427	Outlaw's Daughter (Color)	75	Bill Williams, Kelly Ryan
December	426	There's No Business Like Show Business	117	Marilyn Monroe, Ethel Merman, Dan Dailey, Donald O'Connor, Mitzi Gaynor, Johnnie Ray
December	430	The Other Woman	81	Hugo Haas, Cleo Moore
December	429	Devil's Harbor	71	Richard Arlen, Greta Gynt

FEATURES—Calendar of 1953-54 1954-55 Releases

(As far ahead as it is possible to obtain them)

Release Date	Release No.	Production	Time (min.)	Cast
		1955		
January	422	Carmen Jones (CinemaScope-Color by De Luxe)	107	Pearl Bailey, Dorothy Dandridge, Harry Belafonte, Joe Adams
January	502	Prince of Players (CinemaScope-Color by De Luxe)	102	Richard Burton, Maggie McNamara, John Derek, Raymond Massey, Charles Bickford, Elizabeth Sellars
January	540	Twelve O'Clock High (Re-Release)	132	Gregory Peck, Hugh Marlowe, Gary Merrill, Millard Mitchell, Dean Jagger
February	503	White Feather (CinemaScope-Tech.)	101	Robert Wagner, John Lund, Debra Paget, Jeffrey Hunter, Eduard Franz
February	505	The Racers (CinemaScope-Color by De Luxe)	112	Kirk Douglas, Bella Darvi, Gilbert Roland, Cesar Romero
March	507	Untamed (CinemaScope-Color by De Luxe)		Tyrone Power, Susan Hayward, Richard Egan, John Justin, Agnes Moorehead, Rita Moreno, Hope Emerson
April	511	Angela		Dennis O'Keefe, Mara Lane
April	509	A Man Called Peter CinemaScope-Color by De Luxe)		Jean Peters, Richard Todd, Gill Esmond, Robert Burton
April	510	Violent Saturday (CinemaScope-Color)		Victor Mature, Sylvia Sidney, Stephen McNally, J. Carroll Naish
May	508	The Adventures of Sadie	88	Joan Collins, Kenneth More, George Cole
June	513	The Magnificent Matador (CinemaScope-Tech.)		Maureen O'Hara, Anthony Quinn
June	514	Soldier of Fortune (CinemaScope-Color by De Luxe)		Clark Gable, Susan Hayward
July	506	Life in the Balance	74	Ricardo Montalban, Anne Bancroft, Lee Marvin, Jose Perez
July	512	The Living Swamp		Documentary

UNITED ARTISTS

Aug.	5429	Malta Story	98	Alec Guinness, Jack Hawkins
Aug.	5334	Crossed Swords (PatheColor)	86	Errol Flynn, Gina Lollobrigida
Aug.	5432	The Diamond Wizard	83	Dennis O'Keefe, Margaret Sheridan
Aug.	5430	Victory At Sea	96	Documentary
Aug.	5433	Down Three Dark Streets	84	Broderick Crawford, Ruth Roman
Sept.	5437	The Golden Mistress (Technicolor)	82	John Agar, Rosemarie Bowe
Sept.	5435	Jesse James' Women (Technicolor)	83	Peggie Castle, Jack Beutel
Sept.	5419	Khyber Patrol (Color)	71	Richard Egan, Dawn Addams
Sept.	5436	Suddenly	77	Frank Sinatra, Sterling Hayden
Oct.	5440	The Barefoot Contessa (Technicolor)	128	Humphrey Bogart, Ava Gardner
Oct.	5434	Sitting Bull (CinemaScope, color)	105	Dale Robertson, Mary Murphy
Oct.	5439	The Little Kidnappers	93	Duncan Macrae, Jean Anderson
Oct.	5441	Operation Manhunt	77	Harry Townes, Jacques Aubuchon
Nov.	5446	Twist of Fate	89	Ginger Rogers, Jacques Bergerac
Nov.	5438	Shield for Murder	80	Edmond O'Brien, John Agar, Marla English
Nov.	5444	The White Orchid (PatheColor)	81	William Lundigan, Peggie Castle
Nov.	5447	Snow Creature	70	Paul Langton, Leslie Denison
Nov.	5445	You Know What Sailors Are (Technicolor)	89	Akim Tamiroff, Donald Sinden
Dec.	5448	Vera Cruz (Technicolor, Superscope)	94	Gary Cooper, Burt Lancaster
Dec.	5443	The Steel Cage	80	Paul Kelly, Maureen O'Sullivan
Dec.	5449	Romeo and Juliet (Technicolor)	140	Laurence Harvey, Susan Shentall
Jan.	5450	Black Tuesday	80	Edward G. Robinson, Jean Parker
Jan.	5501	The Beachcomber (Technicolor)	82	Robert Newton, Glynis Johns
Jan.	5502	Battle Taxi	82	Sterling Hayden, Arthur Franz
Feb.	5504	Sabaka (Technicolor)	74	Boris Karloff, Reginald Denny
Feb.	5505	The Good Die Young	100	Laurence Harvey, Gloria Grahame
Feb.	5506	Canyon Crossroads		Richard Basehart, Phyllis Kirk
Mar.	5507	Big House, U.S.A.	82	Broderick Crawford, Ralph Meeker.
Mar.	5508	Stranger On Horseback (Ansco-Pathe)	66	Joel McCrea, Miroslava.
Mar.	5509	Marty		Ernest Borgnine, Betsy Blair.
April	5503	The Purple Plain (Tech.)	100	Gregory Peck, Win-Min-Than.
April	5510	A Bullet For Joey		Edward G. Robinson, George Raft, Audrey Totter.
April	5511	Lilacs In The Spring (Eastman color)	94	Errol Flynn, Anna Neagle.

UNIVERSAL

Sept.	429	Black Shield of Falworth (Technicolor-Regular)	99	Tony Curtis, Janet Leigh
Sept.	436	Black Shield of Falworth (Tech.-CinemaScope)		Tony Curtis, Janet Leigh
Sept.	430	Dawn At Socorro (Technicolor)	80½	Rory Calhoun, Piper Laurie
Oct.	431	The Naked Alibi	86	Sterling Hayden, Gloria Grahame
		1954-55		
Nov.	501	Bengal Brigade (Tech.)	87	Rock Hudson, Arlene Dahl
Nov.	502	Four Guns To The Border (Tech.)	83	Rory Calhoun, Colleen Miller
Nov.	504	Ricochet Romance	80	Marjorie Main, Chill Wills, Rudy Vallee
Dec.	510	Yellow Mountain (Technicolor)	78	Lex Barker, Mala Powers, Howard Duff
Dec.	505	Sign of the Pagan (CinemaScope-Tech.)	92	Jeff Chandler, Jack Palance, Rita Gam
Dec.	506	Sign of the Pagan (Regular-Technicolor)	92	Jeff Chandler, Jack Palance, Rita Gam
Jan.	507	So This Is Paris (Technicolor)	96	Tony Curtis, Gloria DeHaven, Gene Nelson, Corinne Calvert
Jan.	508	Destry (Technicolor)	91	Audie Murphy, Mari Blanchard
Jan.	503	West of Zanzibar	83	Anthony Steel Sheila Sim
Feb.	511	The Far Country (Technicolor)	97	Jim Stewart, Ruth Roman
Feb.	512	Six Bridges to Cross	99	Tony Curtis, Julie Adams
Feb.	513	Abbott & Costello Meet The Keystone Kops	79	Bud Abbott, Lou Costello
Mar.	509	Land Of Fury	82	Jack Hawkins, Glynis Johns.
Mar.	514	Captain Lightfoot (Tech.-CinemaScope)	92	Rock Hudson, Barbara Rush.
Mar.	516	Smoke Signal (Tech.)	88	Dana Andrews, Piper Laurie.
Apr.	517	Chief Crazy Horse (Tech.-CinemaScope)	86	Victor Mature, Susan Ball, John Lund
Apr.	518	Chief Crazy Horse (Standard Version)	86	
Apr.	519	Ma & Pa Kettle at Waikiki	79	Marjorie Main, Percy Kilbride, Lori Nelson
Apr.	520	Man Without a Star (Technicolor)	89	Kirk Douglas, Jeanne Crain, Claire Trevor
May	521	Revenge of the Creature (3-D)	82	John Agar, Lori Nelson.
May	522	Revenge of the Creature (Standard)	82	
May	523	Cult Of The Cobra	82	Richard Long, Faith Domergue, Marshall Thompson.
May	524	The Looters	87	Rory Calhoun, Julie Adams

WARNER BROS.-FIRST NATIONAL

		1954-55		
Sept. 4th	401	Dragnet (WarnerColor)	89	Jack Webb, Ben Alexander
Sept. 25th	402	The Bounty Hunter (WarnerColor)	79	Randolph Scott, Marie Windsor
Oct. 16th	403	A Star is Born (CinemaScope-Tech.) (Special Engagements only)	154	Judy Garland, James Mason, Jack Carson
Nov. 13th	404	Drum Beat (CinemaScope-WarnerColor)	111	Alan Ladd, Audrey Dalton
Nov. 27th	405	Track of the Cat (CinemaScope-WarnerColor)	102	Robert Mitchum, Diana Lynn, Teresea Wright
Dec. 11th	406	Saratoga Trunk (Re-release)	135	Gary Cooper, Ingrid Bergman, Flora Robson
Dec. 11th	407	The Big Sleep (Re-release)	114	Humphrey Bogart, Lauren Bacall, Martha Vickers.
Jan 1st	409	Young at Heart (Color by WarnerColor) (Print by Technicolor)	117	Doris Day, Frank Sinatra, Gig Young, Ethel Barrymore, Dorothy Malone, Robert Keith
Jan. 22nd	403	A Star is Born (In CinemaScope) (Color by Technicolor)	154	Judy Garland, James Mason, Jack Carson, Charles Bickford, Tom Noonan
Feb. 5th	408	The Silver Chalice (In CinemaScope) (Color by WarnerColor)	137	Virginia Mayo, Pier Angeli, Jack Palance, Paul Newman, Walter Hampden
Feb. 26th	412	Unchained	75	Elroy Hirsch, Barbara Hale, Chester Morris
Mar. 12	411	Battle Cry (CinemaScope and WarnerColor)	148	Van Heflin, Aldo Ray, Mona Freeman.
Mar. 12	413	N. Y. Confidential	87	Broderick Crawford, Anne Bancroft.
Apr. 9th	414	East Of Eden	115	Julie Harris, James Dean, Raymond Massey.
May 14th	410	Jump Into Hell	93	Jack Sernas, Kurt Kaznar, Arnold Moss.

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MARTY 2nd DAY — BIGGER THAN 1st DAY!

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MARTY 5th DAY — WEEK-END STARTS WITH A BANG!

MARTY 6th DAY — TERRIFIC, TERRIFIC SATURDAY!

MARTY 7th DAY — WINDS UP THE GREATEST FIRST WEEK!

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thru UA

THE Independent FILM JOURNAL

DEVOTED to the BEST INTERESTS of the MOTION PICTURE INDUSTRY

In this issue

NEWS

[illegible] ARBITRATION DRAFT APPROVAL

ACTORS EQUITY CONSPIRACY AS TAMIRIS SUIT UNDERWAY

SET PLEDGE FORMS READY FOR AUDIENCE AWARDS BALLOTING

SPECIAL FEATURE

COMPLETE TEXT OF ARBITRATION DRAFT

REVIEWS

[illegible]

Vol. [illegible] No. [illegible] October 1, 1955

[illegible]

Sir Galahad?

NO, SIR!

FOR well over four years now, the major film companies have been charged with conspiracy in refusing to sell their backlogs of theatrical features to commercial television.

For an equal length of time, these companies have been subjected to all sorts of bureaucratic compulsions, duress and threats of dire consequences if they did not correct the alleged anti-trust violations by playing "Sir Galahad" and turn over their film inventories without regard to compensation to the competitive medium.

It is most gratifying to note that these companies have not succumbed to these unjust demands and are prepared to fight the issue to a clear-cut decision in

(See Page 3)

GET NOISY!

If you haven't posted this free teaser 1-sheet in your lobby order it now from your M-G-M Branch! Free teaser trailer, too! Sock 'em! Shock 'em! A great show for showmen!

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*

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(Available in Perspecta Stereophonic or 1-Channel Sound)

October 1, 1955
Vol. 36 No. 6

THE Independent FILM JOURNAL

Editor: MORTON SUNSHINE

DEVOTED TO THE BEST INTERESTS OF THE MOTION PICTURE INDUSTRY

(*Continued from cover*)

the trial of the action that is now under way.

During the past few weeks, considerable pressure was brought to bear on defendant companies to compromise their position and submit to a consent decree similar to the one signed by Republic, but, we are happy to report, this is unlikely. It must be observed that the consent decree which dropped Republic as defendant in the action requires no change whatsoever in the company's existing policy toward sale of its feature films to television. Republic has been making its pictures available to television over a number of years.

The government is proceeding with the civil prosecution of this case before the Federal District Court in Los Angeles. The sole remaining defendants are Fox, RKO, Warners, Columbia and Universal. It is almost ridiculous but we must point out that M-G-M and Paramount were never included in the suit as party defendants because they did not have any general domestic distribution organizations for 16mm film. Yet, it is well known that many television markets are equipped for 35mm projection.

What has best been described as a "hodge podge" of documentary evidence is presently being introduced before the Federal Court by the Department of Justice in order to bolster its conspiracy charge against the remaining defendants. Government witnesses will begin to take the stand next week. Strangely enough, the deposition of one witness, David Sarnoff, RCA board chairman, was released by government attorneys last week and revealed his conviction that if producers denied 16mm prints to non-theatrical consumers "on economic grounds" it was their own business.

With this statement, General Sarnoff put his finger on the crux of the entire situation. The economics of the situation must be taken into account. When TV can pay the price, it will be able to buy. It must be recognized that a unanimity in sane business policies is not to be confused with conspiracy. Nor must one industry under the free enterprise system be coerced to turn over its property rights to a competitor.

We have often wondered what motivations prompted the Department of Justice to go ahead with this suit, for which it has already taken a sound editorial spanking in the nation's press. It might have been good politics several years back to give the television-viewing public the idea that all entertainments should be subject to the public domain of home reception but time has brought home to the set owner the realization that he has no vested interest in programs merely because they are capable of transmission.

However, in the last few years, many independent producers and many film companies have seen fit to release feature films to television because it paid off. More than 4,000 theatrical pictures have already been televised and many hundreds more are in prospect. Virtually all of the defendants are proceeding full blast with the production of many programs for the commercial TV medium. There was no compulsion and no duress. It was just a matter of good common sense.

And so we are expecting the defendant film companies to be vindicated in their position and not asked to be "sugar daddies." Justice must also be tempered with common sense.

The Arbitration Draft

As a service to our readers, we are publishing in this issue the complete text of the arbitration proposals prepared and endorsed by the joint committee of distributors and exhibitors.

The system of arbitration and conciliation procedure outlined in the draft is designed to reduce industry lawsuits while serving as an effective means of affording exhibitions prompt relief in the settlement of trade disputes at a minimum of expense. Use of the arbitration machinery will be entirely voluntary and does not preclude any theatre owner of prior recourse to litigation.

The arbitration plan, before it can become operative, must get the green light from the Department of Justice and the Federal Statutory Court. This is virtually assured when all the groups which participated in the draft accept its terms. It will then operate for one year on a trial basis. Its remedies will be available to all exhibitors regardless of affiliation.

Establishment of an industry-wide arbitration system and its practical application to current situations will do much to further a reciprocal feeling that the business can resolve its own problems without resort to the courts or legislative halls.

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Seek Arbitration Draft Approval

After more than 17 months of negotiations, agreement on an arbitration and conciliation plan for the motion picture industry was finally reached this week by the Joint Arbitration Committee. Copies of the final 65-page draft, called the "Voluntary Arbitration Text," have been forwarded to each of the participating exhibitor organizations and to each of the distributing companies for approval.

First of the industry organizations to approve the document was the Independent Theatre Owners Association, which passed a resolution approving the document at its Fall meeting.

If approved by all concerned, the draft will be submitted to the Department of Justice and to the Federal Court, following which the plan would be put into operation as soon as possible, for a trial run of 12 months.

Twelve-Month Trial Run

According to the Joint Committee, the proposed system of conciliation will solve "many problems" without the necessity of going to arbitration. Problems include complaints bearing on clearance, runs, competitive bidding, the conditioning of one license upon another and contract violations.

There is no provision in the plan for the arbitration of film rentals. National Allied withdrew from the deliberations of the Committee because of the impasse resulting from the insistence of other members that film rental arbitration should not be included.

The Joint Committee was established at the Hotel Astor conference of exhibitor organizations and distributing companies which met earlier at the call of Eric Johnston and exhibitor leaders. Representing exhibition on the committee are S. H. Fabian, Mitchell Wolfson, Leo Brecher and Max Cohen, with Herman Levy as counsel. Distribution representatives are Charles Reagan, Abe Montague and Al Lichtman, with Adolph Schimel as counsel.

Draft High-Points

High-points of the draft are as follows:

The organizational task must be completed no later than three months after approval by the U.S. District Court. The system must thereafter remain in operation for a 12-month test period.

At the end of this period, if the agreement is not renewed, the system shall nevertheless continue in effect "until all arbitration proceedings instituted prior to the expiration of the test period have been finally disposed of, but in no event longer than three months after the expiration of the said 12 months' test period. . . ."

There will be a National Administrative Committee, whose job will be "to organize and supervise the arbitration system." The national committee will consist of ten members, three designated by TOA, one each by MMPTA, ITOA, SCOTA and International Drive-in Theatre Assn., and three by the distributors signing the agreement.

There will be a Local Arbitration Committee in each exchange area organized by the national committee and subject to its supervision. The local committees would consist of an equal number of distributor and exhibitor representatives chosen by the

(*Continued on page* 16)

Complete Text Of Arbitration Agreement

VOLUNTARY ARBITRATION AGREEMENT

Including the rules and procedure under which the arbitration system shall operate.

THIS AGREEMENT was entered into on the date shown in the concluding paragraph hy and among the defendant distributors in the case of United States v. Paramount Pictures, Inc. et al. and certain non-defendant motion picture distributors (parties of the first part) and certain associations of motion picure exhibitors (parties of the second part) for the purpose of establishing and maintaining a voluntary system of arbitration to serve as an expeditious and inexpensive means of settling controversies of the kind hereinafter specifically described between motion picture distributors and exhibitors.

This Agreement shall not hecome effective unless or until it is consented to by the Attorney General of the United States.

ARTICLE I

AVAILABILITY OF ARBITRATION

A system of Regional Arbitration Tribunals (and a National Appeals Board) as hereinafter more particularly described shall be organized, maintained, and operated by the joint action of the motion picture distributors and motion picture exhibitor organizations signing this Agreement.

The work of organizing the system shall be completed within three months after the entry of an order by the United States District Court approving the Voluntary Arbitration Agreement. The system shall remain in operation for a test period of 12 months beginning on the day that the National Administrative Committee shall proclaim that the Regional Tribunals (and the National Appeals Board) are open and ready to function.

The Regional Arbitration Trihunals shall hear and determine complaints of the kind described in Art. II when any such complaint is filed by a qualified exhibitor against any distributor* that is a party to this Agreement; and any other distributor* or qualified exhibitor* may intervene in the proceeding as an additional respondent* upon a showing that its business or property may he affected by the award.

A "qualified exhibitor" is a person, firm, or corporation who has a theatre or theatres which may be affected by the award and which, at the time he files his complaint or seeks to intervene (a) he is actually operating, or (b) is temporarily closed, or (c) is a new theatre about to open.

The Regional Arbitration Tribunals (and the National Appeals Board) shall have only the powers and shall perform only the duties granted to or imposed upon them by this Agreement and the rules and procedure herein prescribed, and in rendering decisions and making awards, they shall comply strictly with this Agreement and said rules and procedure.

If, at the end of the 12 months' test period, this Agreement is not renewed, the arhitration system herein provided for shall nevertheless continue in effect and the ohligations of the parties hereto shall continue until all arhitration proceedings instituted prior to the expiration of the test period have been finally disposed of, hut in no event longer than three months after the expiration of the said 12 months' test period provided for herein. Any complaint filed prior to the expiration date of the test period may proceed to hearing during three months following the expiration of the test period.

Any complaint in which there is no award in the regional arbitration trihunal prior to the expiration of three months after the expiration of the test period, shall he dismissed without prejudice in the same manner as though the complaint had never heen filed. All appeals to be heard by the National Appeals Board, whether pending at the expiration of the test period or arising from awards made during the three months' period after the expiration of the test period as above provided, shall continue to be heard until all such appeals have been heard and determined hy the National Appeals Board.

It is of course understood and agreed that no new proceedings nor proceedings for a modification of an award upon the ground of changed conditions shall be instituted after the expiration of the test period. The provisions of all arhitration awards and judgments entered thereon, except those denying or awarding damages and judgments entered thereon which are unsatisfied, shall terminate and cease to be effective and binding on a date 12 months (hereinafter called the final date) after the expiration of the test period.

Such termination shall be without prejudice to the rights of any party to prosecute at law or in equity any claim for violation of an award occurring prior to the final date or to prosecute at law or in equity any claim for relief in regard to the subject of the award predicated upon changed conditions arising during the period between the expiration of the test period and the final date. The rights of any such party shall, however, be subject to the provisions of subdivision (c) Section 7 of Article V hereof.

ARTICLE II. SCOPE OF ARBITRATION

SECT. 1—CLEARANCE

Controversies arising upon the complaint of an exhibitor that at the time of the filing of the complaint—

A. clearance is being granted by the distrihutor* against complainant's theatre and in favor of a theatre or theatres not in suhstantial competition with complainant's theatre; or that

B. clearance is heing granted by the distributor* against the complainant's theatre and in favor of a theatre or theatres in substantial competition therewith in excess of what is reasonahly necessary to protect the licensed competitor theatre on the run or runs granted to it shall be subject to arbitration.

Claims in respect of clearance arising after the inauguration of this arhitration system shall be evidenced by a written request for a change in clearance, or the elimination thereof, addressed to the distrihutor's home office or exchange and such requests for a change in or an elimination of clearance will he deemed to have been refused

(a) when the exhibitor has received a written refusal; or (b) if not granted within twenty-one days after receipt by the distributor of such request.

Clearance as used in this Agreement means the period of time stipulated in license contracts between runs of the same feature within a particular area or in specified theatres. Clearance, resasonable as to time and area, is essential, in the distribution and exhibition of motion pictures, and arbitrators in deciding clearance complaints shall give effect to this principle.

In any proceeding under this section the burden of sustaining the reasonahleness of the clearance complained of shall be upon the distributor who granted the clearance.

In determining whether any clearance complained of is reasonahle, the arbitrators shall take into consideration the following factors, according to them the importance and weight to which each is entitled, regardless of the order in which they are listed—

(i) The admission prices of the theatres involved as set by the exhibitor*; (ii) The character and location of the theatres involved including the size, type of entertainment, appointments, transit facilities, etc.;

(iii) The policy of operation of the theatres involved, such as the showing of double features, gift nights, giveaways, premiums, cut-rate tickets, lotteries, etc.; (iv) The rental terms and license fees paid by the theatres involved and the revenues derived by the distributor* from such theatres;

(v) The extent to which the theatres involved compete with each other for patronage; (vi) The fact that a theatre involved is affiliated with a circuit of theatres shall be disregarded; (vii) All other business considerations.

The power of the arbitrators in deciding any such controversy shall be as follows:

(a) If the arbitrators find in favor of the distrihutor*, they shall make an award dismissing the complaint; (b) If the arbitrators find in favor of the complainant under subdivision A of this Section that the theatres involved are not in substantial competition, they shall make an award directing the distributor* to cease and desist from granting clearance between them; if the arbitrators find in favor of the complainant under suh-division B of this Section, they shall make an award fixing the maximum clearance between the theatres involved which may thereafter he granted hy the distributor*;

(c) If the complainant asked for damages and the arbitrators find in his favor, they may also award him damages from the date of a written demand for a change of the clearance complained of but only for the period of time during which the clearance complained of was in force, and suhject to the provisions of Art.

(*Continued on page* 29)

PLEASE NOTE:

Whenever the word "distributor," "exhibitor" or "respondent" is followed by an asterisk, the singular shall include the plural if consistent with the context.

Unless otherwise stated, the word "distributor," when used to designate a respondent, may include not only a distributor defendant but any distributor signing this agreement.

Whenever the term "respondent" is used hereinafter, it shall be understood to include the distributor* complained against, and any intervening distributor* or exhibitor*, depending upon the context.*

Set Pledge Forms, Rules For Audience Awards Balloting

Elmer C. Rhoden, national chairman of COMPO's Audience Awards Committee, announced this week that theatre enlistment pledges for the Audience Awards election are on their way to every circuit operator and theatre in the country. He also made known the rules governing the balloting.

The pledge form, containing the official rules governing the balloting from Nov. 17 to Nov. 27, emphasizes that no entrance fee is required of participating theatres. Nor does the signing of the pledge commit them for the expenditure of any money except that which they may deem necessary for promotion, Rhoden made known.

During the voting period, from Nov. 17 to Nov. 27, official ballots and ballot boxes will be available in lobbies of all participating theatres. Only official ballots prepared by COMPO may used.

Voting Restrictions Named

Patrons will be permitted to vote as often as they visit the theatre but only once at each visit. Although facsimiles of ballot may appear in local newspapers, etc., all voting must be done at the theatre.

A total tabulation shall be made by each theatre under the general supervision of a committee of local citizens. These results shall be forwarded on an official form provided by National Screen Service, to the nearest branch office of Price, Waterhouse & Co. for receipt not later than Nov. 30.

Participating theatres shall retain all ballots in their possession for 30 days following closing of the poll.

Earlier, a sampling of newspaper comment on the election, made public by COMPO, indicated widespread interest by editors and motion picture columnists. Typical of comment received was an editorial in the Richmond (Va.) "News-Leader":

"Biggest news to come out of the movie industry in many months is the decision to let the theatregoers bestow their own Oscars. COMPO has hit upon a scheme that should benefit just about everyone who is interested in the movies."

Distribs Deny "Conspiracy" As 16mm Suit Under Way

HOLLYWOOD. — The Government's 16mm anti-trust case against the movie industry was expected to move into high gear next week as Government lawyer Samuel Flatlow promised to have his first witnesses on the witness stand by October 4. Meanwhile, the prosecution was busy introducing as evidence some 1,500 exhibits of documents, presumably showing conspiracy between the defendants.

During the first trial sessions this week, defense lawyers Homer I. Mitchell and Macklin Fleming both denied charges of distributor conspiracy.

"Each action and agreement was individual with respective studios," Mitchell said, "in each instance based on sound business judgment." By releasing 16mm feature films to television, the studios would undergo "unreasonable loss of revenue," he said.

Fleming added that "apparently the Government has no proof of a conspiracy," but instead have in their possession a "hodge podge of documents." He said that facts produced in testimony will reveal that the box office lost from 25-50 per cent of its revenues principally through the impact of TV, and that release of better films on TV would have hurt receipts even more.

"Hodge-podge" of Documents

Flatlow's statement that M-G-M and Paramount were not named as defendants because they have not made 16mm for general domestic distribution came under sharp attack.

Television and 16mm gauge films are "not necessarily related," Fleming said, pointing out that some TV markets use 35mm gauge film as well. He continued, ". . . only 50 percent of producers of motion pictures in amount of total product are before the court. We think it is an important point of evidence as to whether 50 percent of an industry would conspire to suppress television exhibition . . . and an important point is whether 50 percent could conceive that they could accomplish this result which the Government charges."

Included among the first 20 witnesses to be called by the Government are the following: David G. Sarnoff, RCA board chairman; Frank Stanton, CBS president; Arthur Lockwood, former president, TOA; Eliot Hyman, TV-film distributor; Peter G. Levathes, formerly Fox short subjects manager; Joe Schoenfeld, "Variety;" George Nasser, California exhibitor; John L. Dales, executive secretary, Screen Actors Guild.

Also Edward Sargoy, lawyer specializing in copyright and motion picture law; Sidney Schreiber, general counsel, MPA; Herbert Erlanger, lawyer, MPEA; Arch Reeves, formerly advertising manager, 20th-Fox, and Philip Marcus, former government attorney.

Gen. Sarnoff has already said, in a deposition released by Government attorneys, that if the producers had denied 16mm prints to non-theatrical consumers "on economic grounds" that was their own business. He added that it was "not false economies from their standpoint."

Charge "Restraint Of Trade"

The Government's complaint, which was originally filed in July, 1952, charges certain defendants and co-conspirators with restraint of trade and other illegal practices in the exhibition of 16mm versions of theatrical features. Specifically, defendants are charged with refusing to license the exhibition of 16mm feature films "in any place or manner that would compete with the exhibition of 35mm films" since 1945.

The Government will attempt to prove that the distributors conspired to deny pictures to TV in 16mm form. If the Government wins, the distributors would be forced to release their films to TV after only a short time lapse.

The defendants concede that the exhibition of 16mm prints has been restricted, but not because of a conspiracy. They contend that each distributor concluded it was serving its own best economic interests by not licensing films to TV, and their similarity of action was an unavoidable coincidence.

The five companies fighting the case are 20th-Fox, RKO Radio, Warner Bros., Columbia and Universal. Theatre Owners of

(*Continued on page* 16)

Remember?

THE NEW YORK TIMES
FRIDAY, AUGUST 8, 1952.

TV AND THE MOVIES

The Department of Justice has started an anti-trust suit against a number of Hollywood motion picture producers for the express purpose of forcing them to make their films available to television. In our opinion it is a suit born of fuzzy bureaucratic thinking that clearly flouts economic reality.

The department is asking the producers to sell to television the 16 mm. duplicate prints of the 35 mm. films normally shown in the nation's picture houses. Traditionally, these prints have been shown in churches, clubs and military service camps, and the producers understandably have imposed restrictions on their use lest they jeopardize business at theatre box offices. Now the department demands the removal of those restraints so that the TV broadcasters can have access to Hollywood's reservoir of feature attractions.

The basic absurdity of the suit is its assumption that Hollywood not only must accommodate its chief competitor but do so on terms ruinous to itself. At its present stage of development television as a whole can afford to pay a total of about $25,000 in rental fees for a Hollywood film made some years ago, whereas showing the same film for another run in theatres

NEW YORK
Herald Tribune

Thursday, August 14, 1952

Another Administration Mistake

The politically tinged Department of Justice has shown time and time again in its interpretation and administration of the anti-trust law that it simply does not understand the basic economics of the business world today. In some actions the Department has been able to justify its complaint but in many others it seemed that the Department was seeking to penalize efficiency or "bigness".

Its most recent foray into the field of profits and losses (an unfamiliar place for too many government agents), provides a striking illustration of the inability or unwillingness of this arm of the national administration to understand the free enterprise system and the daily problems that must be overcome if red ink or bankruptcy is to be avoided. The motion-picture industry, the experts in Washington seem to have decided, must be compelled to commit economic suicide. This industry, which represents an investment of more than two and a half billion dollars, should not be permitted to protect the investment against its closest and yet most

Journal NEW YORK American
TRUTH, JUSTICE PUBLIC SERVICE

SATURDAY, AUGUST 16, 1952 ****

Movies and TV

A STATEMENT a few days ago by Spyros P. Skouras, president of 20th Century-Fox Film Corp. points up as flagrant and absurd an example of governmental bureaucratic interference as we have come across in quite a while.

It is this: The Department of Justice started last month an anti-trust suit against a number of Hollywood motion picture producers to compel them to make their films available to television and TV advertisers.

In other words, the motion picture producers are kindly requested to cut their own throats.

The Government is demanding that TV have access to Hollywood's feature attractions under conditions that practically guarantee ruin. In the words of Skouras: "If the Government can force us to sell our finest pictures to television companies and advertisers at a ridiculously small price, this would be practically confiscatory."

If this thing should go through it is not wild-eyed alarm to say that it

New York World-Telegram
and
The Sun
A SCRIPPS-HOWARD NEWSPAPER.



"Give Light and the People Will Find Their Own Way"

FRIDAY, AUGUST 15, 1952

Editorials

A Phony Antitrust Suit.

Under the laudable pretext of doing something for shut-ins, hospital patients, church and club groups and members of the Armed Forces, the Department of Justice has filed an antitrust suit against a number of film companies. It wants the courts to compel them to sell 16mm film to all comers virtually without strings attached.

Actually this suit strikes us as being as phony as a $3 bill. The film companies already are well looking after the interests of those with a legitimate stake in the 16mm films. They are not, and for perfectly obvious reasons, looking after the interests of the television industry and the fly-by-

EDITORIAL PAGE OF THE DAILY MIRROR
NEW YORK, MONDAY, AUGUST 18, 1952

"Ye shall know the truth and the truth shall make you free." —John, viii, 32

Blundering Bureaucrats

GOVERNMENT LAWYERS, sticking their noses into a delicate business they know nothing about, have filed an anti-trust suit against 12 major movie companies, charging them with a "conspiracy" to keep 16-mm. feature film prints from being grabbed by television.

The anti-trust laws were created to curb business pirates who got together in the dark to eliminate competition by criminal means. They were not devised to arbitrarily coerce one industry to turn over its basic property rights to a competitive industry at a gigantic, possibly a ruinous, loss.

The motion picture theatre industry which represents an investment of more than two-and-a-half billion dollars, has found it would be committing hara-kiri by releasing its costly films for cheap televised showing and destroying their value for theatre exhibition. This would appear to be a sound decision made by men who don't want to see the essential product of their industry confiscated by government flat.

What kind of "conspiracy" do the busybody government lawyers see in that sane business policy?

The Government's anti-trust suit against the motion picture industry, instituted in July 1952 for the purpose of forcing film producers to make their films available to TV brought on a barrage of editorial opinion opposed to the Government's position. Above are facsimiles of editorials which appeared in New York's leading newspapers during this period, including the "Times," "Tribune," "Journal-American," and "World-Telegram."

From 20th in October:

THE RISE, THE FALL OF E

THE GIRL IN THE RE

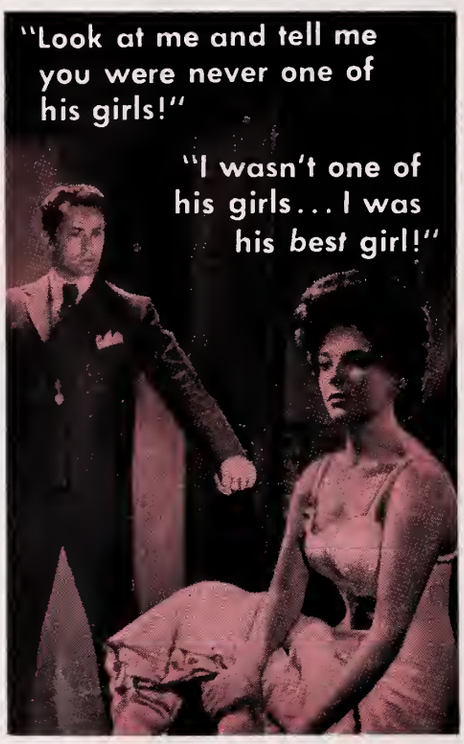


LIFE MAGAZINE'S PICTURE OF THE WEEK! See Sept. 12 issue

COLOR

From penniless model to mistress of $40,000,0C







RAY MILLAND • JOAN COLLINS • FARLEY GRANGER in "THE GIRL IN THE RED VELVET SWING" with Luther Adler • Cornelia Otis Skinner • Glenda Farrell • Frances Fuller • Philip Reed • Gale Robbins • Produced by CHARLES BRACKETT • Directed by RICHARD FLEISCHER • Written by WALTER REISCH and CHARLES BRACKETT



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VELYN NESBIT THAW

D VELVET SWING

by DE LUXE CINEMASCOPE®

O!



Republic In Peak Filming Period; Industry Faces Best Years: Yates

With Republic Studios production activity at its highest level in the company's history, President Herbert J. Yates has forecast the brightest outlook for Republic and the film industry in many years.



HERBERT J. YATES

Yates pointed out that all 19 stages on the Republic lot are occupied with theatrical feature production and television activity. He said that all technical departments are working overtime to complete the company's greatest production program which has seen 15 features already completed this year.

More than $1,000,000 will be expended before the end of the year on additional construction, technical equipment and further development of Republic's new Cinepanoramic lens, it was announced. "Domestic and foreign business will show increases this year," said Yates. "This, together with the current saturation peak activity points to a most optimistic outlook for the industry during the final quarter of this year and the first six months of 1956," the Republic president stated.

Activity Described

A breakdown of activity at Republic shows seven features and TV productions shooting on the sound stages, two features being scored and dubbed and at least 17 story properties in preparation and slated to roll in the near future.

Republic features before the cameras include "The Maverick Queen," a Zane Grey story starring Barbara Stanwyck, Barry Sullivan, Scott Brady and Mary Murphy, which is being filmed in Trucolor and Cinepanoramic, Republic's new anamorphic lens, with Joe Kane the associated producer-director; "Shot in the Dark," a William J. O'Sullivan production with Marjie Millar, John Hudson and Tony Caruso with R. G. Springsteen directing, and "Stranger At My Door," toplining Macdonald Carey, Patricia Medina and Skip Homeier which William Witney is directing for associate producer Sidney Picker.

Currently on Republic scoring and dubbing stages are the Trucolor feature production "Come Next Spring," starring Ann Sheridan and Steve Cochran and co-starring Walter Brennan, Sherry Jackson and Richard Eyre which R. G. Springsteen directed, and "Circus Girl," now being dubbed under the supervision of associate producer-director John H. Auer.

The future Republic schedule is one of the studio's heaviest with 17 properties in various stages of preparation. Many of these will be filmed with the new Cinepanoramic lens and in Trucolor. They include "Lisbon," scripted by John Tucker Battle for Ray Milland. Milland is currently in Lisbon scouting locations for the top budget feature. "Annie Jordan" written by Irmgard Von Cube and Harold Erickson and assigned to associate producer-director John H. Auer. "Portrait of A Hero" with the same associate producer-director; "Little Lady of the Big House," a William Dieterle production which Herb Meadow is adapting from the Jack London story; "Brother Van," which writer Warren Duff is preparing for associate producer-director Joe Kane; "Man of Violence," and "The Deerstalker," directed b Kane.

Product Listed

"The Long Watch," which is being scripted by Casey Robinson; "Back of Beyond," written by Thames Williamson and assigned to associate producer William J. O'Sullivan; "Renegades and the Woman," scripted by Barry Shipman and to be produced by Sidney Picker; "Jesse James Was My Neighbor," the Homer Croy story adapted by John Butler for associate producer Rudy Ralston, who has also been assigned to "And Suddenly You Run"; "Below the Sumit," authored by L. Bush-Fekete and Mary Helen Fay and "Lady in Lace," a Robert Blees story which is on the schedule of associate producer-director Steve Sekely; "Sophisticated Lady" for R. G. Springsteen; "The White Leopard" and "The Long Way Back," being prepared by Richard Landau for associate producer Edward J. White. Frank Lloyd and Mickey Rooney productions are also stated.

On the basis of current studio peak activity and the future product lineup, Yates stated that 1955-56 will be the greatest production year in Republic's 20 year history.

Marciano-Moore Tote

Theatre receipts for the Marciano-Moore heavyweight fight have been estimated at $1,240,000 by Theatre Network Television officials. According to TNT, 90 percent of the 129 houses carrying the fight did capacity business. Only a shortage of equipment prevented the addition of 50 more theatres, said TNT.

Continental Plan Expands: Reade

An ambitions expansion program, encompassing the domestic release of as many as 12 British and foreign-language motion pictures in one year, is envisioned by Continental Distributing, Inc. In a press conference this week, Frank Kassler, president, and Walter Reade Jr., board chairman, disclosed that the sights of their company are set on the acquisition and distribution of "quality" offerings only.

Continental, which now has "To Paris with Love" in distribution nationally, has concluded negotiations for the American release of five pictures produced overseas. Four: "The Night My Number Came Up," from England and starring Michael Redgrave; "Adorable Creatures," from France and starring Martine Carol; "The Snow is Black," French, from a Georges Simenon novel, and "Hill 24 Doesn't Answer," multi-lingual Israeli production, are set for release before the end of the year.

A fifth picture, "The Ladykillers," in which Alec Guinness stars, has been acquired by Continental for distribution during 1956, it was pointed out.

Plan Reviewed

Both Reade and Kassler were of the opinion that the Continental sales force will be expanded during coming months to handle the newly acquired product. Pictures will continue to be sold first run under "The Continental Plan," which Reade introduced six months ago when his company acquired "To Paris."

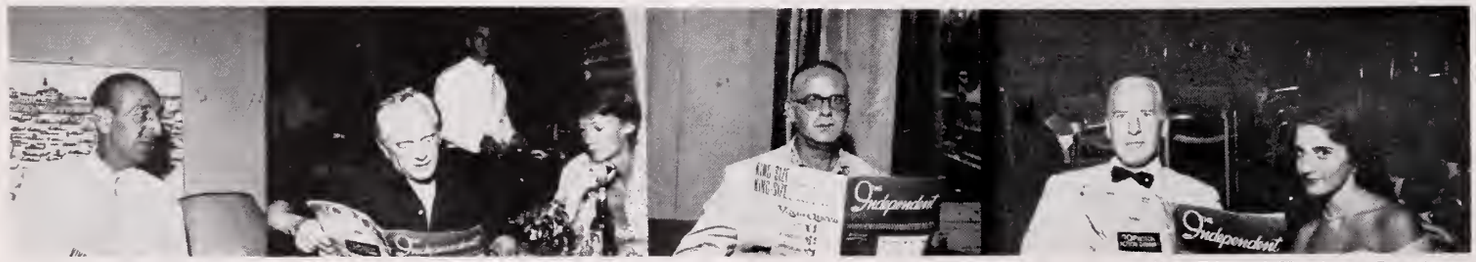
Under the "Continental Plan," exhibitors desiring first run area showings of Continental imports subscribe percentage-wise in the capitialization of the picture, Reade said.

"We feel," said Reade and Kassler," that the effect of the acquistion of this important new product, the application of 'Continental Plan' and the expansion of our sales force, places Continental in a very unique position. We are building a niche for ourselves in the indnstry with virtnally no competition for our type of organizational step."

In addition to importing and distributing, Reade maintained that Continental will, if all goes well with "Hill 24," participate in arrangements leading to the co-production of Israeli-American motion pictures.

He said also that Continental is not averse to handling domestic American product, and feels that many a picture requiring specialized handling could have, in the past, profited by distribution via an outfit such as Continental.

The Independent Is Read . . .



The panorama of international film industry personalities reading your Favorite Industry Publication at the recent Venice Film Festival includes (l to r): Ottavio Croze, Festival director and veteran organizer of international film celebrations; Anatole Litvak, whose picture "The Deep Blue Sea" (20th-Fox) was among the many American films entered in competition this year, and Sophie Malgat, journalist; Edward Harrison, American distributor of "Gate of Hell," who delivered a talk on the problems of independent distribution in the U. S. and presented his short on Goya, and John G. McCarthy and daughter, Lily. McCarthy is partnered with Richard Davis in United Motion Picture Organization.

Bingo Up In Air Despite Ruling

The legality of bingo playing in New York City—an issue that has for long been a thorn in the side to Gotham exhibitors—was somewhat clarified this week by an opinion delivered by the city's corporation counsel, finding the game within the law if played under terms of a Court of Appeals decision of 1952.

That decision held bingo legal if played in conjunction with "an entertainment" and if tickets were sold for the entertainment and not for the bingo game.

The corporation counsel's opinion meanwhile served to set the wheels of the City Council in motion toward advancing laws that would make the game legal for charitable groups.

Effect Noted

Extent of Metropolitan area bingo playing as it affects exhibition can be gleaned from the situation in which Albert Greene, owner of the neighborhood Avenue U Theatre, Brooklyn, became involved this week.

Discerning that five different local organizations, including houses of worship, held bingo games on five respective evenings weekly, Greene decided to counter by inaugurating a game called "Cha-Cha" next week at his theatre. The game is similar in form to bingo.

The corporation counsel's ruling was made in response to a request from Mayor Wagner. It centered on the interpretation that bingo generally is in conflict with the law against lotteries. In every lottery, the three essential elements, counsel noted, are "chance, payment of a consideration for the chance, and a prize."

Bingo may be legal provided one of these elements is missing, counsel emphasized. He then asked that the police provide "a judgment as to the presence or absence of the essential statutory elements of a lottery."

Essaness Trust Action Settled Out Of Court

CHICAGO.—Attorneys for both sides this week arranged an out-of-court settlement in the Essaness Circuit's anti-trust action against the major film companies. Louis Nizer, representing the defendants, made the motion in Judge William Campbell's court, and also moved for the dismissal of suit by the estate of Sidney Speigel against the film companies.

Essaness had claimed a record-breaking figure of $35,440,000 in damages from the defendants.

JDA Award Winner



William J. German congratulates Danny Kaye upon the latter's winning the first JDA "Human Relations Award" as Harry Brandt, JDA industry division co-chairman with German, looks on.

Danny Kaye will be awarded the first "Human Relations Award" given by the motion picture division of the Joint Defense Appeal, for his work in spreading democracy throughout the world. The announcement was made by JDA co-chairman Harry Brandt, at a conference attended by JDA industry chairman William German, JDA industry awards committee member Barney Balaban, and Kaye. The award will be presented at a testimonial luncheon on Oct. 19.

Meanwhile, a world-wide gross of $300,000 was predicted for Danny Kaye's "Assignment Children," produced and released by Paramount for UNICEF. Earnings are being re-invested in additional prints to insure widest possible release. At a press conference at UN headquarters, Kaye revealed that the feature, now narrated in 18 languages, has been seen by about 50 million persons in the U.S. and Canada.

Extend Anglo-U.S. Pact

LONDON.—British and U.S. negotiating teams have agreed to extend the Anglo-American motion picture agreement for another year without change. The agreement permits U.S. distributors to remit $17 million of their British film earnings unconditionally during the year from Oct. 1.

Also continued in the arrangement reached last year in Washington whereby U.S. companies voluntarily waive their right to transfer $2.25 million of additional earnings from the operation of the Eady Plan. With Eady earnings estimated at $4.5 million annually, the final total remittance is put at $19,250,000.

ITOA Ratifies Arbitration Draft, Urges Tax Drive

First of the industry organizations to endorse the draft of the proposed industry-wide system of arbitration was the Independent Theatre Owners Association, who passed a resolution approving the document at its Fall luncheon meeting.

Other resolutions were adopted urging a new Federal tax campaign drive by COMPO for the complete elimination of the excise tax on admissions, and expressing ITOA's opposition to proposed efforts to foist Government regulation on the industry. Announcement of the resolutions were made by ITOA president Harry Brandt.

Cohen Explains Draft

The arbitration draft was explained at the meeting by Max A. Cohen, who served as ITOA's representative on the all-industry committee. Ratification of the document came shortly after a question-and-answer period.

The new directors of the Association are as follows: Richard Brandt, Samuel Einhorn, Norman Elson, Sam Freedman, Jack Hattem, Ben Knobel, Larry Kurtis, Murray LeBoss, Martin Levine, Al Margolies, Melvin Miller, Walter Neithold, Irving Renner, Ray Rhone, Jack Rochelle, Al Shukat and David Weinstock. Guest speaker at the luncheon was Hon. Bernard J. O'Connell, Commissioner of the Department of Licenses.

Regional Allied Meet Slates Major Topics

BOSTON.—The regional convention to be held by Independent Exhibitors, Inc. of New England together with Allied units from Connecticut, New Jersey and Maryland on Oct. 24-25 at Toy Town Tavern, Winchendon, Mass. is shaping into one of the most active and important conventions to be held by IENE in some time.

Under general chairman Edward W. Lider and co-chairman W. Leslie Bendsley and Norman Glassman, the program committee has set up a tentative list of topics to be discussed. They include: Allied's film rental regulation bill and its legislative program, film rentals generally, drive-in theatre subjects and COMPO.

Irving Dollinger, who is treasurer of National Allied and the national delegate of Allied of New Jersey, is scheduled to make the keynote address.

. . . All Over The World



Among the film industry figures from nations the world over to attend the recent Venice Film Festival and glean trade news of activities back home from your Favorite Industry Publication were (l to r): Francesco Anfodillo, vice-director of the Festival; Mrs. Ilya Lopert and Edward Kingsley, distributor and recently appointed head of the new importing subsidiary of Columbia Pictures; Ilya Lopert, distributor-producer who was awarded a special medal of honor from the Italian government for producing "Summertime" (UA), and Joseph F. Beattie, who headed up the official U. S. delegation to the annual fete at which Robert Aldrich's "The Big Knife" (UA), won a Silver Lion.

THRU UA

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GREAT SCREEN ACHIEVEMENT

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starring

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"GENTLEMEN MARRY BRUNETTES"

IT'S THE BIG, BUXOM, BEAUTIFUL EXTRAVAGANZA!



Never Such a Parade of Great Song Hits!

"GENTLEMEN MARRY BRUNETTES"

"YOU'RE DRIVING ME CRAZY"

"MISS ANNABELLE LEE"

"HAVE YOU MET MISS JONES?"

"MY FUNNY VALENTINE"

"I'VE GOT FIVE DOLLARS"

"I WANNA BE LOVED BY YOU"

"AIN'T MISBEHAVIN'"

"DADDY"

"ITS ASSETS ARE SO MANY THAT ITS BOXOFFICE POTENTIAL CAN BE CALCULATED WELL IN ADVANCE!"
—M. P. Daily

Academy "Oscar" Dates Suit Exhib Convenience

The 28th Academy Awards presentation ceremonies will be telecast Wednesday, March 21, 1956, over NBC; following telecast of Awards Nominations ceremonies on either the 13, 14, 15 or 16 of next February, according to George Seaton, Academy of Motion Picture Arts and Sciences president.

Weekend shows are being avoided for 1956 by the Academy in deference to motion picture exhibitors, Seaton explained. He added that a week-day date for Academy telecasts affords more general press coverage by all newspaper editions.

TOA Conclave Highlighting Host Of Exhibitor Problems

Discussions of arbitration, COMPO, the audience awards and subscription television will highlight the annual convention of the Theatre Owners of America, as announced this week in the final agenda of the conclave. The meeting will be held from Oct. 6-9 in Los Angeles, California.

After the opening of the convention by E. D. Martin, on Thursday, Oct. 6, the following addresses will be heard: Keynote Address, Mitchell Wolfson; Nominating Committee Report, Walter Reade Jr.; Audience Awards, Elmer C. Rhoden; Subscription TV, Alfred Starr; and Convention Announcements by J. J. Rosenfield, Ernest G. Stellings, and Lester R. Kropp.

The afternoon session, chairmaned by Mitchell Wolfson, will feature a production seminar conducted by Y. Frank Freeman. At 7 P.M., a "Hollywood Evening," with cocktails and buffet supper, will be hosted by the Association of Motion Picture Producers.

On Friday, Oct. 7, committee reports and discussions at the Biltmore Theatre will be concerned with the following topics: Joint Allied-TOA Committee—E. D. Martin; Arbitration—Mitchell Wolfson, Herman M. Levy; EEFG Report—Samuel Pinanski; Field Activities—George Gaughan; Organization and Membership—George Kerasotes, Walter Morris and Art Adamson; Insurance—Arthur H. Lockwood.

Also, COMPO—Sam Pinanski; National Legislation—A. Julian Brylawski; State & Local Legislation—LaMar Serra and Robert Bryant; Film Reviewing—H. F. Kincey; Labor Relations—Abe Blumenfeld; Building and Safety Codes—Henry Anderson; Public Relations—Jack Keiler; and "Planned Theatre Safety and What It Means For You"—C. J. Seroka, The Travelers Insurance Co.

After luncheon (which includes a Hollywood studio tour for the ladies), an afternoon seminar, with Frank Whitbeck moderating, will discuss advertising and promotion. Participants will be Jerome Pickman, Paramount; David Lipton, U-I; Frank Rubel, Central States Theatres; and Thornton Sargent, Fox West Coast Theatres. A Trip to Disneyland will follow the panel discussion.

On Saturday, Oct. 8, a Conventional Theatre Forum, moderated by R. M. Kennedy, will discuss trade practices, film rental, reports, discussions on operations, concessions, equipment, advertising, and promotion.

After luncheon, a Drive-in Theatre forum will discuss the same subjects as they apply to ozoners. Other features are discussions of Problems of Small Theatre Owners, and a Speak-You-Mind session. The day concludes with a cocktail party and the President's Banquet, at which the star-of-the-year award will be presented by E. D. Martin.

On Sunday, Saturday's agenda and unfinished business will be concluded, if necessary.

One of the features of the Oct. 6-9 Los Angeles convention of Theatre Owners of America will be a "Show Shop" from M-G-M, consisting of a visual, 50-foot walk-around displays of the film company's 33 promotion aids for theatremen. Display was arranged in compliance with requests from Walter Reade Jr., of Walter Reade Theatres, who is also TOA board chairman, and Herman Levy, TOA general counsel.

The exhibit was desired in the wake of the successful series of Metro Ticket-Selling Workshops, at which the promotion aides served as focal points. Mike Simons, Metro customer relations director, will be on hand to supervise the display, at Booths 39, 40 and 41.

Theatre Owners of America will closely study and explore the operational methods of Great Britain's Cinematograph Exhibitors Association, according to TOA general counsel Herman M. Levy. Returning from a six-weeks trip abroad, Levy reported that he was greatly impressed with the "closely-knit" manner in which CEA's branch meetings were conducted. ". . . at present, our own affiliate groups are holding their own regional conclaves without supervision and advice from national headquarters," he said.

M-G-M Sets Four, Plus Two Specials

M-G-M has announced four new productions for general release, six reprints and two new additional releases for "special engagements only" during the three months starting Oct. 7.

In October, M-G-M will offer "Trial," in widescreen, Glenn Ford-Dorothy McGuire starrer; "Quentin Durwood," CinemaScope-Technicolor, starring Robert Taylor and Kay Kendall; "The Philadelphia Story," James Stewart-Cary Grant-Katherine Hepburn starrer, and "Green Dolphin Street," starring Lana Turner and Van Heflin.

Leadoff picture for November will be "The Tender Trap," Eastman Color-CinemaScope, starring Frank Sinatra, Debbie Reynolds, David Wayne and Celeste Holm. Reprints scheduled are "A Guy Named Joe," with Spencer Tracy, Van Johnson and Irene Dunne in the leads, and "Thirty Seconds Over Tokyo," starring Tracy and Johnson.

Listed for "special engagements" are Sam Goldwyn's "Guys and Dolls," with Marlon Brando, Frank Sinatra, Jean Simmons and Vivian Blaine top-cast, bowing in October and November; also "I'll Cry Tomorrow," Susan Hayward starrer, slated for December.

"Kismet," starring Howard Keel, Ann Blyth, and Dolores Gray with be M-M-G's Christmas-New Year's attraction in Eastman Color and CinemaScope.

Court Hears NT Petition

National Theatres is seeking to acquire a 1,200-car capacity drive-in at Las Vegas, Nev., the Justice Department revealed this week. There will be a hearing at 2 P.M. on Monday, October 10, before Federal District Judge Clancy in New York City, Justice officials said. Interested parties may testify. At present, National does not operate any theatres in Las Vegas. The drive-in it wants to buy is already in operation, but the present owners wish to dispose of it.

Technicolor Takes First Step In Diversification Plans

Another example in the trend towards diversification in the motion picture industry was revealed this week by Dr. Herbert T. Kalmus, president and general manager of Technicolor Motion Picture Corporation, who announced that his company, as the first step in its diversification program, would engage in the business of processing amateur Kodachrome film when such film becomes available from the Eastman Kodak Company.

No further information on the new service is available at the present time, said Kalmus, who also revealed that Technicolor profit after taxes for the first three quarters of 1955 is $1,775,000, or 89 cents per share. This compares to $1,427,000 or 73 cents per share for the corresponding period of 1954.

Dividends of 25 cents per share on common stock were also announced, payable on Oct. 25 to stockholders of record on Oct. 10.

An interesting example of diversification "in reverse" was reported from Tulsa, Oklahoma, where purchase of the controlling stock in four downtown Tulsa theatres by the William Brothers Co., pipeline contractors, was announced by president John H. Williams.

Theatres involved are the Ritz, Orpheum, Rialto and Majestic, formerly controlled by Theatre Enterprises, Inc., Dallas. It was rumored that management will be taken over by Jack Hull, who now operates a booking agency in Oklahoma City with his brother, James.



Among leading theatremen to view the first 20th-Fox "New Stars" short subject were L to R: W. C. Gehring, Fox exec. asst. sales mgr.; Bill Howard, RKO Theatres; Sid Markey, AB-PT; Harry Mandell, RKO Theatres; Harry Kalmine, SW; Eugene Picker, Loew's; Sol A. Schwartz, president, RKO Theatres; Leonard H. Goldenson, president, AB-PT; and Al Lichtman, Fox distribution director.

For complete story, see page 13.

Dana Wynter



Richard Egan



Sheree North



Joan Collins



Fox, Para Trailers Boosting 'New Faces'

Complying with exhibitor requests for special promotions of new personalities, both 20th-Fox and Paramount are now making available specially-prepared trailers which plug their most promising "new faces."

Top theatre circuit executives were the guests of 20th-Fox for a screening of a CinemaScope short, announced as kicking off a major public relations campagin developed at the Fox studios. Attending were Leonard H. Goldenson, AB-PT president; Sol. A. Schwartz, RKO president; Harry Kalmine, SW executive; Edward Hyman, AB-PT; Eugene Picker, Loew's, and many other industry figures. Fox executives Charles Einfeld, Al Lichtman and W. C. Gehring were hosts.

Gehring, introducing the film, underscored company policy recently announced by president Spyros P. Skouras and production head Darryl F. Zanuck to bring new and exciting faces to motion picture audiences in top-budgeted films.

Pictured in the four-minute and 20-second short in informal poses and scenes from their next attractions were Dana Wynter, English star of "The View From Pompey's Head," Joan Collins, star of "The Girl In The Red Valvet Swing," and Sheree North, star of "The Lieutenant Wore Skirts." Other new Fox personalities headed for stardom, such as Richard Egan, will be seen in forthcoming featurettes.

The subject will be made available to exhibitors within a few weeks, and was planned to aid theatre men in advance campaigns for the productions in which the new personalities are topcast.

Meanwhile, Paramount screened two shorts of new personalities as a prominent feature of the annual meeting of AB-PT affiliates held in Spring Lake, N. Y. The theme of the entire conclave was the subject of new, young talent in pictures, and a large brochure distributed at the meeting listed short biographies of young new talent on various studio rosters.

Don Hartman, executive producer at Paramount, introduced a short subject revealing some of his studios "new faces" in scenes from their upcoming films. The personalities included Carol Ohmart and Tom Tryon, unknowns making their screen bows as stars of Michael Curtiz' "The Scarlet Coat," and Shirley MeLaine, soon to be seen in "The Trouble With Harry" and "Artists and Models."

Hartman then presented to the meeting a second short, "Bing Presents Oreste," in which Crosby does a piece of business with the new star of "The Vagabond King," and calls him "the greatest singing voice of all times."

Paramount ad-publicity-exploi director Jerry Pickman was quoted in the brochure as writing to AB-PT executive Edward Hyman: "This short is fine enough to be shown with pride at any theatre in the world. As the narrator, Bing Crosby could not possibly be topped or even equalled. . . . I feel this will carry more weight than any other introduction which Oreste could possibly have been given."

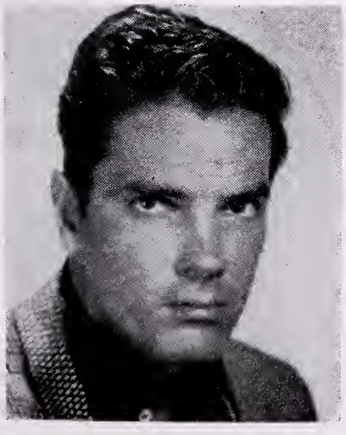
After the AB-PT meeting, Goldenson again advocated the development of new faces as serving a two-fold purpose: to eliminate the shortage of box-office names, and to enhance the movie interest of teen-agers with young faces attractive to them.

The current situation, he said, wherein about a dozen stars practically control the industry by demanding exorbitant sums with the resulting steadily increasing costs to everyone involved, would be considerably alleviated by the appearance of fresh personalities on the theatre screens.

Both AB-PT, in a special resolution, and Fox, in its part of the brochure, urged exhibitor cooperation in this drive to establish new personalities firmly in the public's mind.

Said Fox: "Unless the exhibitor stops saying, 'Who's in it?' and starts saying, 'What's it about?' this business will dig itself deeper into the rut in which it now finds itself. . . . Twentieth feels that the exhibitor has an obligation to introduce these new stars . . . and join hands in aggressively publicizing these stars to the public."

Tom Tryon



Carol Ohmart



Oreste



Shirley MacLaine



There will be nationwide applause for "Rebel Without A Cause!"



REMINDER FROM COMPO: DID YOU MAIL YOUR NOMINATIONS FOR AUDIENCE AWARDS?



The reception committee for the new kid on the block!



JAMES DEAN

The overnight sensation of 'East of Eden' becomes the star of the year!

Warner Bros. put all the force of the screen into a challenging drama of today's juvenile violence!

"REBEL WITHOUT A CAUSE"



CINEMASCOPE
WARNERCOLOR

also starring
NATALIE WOOD with SAL MINEO
JIM BACKUS · ANN DORAN · COREY ALLEN
WILLIAM HOPPER · Screen Play by STEWART STERN
Produced by DAVID WEISBART
Directed by NICHOLAS RAY
Music by Leonard Rosenman



...and they both come from 'good' families!

Distribs Deny 16mm Conspiracy As Anti-Trust Trial Under Way

(Continued from page 5)

America was named as sole co-conspirator in the original complaint, but on Feb. 9, 1955, the government received court permission to amend its complaint and add six other alleged co-conspirators: National Allied, Independent Theatre Owners Assn., Metropolitan Motion Picture Theatres Assn., Pacific Coast Conference of Independent Theatre Owners, Southern California Theatre Owners Assn., and COMPO.

From 125 to 150 witnesses may be called to testify at the non-jury trial, which is expected to last three months. Presiding is Federal Judge Leo R. Yankwich.

Films Inc. and Pictorial Film, distributors of the companies' 16mm version, who were named as defendants, had previously followed the example set by Republic Pictures and became parties to consent decrees. They were ordered to offer their feature films for TV showings within 90 days. However, the number of films was not indicated.

Myers Speaks Out

Earlier, Allied general counsel Abram F. Myers termed the consent degree granted to Republic a "phony," in a bulletin which discussed the decree for Allied's membership. Myers said: "Republic's defection occurred a long time ago. The decree . . . serves merely as an occasion for the U. S. Government of Justice to pin a shoddy feather on its cap."

"To exhibitors," Myers said, "the decree is significant only as indicating what the Government is seeking in this strange litigation. The fact that one defendent has surrendered may influence the court in its consideration of the evidence relating to the others, but this is highly speculative."

Seek Arbitration Draft Approval

(Continued from page 4)

national committee.

There will also be a National Appeals Board, consisting of three "impartial non-industry members" unanimously agreed upon by members of the national committee.

Should the arbitrators find in favor of the complainant they may award damages if they have been requested. Besides actual damages, they may award "exemplary damages," which must not exceed the amount of the actual damages awarded.

Each distributor who is a part to the agreement is entitled every 12 months to designate two pictures of "unusual character" for exclusion from the provision of the plan, until they are announced for general distribution.

The text of the draft as released does not specify how the operations of the arbitration system are to be financed.

New Posts

GEORGE J. SCHAEFER, veteran film executive, has been elected a vice-president of the USO as well as a member of the board of directors, the executive committee and the nominating committee.

P. R. BIALS has been appointed sales service mgr. for American Seating Co.

ROBERT J. SHAPIRO, mng. dir. of the New York Paramount Theatre, has been appointed to the newly-created post of executive vice-president of New York's Cinema Lodge of B'nai B'rith.

GEORGE BOLE has been promoted to production vice-president of United World Films, subsidiary of Universal Pictures.

J. HULL has been assigned as Altec Service Corp.'s eastern division mgr. He replaces J. A. Childs, recently resigned to join Todd-AO in a technical supervisory capacity.

ROBERT GORDON EDWARDS has been appointed to the new post of public relations director of Titanus Films. He has been in charge of I.F.E.'s Rome public relations office for the past two years.

JOE HYAMS, with Columbia's special events-exploitation department since 1947, has resigned to join the office of Bernard M. Kamber, motion picture producers' rep.

JOHN C. DE WAAL, formerly RKO Radio H.O. representative in branch operations, has been promoted to manager of branch operations, replacing William J. McShea, deceased.

MORRIS RELDER, Universal sales mgr. in Kansas City, has been promoted to branch mgr., replacing Jack Langan, resigned.

JOHN N. KRIER was named vice-president and general manager of Inter-Mountain Theatres, Inc., subsidiary of American Broadcasting-Paramount Theatres in Utah and Idaho. Krier was booker and buyer for the circuit prior to the recent death of Ray M. Hendry, whom the appointee replaces.

ROGER CARAS joined Columbia Pictures' home office exploitation department. He has for 12 years worked in the promotion field of motion pictures and stage, television and radio shows, and was most recently affiliated with the Myerberg-RKO release of "Hansel and Gretel."

Pick Balaban, Murphy

WASHINGTON.—President Eisenhower has appointed Paramount president Barney Balaban, and Hollywood actor George Murphy to be members of a commission of 21 to plan for a vast national civic auditorium and civic center to be built in the capital.

Record Seen For "Hell"

"To Hell and Back" looms as the greatest grossing picture in Universal-International's 43-year-old history, according to Charles J. Feldman, vice-president and general manager. The prediction is based on what is claimed as the phenomenal box office performance to date of the picture in its first 300 dates.

Peck, Bartlett Firm

Actor Gregory Peck and Writer Sy Bartlett this week announced the formation of Melville Productions, Inc., to produce independent films. Offices of the company will be opened in November in New York and Hollywood, and announcements regarding the first production are expected shortly.

Dividends

American Broadcasting-Paramount Theatres has declared dividends of 25 cents per share on both outstanding preferred and common stock, payable Oct. 20 to holders of record on Sept. 23.

* * *

Earnings of Universal Pictures, in the 39 weeks ended July 30, rose to $2,987,521, compared with $2,636,415 in the comparable period of last year. Earnings are equal to $2.76 per share on 1,018,644 common shares outstanding, compared with $2.49 per share on 988,574 shares outstanding the year before.

* * *

The directors of Warner Bros. this week declared a dividend of 30 cents per share on the company's common stock, payable Nov. 5 to holders of record on Oct. 14.

Altec Service Sets Conclave For Chicago

Nation-wide get-together of Altec Service Corp. representatives will be held in Chicago following the closing in mid-November of the TESMA convention, according to H. M. Bessey, Altec executive vice-president. Sessions are scheduled for the Drake Hotel Nov. 10-12, and Bessy will preside. Various phases of company activities will come under discussion.

Attending from New York headquarters, along with Bessey, will be Marty Wolf, sales manager; C. S. Perkins, operating manager; A. J. Rademacher, assistant operating manager; P. F. Thomas, treasurer; S. M. Anderson, merchandising manager; D. L. Demarest and M. Bender, of headquarters engineering staff, and Bert Ennis, publicity and advertising director.

Metropolitan Exhib Group Doubles Size Of Board

The Metropolitan Motion Picture Theaters Association has voted an increase from 12 to 24 board members, in order to permit wider representation and to make available a larger force to draw upon for MMPTA activities. At its annual, the Association also approved the request of the United Hospital Fund for permission to solicit contributions for the organization's mid-November drive.

Named to fill 11 of the 12 new places on the board were Emanuel Frisch, Walter Brecher, James F. Gould, Philip F. Harling, Bernard Helfand, Murray Lenekoff, Harry Mandel, Martin Newman, Donald S. Rugoff, and Morris O. Strausberg.

Zinnemann In WB Deal

Director Fred Zinnemann has formed the F. R. Z. Company through which he will produce a minimum of four independent features which Warner Bros. will release, it was announced on the Coast this week. Details of the first film will be disclosed shortly, according to Jack L. Warner, production vice-president of the major.

Promotional Budget At $500,000

UA Greeting "Brunettes" With Hoopla Reserved For "Stranger"

With an eye to the tremendous boxoffice results generated by the slam-bang promotion for "Not As A Stranger," United Artists is giving the same treatment—with a few flourishes added—to "Gentlemen Marry Brunettes," the company's first big CinemaScope musical.

To the tune of a $500,000 promotional budget, UA is ringing in "Brunettes" with an all-media campaign that puts the emphasis on big-space ads, blanket radio-TV penetration, hefty national co-op support and music plugging on the grand scale.

A key feature of the advance activity lifting the lid on the multi-million-dollar production is a personal-appearance tour by stars Jane Russell and Jeanne Crain. In stands in New York and Chicago, to be followed by a Coast swing and a multiple-city Texas jaunt, the girls, accompanied by producer-director Richard Sale, rolled up pages and pages of local and syndicate news breaks.

Round-the-Clock Invasion

Their round-the-clock invasion of radio and TV studios solidly plugged "Gentlemen Marry Brunettes" to millions of listeners and viewers across the country. The Ed Sullivan Show alone carried the message to an audience of more than 38,000,000 when it starred Jane and Jeanne in a broadcast of the musical highlights of the UA release. In all, the stellar twosome appeared on 23 top-rated radio and television fixtures.

To capitalize on the strong advance penetration and exploit the lively selling angles of the film, United Artists is sending a roving team of ad-publicity-exploitation specialists into the field to personally supervise the $500,000 program.

The co-op support is spearheaded by a $370,000 slate of national and newspaper ads designed to beat the drums for "Brunettes" over a period of three months and reach a combined readership of 132,000,000. Coordinated activity for this phase of the campaign was blueprinted jointly by UA, circuit heads and promotional representatives of the participating manufacturers, distributors and retailers.

Lead-off event was a $75,000 contest sponsored by Exquisite Form Bra. The winner, chosen from among 63,000 entrants in eliminations staged at 2,300 theatres in the United States and Canada, earned a $10,000 modeling contract and a raft of breaks for "Gentlemen Marry Brunettes."

Another blue-chip tie-up backed by Lux employs full-page color ads, featuring Jeanne Crain, in the American Weekly, Parade and This Week Sunday supplement groups, which have a circulation of 38,000,000 in 25 major market areas throughout the country.

Co-star Scott Brady keys a series of Richman Brothers Clothing ads that will bally "Brunettes" in 53 key cities. The Richman stores will provide additional support via big-space window and counter displays. Maximum penetration for the program, timed to coincide with area openings, is detailed in a special promotional mailing to all distributors.

The United States Lines is cooperating in a letter-writing contest that will award a free round trip to France aboard the United States or the America to the winner and a companion. The competition will back first runs and subsequent engagements via theatre activity, newspaper publicity and displays at thousands of travel agencies.

Lane Bryant Cooperates

The 54 Lane Bryant women's department stores are coming aboard the campaign bandwagon with a slate of newspaper co-op ads and multiple-window store displays in 52 cities. The ads and promotional materials feature Jane Russell and banner puffs for "Brunettes." A full-color photo of Miss Russell with picture credits will be carried on the cover of the Lane Bryant catalogue, which has a nation-wide circulation of 500,000.

Miss Russell also spotlights the top-budget CinemaScope musical in a slate of Honeybug Slipper ads running in Glamour, Mademoiselle, Movie Life, Movie Star Parade, Intimate Romance, Personal Romances, TV Star Parade, True Love Secrets, Movieland, Real Romances and Real Story. Window and counter displays are being spotted at shoe stores, department stores and women's specialty shops in 32 exchange areas.

More mass-circulation penetration will come from ads featuring Jeanne Crain, including a Lustre Creme display in Life, a Home Decorators Silverware insertion in Glamour and full-page Amelia Earhart Luggage ads in Charm, The New Yorker, Fashion and Travel magazine and The New York Times.



Jane Russell and Jeanne Crain, with producer-director Richard Sale, arrive in New York to begin their personal-appearance tour spotlighting UA's CinemaScope-Technicolor "Gentlemen Marry Brunettes." A West Coast swing and a multiple-city Texas jaunt are also on the agenda for the musical's stars.

Freund & Freund Pillow Ticks is developing national attention for "Brunettes" in a Good Housekeeping ad carring a big-space photo of Miss Russell, supported by displays at furniture, house furnishing and department stores. Purofied Down Pillows is also running an ad in Good Housekeeping. One million special pliofilm pillow wrappers imprinted with a picture of the star will hypo the tie-up.

Hit Songs Promoted

Special displays in music shops, record stores and department stores are tied to the Coral album of the "Brunettes" score, taken from the sound track, as well as the Coral recordings of the title tune sung by Johnny Desmond, and Jane Russell's rendition of "Daddy" and "You're Driving Me Crazy."

Coral is distributing special streamers and display pieces to thousands of dealers throughout the country. UA has prepared a special tune promotional kit for retailers containing posters, cards and scene stills, which will be employed in window builds and counter displays. Participation by dealers, who have been hosted at a series of preview showings of the CinemaScope musical, will be timed to back local openings.

Leading disc jockeys in 220 cities have also been treated to advance screenings and will drumbeat "Brunettes" with round-the-clock plays of the eight songs by Rodgers and Hart, Walter Donaldson and other first-rank composers. Name-the-tune contests are hypoing additional interest for area bows.







LEFT: Jane and Jeanne appeared with Ed Sullivan on his TV show, presenting, musical highlights from the multi-million dollar musical to an estimated audience of 38 million. CENTER: As one of many promotional stunts, Marvy Mayer, winner of the $75,000 "Gentlemen Marry Brunettes"—Exquisite Form Bra contest, heads for a Hollywood screen test with an airplane ticket and check presented by UA publicity mgr. Mort Nathanson. She was chosen from among 63,000 entrants in eliminations staged at 2,300 theatres. RIGHT: CBS Radio Reporter Bill Leonard interviews Miss Russell and Sale in one of their 23 TV-radio stints figuring in the pre-premiere promotion. Jumbo air plugging carried "Brunettes" message to every exchange area.



"...strong box office..."
—MOTION PICTURE DAILY

"...ranks with the best..."
—HARRISON'S REPORTS

"...strong box office pull..."
—FILM DAILY

"...a critical and box office success..."
—HOLLYWOOD REPORTER

"...a box office success..."
—SHOWMEN'S TRADE REVIEW

Walt Disney's

Most *EXCITING* True-Life Adventure *FEATURE!*

THE AFRICAN LION

Technicolor



"...the best ever..." —*WEEKLY VARIETY*

"...deserves an award..." —*BOXOFFICE*

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Studios Pushing Locations Search

Along with its search for new stories, new talent and new directors and producers, Hollywood is also spending every minute of the day looking for new locations where it can film its stories. Today, an eager public is tired of backdrops and artificial sets and demands actual locale. Hollywood's movie-makers have gone to the four corners of the globe in search of realistic settings to please John Q. Public and his family.

Warwick Productions' "Safari," which Columbia will release and which stars Victor Mature and Janet Leigh is shooting in East Africa. Paramount's "The Mountain," a tale of the Alps, is shooting in the Alps in Chamoix, France. Warner Brothers is shooting "The Old Man And The Sea" in Havana, actual locale of the famous story.

M-G-M is shooting "Lust For Life," the story of Van Gogh in the actual towns and villages where the famous painter lived. 20th Century-Fox is shooting the musical, "Carousel," in Maine with Gordon MacRae and Shirley Jones starring.

Pictures now being scripted already have location scouts out searching for something gigantic, breathtakingly new for the cameras to capture for the public. It is just as difficult a task to find those new locales as it is to find those new faces.

This era of TV competition requires that motion pictures, with its new processes and widescreen, show the beauties of nature off in panoramic splendor on vast screens, laying out a visual carpet of beauty in color for America's movie-goers. That's a big attraction, when we realize that motion pictures are more international today, than they have ever been since their beginning.

Locations have recently caused the purchase of stories, because a new locale could be used and fire the imagination of the public.

AA Schedules Six Before Year's End

Six productions, of which three will be in CinemaScope, have been scheduled for filming at Allied Artists before the year runs out, according to Walter Mirisch, company's executive producer.

First picture in the group will be "The First Texan," with Joel McCrea starring as Sam Houston. Mirisch will produce in CinemaScope. On Oct. 25, the CinemaScope "The Legionnaire" will roll with Richard Heermance as producer.

"Three For Jamie Dawn" follows from Hayes Goetz Nov. 6. Story deals with 12 jurors in a bribe situation. On Nov. 22 Vincent M. Fennelly will start work on "Crime in the Streets," based on a Reginald Rose TV play and script.

"Cattle King" will begin production Dec. 6 in CinemaScope with Mirisch producing and George Montgomery starring. Billy Wilder's first for AA, "Ariane," will be launched Dec. 13 with Audrey Hepburn starring. Meanwhile, the cameras have started rolling on "The Friendly Persuasion," which William Wyler is producing and directing.

HOLLYWOOD ...on the wire

RICHARD BERNSTEIN, *Editor*
Hollywood Offices:
8245 Beeman Avenue
North Hollywood. Tel.:
ROgers 7-2347

Samuel Fuller has been signed by Columbia to direct and write the screen play of "The Long Chance," a novel by David Mark recently bought by the studio in advance of publication, and added to Fred Kohlmar's slate. Fuller, under contract to 20th Century-Fox, is permitted one outside picture a year. "The Long Chance" is the story of a horseplayer, trapped by the insanity of gambling as surely as an alcoholic is tyrannized by liquor, who spends one last nightmarish day at the racetrack, vainly trying to recoup and stave off the inevitable. Between races, his life and the lives of the women who have been associated with him, pass in review before him.

* * *

Otto Preminger is bringing Robert Strauss and John Conte from New York for key roles in "The Man With The Golden Arm," which will co-star Frank Sinatra, Eleanor Parker and Kim Novak. Film will be released by United Artists. . . . Alain Berheim has closed a deal with Documento Films of Italy for Charles Boyer to co-star with Sofia Loren in "It's Lucky To Be A Woman," which will shoot in Rome with Blassetti directing. . . . Antonio Triana, concert stage star in Spanish dance presentations, has been signed by Warner Brothers to dance in "Serenade," Mario Lanza starrer, now shooting in Mexico with Joan Fontaine, Sarita Montiel and Vincent Price co-starring and Anthony Mann directing. Henry Blanke is producing the feature.

* * *

Two of the strongest dramatic properties looming on the Fall literary horizon have been acquired by Jack Warner for screen production at Warner Brothers Studios. One is "Band of Angels," a new novel by Robert Penn Warren, who wrote "All the King's Men." The other is "Valor Will Weep," a play by Henry Denker and Ralph Berkey, which will be presented on Broadway by the Theatre Guild this Fall. "Band of Angels" is a Civil War story whose central character is a woman storm tossed by the war into turbulent love affairs. . . . Allied Artists will release "The Four Seasons," a La Salle Production, which goes before the cameras this week with David Wayne starring and Josef Shaftel producing and directing. The film, which will be shot in color, is based on an original story by Helen S. Bilkie. . . . U-I signed Ziva Shapir, Israeli actress, to a long-term contract. She has appeared in three Israeli films and was signed after a successful screen test at the studio, directed by Valentine Davies.

* * *

Gail Russell was signed as the femme lead in "Seven Men From Now," Batjac Production for Warner Brothers release," which stars Randolph Scott and Lee Marvin. Budd Boetticher directs the feature. . . . John Lupton was signed for Walt Disney's Fess Parker starrer, "The Great Locomotive Chase," which rolls this week in Clayton, Georgia. . . . O. W. Fischer, top European star signed a five picture deal with U-I.

* * *

Columbia Pictures has announced that Sam Spiegel's Horizon Productions has acquired the screen rights to "End As A Man," the novel and play by Calder Willingham, and will film it this Spring for Columbia release. The story of the experience of young men in a military school, it was produced off-Broadway two years ago and was such a hit that it moved to Broadway. Spiegel has started negotiations with Ben Gazarra, who played the lead in the play to critical raves, for the film, which will be filmed in New York and also on location at a military academy. This will be Spiegel's second film under his pact with Columbia. He will first get underway "The Bridges Over the River Kwai," which will shoot on location in December in Ceylon and Malaya.

* * *

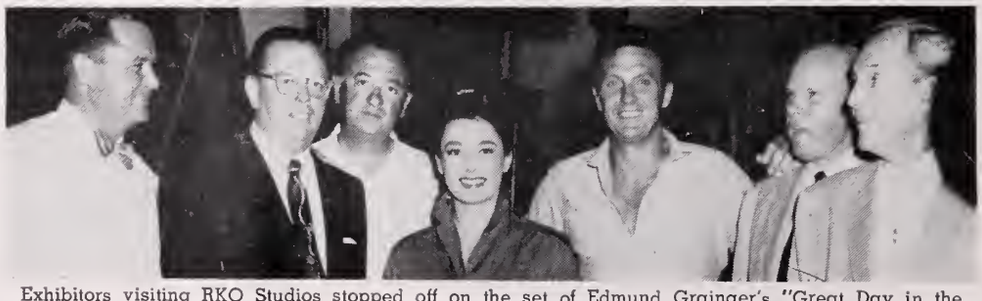
Producer Betty Box and Director Ralph Thomas have arrived in Hollywood from London for confabs with co-producer Harry Saltzman and Writer Ben Hecht regarding the final script of the M-G-M release, "Not For Money." The film is slated to go before the cameras on Nov. 28 in London with Bob Hope and Katherine Hepburn starring.

* * *

Van Johnson has been signed by U-I to star in Everett Freeman's original story, "Kelly and Me," which has been purchased by the studio. Robert Arthur will produce the picture, which will roll early next year. Set in the 1930's, it is the story of a song and dance vaudevillian, who is a flop until he accidentally teams up with a dog.

* * *

Republic puts another feature, "A Shot In The Dark" before the cameras this week. It stars Marjie Millar and Tom Drake and R. G. Springsteen will direct for associate producer William O'Sullivan. Screen play



Exhibitors visiting RKO Studios stopped off on the set of Edmund Grainger's "Great Day in the Morning" to visit with the producer and met two of the stars of the RKO Superscope-Technicolor release. (L. to r.): Producer Edmund Grainger; Ed Zabel, general manager of Fox West Coast Theatres; Director Jacques Tourneur; stars Ruth Roman and Robert Stack; Pete Londgren, assistant buyer for National Theatres, and Herb MacIntyre, RKO's western division sales manager.



BUSIEST DOCTOR AROUND!



HAS BROKEN FIRST RUN RECORDS THE COUNTRY OVER

NEW YORK—24 WEEKS · LOS ANGELES—10 WEEKS · PHILADELPHIA—8 WEEKS
ATLANTA—4 WEEKS · KANSAS CITY—7 WEEKS · DALLAS—4 WEEKS
INDIANAPOLIS—10 WEEKS · WASHINGTON, D. C.—16 WEEKS · SAN FRANCISCO—12 WEEKS
BOSTON—8 WEEKS · ST. LOUIS—9 WEEKS · NEW ORLEANS—3 WEEKS
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Fans Enjoy 'Shock Treatment,' Says Director Robert Parrish

By
Richard Bernstein

"If you shock an audience by what they see on the screen,, they'll participate and believe," director Robert Parrish stated at a luncheon interview. Parrish, one of the outstanding young directors in Hollywood, is currently at Paramount Studios, where he is prepping the story of Red Nichols, at present titled "Red Nichols and His Five Pennies."

The "shock treatment" mentioned above would relate to a sequence in the feature, "The Purple Plain," which starred Gregory Peck and introduced Win Min Than. Parrish directed this film for J. Arthur Rank and it was released by United Artists. The "shock" was watching a Mosquito plane crash and then seeing the aftermath from the pilot's eyes, he said. "The Purple Plain" was produced by John Bryan.

In doing the story of Red Nichols, one of the most colorful figures in the realm of music, Parrish moves into another field that allows him a lot of directorial scope. He will have Red Nichols himself as technical advisor. The original story for the film is by Robert Smith, with screen play by David Shaw.

For his star, Parrish has Danny Kaye. "Danny Kaye is doing a departure in this film," Parrish stated. "He is doing a believable character with a dramatic impact." One of the big sequences in the film deals with Atlantic City and Parrish and producer Pat Duggan plan to bring the real Atlantic City as it played a part in Red Nichols' life to the screen.

This is Parrish's second directorial stint for Paramount of late. The first was the Pine-Thomas feature, "Lucy Gallant," a story of the Texas oil fields and their people, which starred Jane Wyman and Charlton Heston.

In "The Purple Plain," motion picture critics felt that the big news in the picture



"Our Miss Brooks" transforms at Warners from a television series to a feature motion picture with Eve Arden starring. On the set (l. to r.) are: Jane Morgan, Miss Brooks' landlady; David Weisbart, producing for the studio; Director Al Lewis and Miss Arden. The motion picture retains most of the TV regulars.



ROBERT PARRISH

was that Parrish had signed a Burmese girl to play a Burmese girl. The fact that the girl had what critics called "the talent of stillness" and also could act like a veteran thespian in her first film was another amazing thing. "New faces," director Parrish said, "require a lot of time and careful direction."

After "Red Nichols and His Five Pennies," which will be made in VitaVision, Parrish will enter the independent production field again, as a producer-director. The project will be the work of a friend and an outstanding literary figure, Tom Lea's "It's A Wonderful Country."

Parrish worked on "The Brave Bulls," the screen version of Lea's other best selling novel and it was during this period that he and Lea agreed that he would direct the screen vrsion of the author's next book, which turned out to be "It's A Wonderful Country."

"This book is the story of Martin Brady and his horse, Lagrimas, which means 'Tears.'" Parrish explained. "It is the story of a man who has no home, no money and no family. He has courage, however, and throughout his travels and his adventures, he never loses that courage." The film will be made for United Artists release.

The story of Robert Parrish is an interesting story in itself. An Academy Award winning film editor, he has always had an exceptional knack for story values, which he explains he learned "from cutting films and seeing other people's story mistakes. I became sensitive to what makes a good story and I learned that even if a film is technically smooth and perfect, the story is still the most important factor," he said.

Although he insists that "the best directors come from writers," Parrish has proved himself to be an exception. His direction of "Cry Danger," which starred Dick Powell and was produced by Sam Weisenthal for RKO release, helped to make the film "a sleeper."

HOLLYWOOD...

for the feature is by Frederic Louis Fox and John K. Bulter. . . . MacKinlay Kantor's forthcoming novel, "Andersonville," has been purchased from the galley proofs by Columbia Pictures and will be produced during the coming year. Chosen as the November Book of the Month and to be published by the World Publishing Company, it has also been selected by the Readers Digest Book Club and the New American Library. The story deals with a Yankee prisoners' stockade in Georgia during the Civil War. Combining a love story with the dramatic saga of four Southerners who rebel at the deliberate plan by a psychotic Confederate general to kill 17,000 Yankee prisoners by starvation and inhuman treatment.

* * *

Allied Artists additional news about Producer Josef Shaftel, announcing that it will distribute "No Place To Hide," recently filmed in DeLuxe color by the producer in the Phillipine Islands with David Brian and Marsha Hunt starred. The screen play for the feature was written by Norman Corwin. Boris Petroff will put "City of Women" before the cameras Oct. 10 under his Boris Petroff Productions banner with Stephen Longstreet directing from his own screen play. Joe Juliano will produce. . . . Abner Biberman will direct "Cry Innocent" at U-I. Howard Christie will produce the feature, which rolls Oct. 2. . . . Franz Waxman left for Europe after completing the scoring of Warner Brothers' "Miracle In The Rain." . . . Jack Warner announced that John Beck has joined the Warner Brothers Studio production staff in an executive capacity. Beck has produced a number of films himself, as well as serving at various studios in an important studio supervisory capacity.

* * *

Warner Brothers also announced that Henry Fonda will star in "The Wrong Man," the suspense drama which will be Alfred Hitchcock's next picture at Warner Brothers. Maxwell Anderson is preparing the screen play for "The Wrong Man," which is based on a real life story of a New York musician arrested for a crime of which he was innocent. The production on the picture is scheduled for a January start.

* * *

Officers for Curtleigh Productions, Inc., the new production company organized by actor Tony Curtis have been named. They are Curtis, president; Manual Schwartz, vice-president; Myrt Blum, secretary, and Roger Graham, treasurer. E. W. Wheeler and Fred Morrison are assistant secretaries in the new corporation. Curtleigh will produce feature motion picture and also TV films. Curtis last week purchased Leo Rosten's Cosmoplitan Magazine story, "Cory," for feature filming.

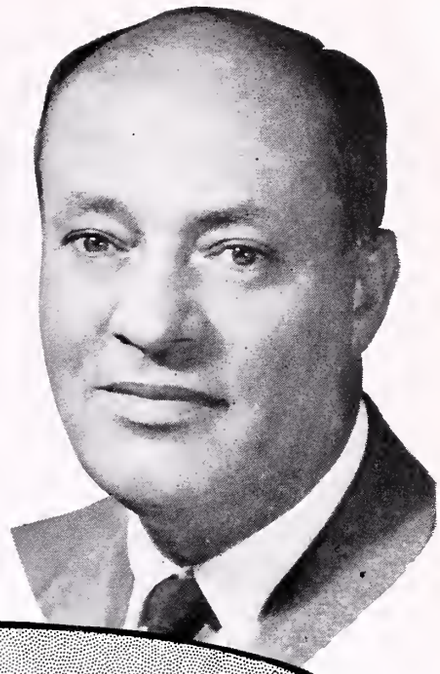
* * *

Robert Bassler has purchased Audrey Erskine Lindop's best selling British novel, "The Singer Not the Song" and will produce it with a screen play being written by novelist-playwright Allan Scott. The locale of the novel is a small Mexican village and it tells of the conflict between a priest and a bandit for the control of the people of the era. A Libra Production, Bassler plans a November start in Mexico.

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REGIONEWS

ATLANTA

Capital Theatre, Chattanooga, Tenn., recently remodeled at a cost of $85,000, will stage a formal opening in Oct. Jay Soloman of Ind. Theas. says it will be one of the South's most modern and is first in that area to be redesigned for CinemaScope. . . . Exhibitors in this exchange area are being asked to cooperate with Howard Wallace's Film Exchange drive, week of Oct. 16-22. . . . Until further notice, H. H. and Don Sisson will run their Riverview Drive-In at Indian River City, Fla. week-ends only. . . . Gold Coast Picts., headed by Arthur Davis, opened an office at 3770 W. Flagler St., Miami, Fla. . . . Victoria Theatre, Algood, Tenn., has been purchased by H. L. Huddleston from Joe Demonbrum and Billy Uffelman.

Mgr. Jim Poindexter reports that Floriland Drive-In has been enlarged, new speakers installed and snackbar considerably expanded. . . . Parents of five children killed in theatre collapse in the Vicksburg, Miss. 1953 tornado, and an injured woman filed suit against Paramount-Gulf, asking $35,000 for each of the former and $20,000 for the latter. . . . Bob Morales, former 20th-Fox booker, opened a booking and theatre service in Tampa, Fla. Mary Sheppard, formerly with Claughton, is his asst. . . . CinemaScope was added to Blossom Trail Drive-In, Orlando, and J. M. McKinney Jr.'s Princess Theatre, Cross City, Fla. . . . John V. Lawson, new owner of the New Theatre, Palatka, Fla., made improvements including remodeling of the front, new lobby and concession stand.

The local office of IFE has been closed and all business will be handled from the home of branch mgr. John Jarvis. . . . Atlanta WOMPI's welcomed into the club new members Marilynne Hendrix, Ann Jones, Barbara Fills and Betty Townley. Reinstated after reentering the film business were Frances Waldrop and Frances Hopkins. . . . Bob Anderson, supervisor of Main St. Drive-In, Jacksonville, opens his parking area to worshippers every Sunday morning and serves free coffee and doughnuts at the concession stand. . . . T. A. Macdougald, mgr. of the Clay and Cove in Green Cove Springs, Fla., announced that every time the local football team wins, the entire squad will be his guests.

Bob Moscow, mgr. of the Rialto, Atlanta, obtained southern franchise for Messerschmidt autos. . . . Jack Riggs resigned as Florida sales rep. for UA to open his own booking office. . . . The $2,500,000 shopping center in Tampa, Fla., to be called Britton Plaza, will include an 1800-seat theatre designed by James A. Casale. . . . Scheduled to open soon are the new Wesconnett Drive-In, Jacksonville, and the Sevon Drive-In, Avon Park, Fla.

Al Stevens, in show business for 40 years, was appointed dist. mgr. for Murrie Stahl Theas. in Fla., and will headquarter at the Roxy Theatre, St. Pete. . . . Florida State Theas. was named defendant in a $6,000 damage suit by Mrs. Ida Marsh, who sustained leg injuries in a fall at the Florida Theatre, St. Pete. . . . Lyric Theatre at Whitewell, Tenn. closed for lack of business. . . . S. E. McDaniel acquired the Jackson Drive-In, Graceville, Fla., from S. C. King.

BOSTON

The Jimmy Fund was given a tremendous lift when Herman and Julian Rifkin, Michael Redstone and Philip Smith voluntarily gave their six suburban drive-ins for a night of personal appearances by Ted Williams and Big Brother Bob Emery. Admission was a Jimmy Fund container, which brought in a total of $23,610.26 for the evening. . . . "Public Relations and the Motion Picture Industry" was the subject of an address given by Bob Coyne, special counsel for COMPO, at recent weekly luncheon of the Boston Advertising Club. Head table guests included Martin J. Mullin, Samuel Pinanski, Arthur Lockwood, Nathan Yamins, Edward Lider, Theodore Fleisher, Paul Levi and chairman for the occasion, Chas. E. Kurtzman.

Sol Hayes has taken back the lease on the Strand Theatre, Boothbay Harbor, Me., which was operated by E. M. Loew Theas. for the past three years with Hayes as mgr. . . . Jack Hill, well known booker, was called in to substitute for Allied Artists' head booker Charlie Wilson when doctors ordered a prolonged rest. . . . Ted Rosenblatt, who was a patient at Miriam Hospital, Providence, is expected to take over operation of his theatre in R.I. soon.

BUFFALO

Marvin Jacobs, Variety Club's heart committee chairman and 1st asst. chief barker, doing a job on collections for the club's Cerebral Palsy Clinic fund, hopes to raise most of the additional $19,000 set for balance of this year with theatre collections during Thanksgiving Week. Mary M. Ryan, M-G-M office mgr., is in charge of the Women's League committee for this drive. . . . George H. Mackenna, gen. mgr. of Basil's Lafayette, and Ben Felcher, Columbia branch mgr., presided over a meeting of local exhibitors and distributors at which Bob Coyne of COMPO talked on the Audience Awards Poll.

Cohen & Slotnick did so well with "Marty" at their Cinema Theatre that they decided to hold it for a sixth week after announcing the fifth as the final week. . . . Walter E. Saxer, 63, who was first violinist in the old Shea Court St. theatre as well as concertmaster of the first Buffalo Symphony, passed away in St. Petersburg, Fla. . . . Ernest D. Anderson, Jr., son of ad. mgr. of the Buffalo Evening News, having concluded his headline-spreading services to John Huston and "Moby Dick," for the present, is focusing attention on the Buffalo perfected Todd-AO process and Todd's current project, "Around The World in 80 days."

CINCINNATI

A farewell testimonial dinner will be held at Shuller's Wigwam on Oct. 3 for Paramount branch mgr. Herb Gillis, who is being upped to mgr. of the Washington, D.C. branch. Among many out-of-towners expected are Paramount execs. Ted O'Shea, Chas. Boasberg, Sidney Deneau, Hugh Owen and Howard Minsky. . . . Price Coomer reopened his Opera House, Lexington, Ky., after installing a new stage, CinemaScope and new projectors. House was closed after a fire in early spring. . . . Walter Lewis is installing CinemaScope in his Palace Theatre, Hyden, Ky. . . . A. O. Perkins reopened his Lynn Theatre, Woodbine, Ky., with CinemaScope. It had previously been leased to Charles Ray.

Herman Hunt, circuit theatre owner here, and Mrs. Hunt, pres. of Variety's Ladies'



Attending the festive bow of 20th Century-Fox's "The Left Hand of God" at the Roxy Theatre in New York, for the benefit of Boys Town of Italy, are (l to r): George P. Skouras, pres. of United Artists Theatre Circuit; Mrs. Samuel DiFalco, wife of the Supreme Court Justice; Lauren Bacall; Mrs. Carmine DeSapio; Democratic leader Carmine DeSapio; Mrs. George P. Skouras, premiere chairman; Mrs. Averill Harriman, Governor Harriman; Fortune Pope, publisher; Charles Einfeld, Fox v.p.; Mrs. Einfeld; Murray Silverstone, pres. of Fox International, and in the background are the parents of Lauren Bacall.

CINCINNATI (cont'd.)

Auxiliary, left for a month's stay in Calif., where Hunt will attend the TOA convention Oct. 6-9. . . . Elston Dodge installed a 24-hour recorded telephone service in his Elstun Theatre, which gives feature attraction, stars, starting time and other information. . . . Theatre Owners Corp. assumed booking and buying for Julan Hardoerfer's Family Theatre, Milford, O. . . . Marie Fledderjohn, States Film Service head inspectress, is improving at home from recent major surgery. . . . Columbia Theatre, Coldwater, O., reopened under management of Braun and Gast.

Partners Frank Yassenoff and Harold Schwartz have acquired a 50-acre site in Columbus and contemplate starting a twin drive-in late in the fall. . . . A new ozoner, called the Skyline, was recently opened in New Lexington, O. by James Eptefano, with booking and buying handled by Midwestern of Columbus. . . . New daughters arrived at the homes of exhibitors Robert Urling, Wayne, W. Va., and Sam Scheidler, Hurricane, W. Va. . . . When Pietro Muscari opens his new Mary Land Auto Theatre in Marietta, O., it will feature a swimming pool. Mid-West Theatre Supply is equipping the project. . . . Mrs. Owen Rouse, Jr. changed operating policy of her G&S Theatre, Midway, Ky. to weekends only.

Jack Kaufman, former sales mgr. for 20th-Fox, is now with the Ethel Miles Circuit, Columbus, as gen. supervisor. . . . James Conn, mgr. of National Theatre Supply, was present at recent opening of the new Marietta Drive-In, Marietta, O., owned by M. E. Rose, which holds 650 cars and has a concrete block wall around front of the theatre. . . . Don Womack is new student booker at RKO. . . . Realart acquired two new John Hall pictures, "Thunder over Sangoland" and Phanton of the Jungle," both Lippert productions. . . . Charles Palmer, W. Va. salesman for Columbia, received a Longine watch on his 25th anniversary with the company.

CHARLOTTE

Lawrence Terrell is new mgr. of the Paramount Exchange. Booker Bobby Maner was given an office party before leaving to go with Uncle Sam. Gus Heffner resigned to go with an insurance firm. . . . High water recently caused the closing for five days of Hal Jordan's Centerview Drive-In, located between Dunn and Erwin, N. C. . . . H. H. Everett of Everett Ents. has been elected a v.p. of the Brevard Music Festival. . . . R. H. Jackson of Carolina Delivery Service became grandfather of a baby girl. . . . Buena Vista opened an office in the Addison Bldg., Charlotte, with Robbie Robinson as mgr.

CHICAGO

Duke Shumow, son of former Warner branch mgr. Jack Shumow, is taking over operation of the Times Theatre from Marks Bros., giving his chain three house, including the Deluxe on Wilson Ave. and the Brandt in Harvey, Ill. . . . Bob Lewis was named publicity rep. for Republic. . . . Fred Mindlin named mgr. of Olympic Theatre, Cicero. . . . Chicago Water Dept. will have to spend large sums for increasing water intake due to wide use of air conditioning, which will affect water fees of loop theatres. . . . Peerless Theatre, Kewanee, under lease to Rud Lohrenz Theas., will not reopen this fall, according to Tom Pierce, owner of the property. . . . The John Balabans have a new granddaughter, born to Mrs. Sherwin Scully. . . . Leonard E. Gale of Lewis Film Service has a new daughter named Janice Eileen.

Vic Bernstein was named sales mgr. at Allied Artists; Dan Goldman, office mgr., and Nat Nathanson advanced to div. mgr. . . . Sheraton chain is sending invitations to patrons for its closed TV program of the Notre Dame games, to be shown at Sheraton hotels here and elsewhere. Admission for each game will be $4 per person. . . . Will Methe, veteran B&K mgr., entered Hines Veterans Hospital for surgery. . . . Robert L. Meroz, elected v.p. of Paromel Electronics Corp., where he will be in charge of sales, brings to the post a broad experience with 35mm sound equipment as formerly manufactured by DeVry Corp. . . . 20,000 fans viewed the Marciano-Moore fight in two drive-ins and seven regular theatres here, while several thousand were turned away.

Starlite Drive-In advertised "4 Smashing Shocking Shockers" on one bill, including chicken dinner at $1, golf and Kiddeland attractions. . . . Dave Barrett, mgr. of the Carnegie Theatre, is in London, Eng. on a business trip. . . . "Maddalena," IFE release, pinked by Chicago Censor Board, can be shown to adults only. It is now at the Ziegfeld Theatre. . . . "Red Shoes," reissue handled by Fine Arts, Inc., after an absence of three years, established a new revival record at World Playhouse, according to mng. dir. Abe Teitel.

John Jones of Southern Theatre Properties reported settlement of anti-trust suit filed in Newark, N. J. against film companies, covering operation of Oriental Theatre here back in 1941. Details of settlement were not revealed. . . . Atty. Seymour Simon returned from Indianapolis after out-of-court settlement of Alliance and Fourth Ave. circuit cases. . . . R. F. Hart, associate M-G-M attorney in Chicago, is honeymooning in Italy. Bride is the former Kathleen Shepherd of Highland Park.

Watch These Dates!

Oct. 3-7: Lake Placid, N. Y.—Society of Motion Picture & Television Engineers semi-annual convention.

Oct. 6-9: Los Angeles—Theatre Owners of America national convention — Biltmore Hotel.

Oct. 24-25: Winchendon, Mass.—Independent Exhibitors of New England convention—Toy Town Tavern.

Oct. 24-25: Memphis—Theatre Owners of Arkansas, Mississippi & Tennessee annual convention—Hotel Gayoso.

Nov. 4: New York—Motion Picture Pioneers 17th annual dinner — Waldorf Astoria.

Nov. 5-9: Chicago—Allied States Association convention—Hotel Morrison.

Nov. 6-8: Jacksonville—Motion Picture Exhibitors of Florida annual convention—Roosevelt Hotel.

Nov. 6-9: Chicago—International Popcorn Association convention, Hotel Morrison.

Nov. 6-9: Chicago—Allied States Assn. annual TESMA-TEDA-IPA trade show—Morrison Hotel.

Nov. 11-13: Los Angeles—Colosseum of Motion Picture Salesmen of America convention—Ambassador Hotel.

Nov. 13-15: Charlotte—Theatre Owners of N. & S. Carolina annual convention—Hotel Charlotte.

Nov. 17-27: COMPO's first annual Audience Awards Poll—final balloting.

Nov. 21-22: St. Louis — Missouri-Illinois Theatre Owners annual convention — Hotel Chase.

1956

March 21: Hollywood — 28th Academy Awards presentation.

DALLAS

Tom Bridge, Dallas branch mgr. for Paramount, was upped to southwest div. mgr., succeeding Al Kane, who resigned. Frank Rule, asst. branch mgr., is now mgr. . . . Cinerama Theatre here has adopted Trip-Charge Inc.'s Charge Plan, which went into effect Sept. 18. . . . Actress Jane Russell is scheduled for personal appearances at the Palace Theatre in Dallas on Oct. 6, and at the Palace in Ft. Worth, Oct. 7, to help promote "Gentlemen Marry Brunettes." The Palace in Dallas now has a complete Vistavision installation, mgr. Cherry announced.

DENVER

Special preview showing of IFE's "Madame Butterfly," new Technicolor opera film, kicked off Fox Inter-Mountain Theatres' "Festival of Italy in Denver," which served to dramatize for Rocky Mountain area residents the civic as well as entertainment services of regional motion picture theatres. Celebration was a week-long affair under sponsorship of the Fox circuit and Daniels & Fisher, Denver department store. Both the Italian and U.S. governments, along with press and public alike, afforded full support. Festival is said to be the first of its kind and was tied in with various promotions.

Denver now has a Paramount division headquarters, with former Washington, D. C. branch mgr. Phil Isaacs as supervisor. The division takes in Denver, Salt Lake City, Omaha and Des Moines. . . . Thos. Vilnave, 67, retired theatre owner, died at his home in Buffalo, Wyo., where he owned the Bison Theatre until he sold it a few years ago. . . . Variety Tent 37 set opening date for its new clubrooms in the Cosmopolitan Hotel to between Oct. 15 and Nov. 1. . . . Mel Madero resigned as mgr. of the South Drive-In to become field representative of the daily papers in Cheyenne, Wyo.

Paul Allmyer closed the Lake, Grang Lake, Colo. for the winter. . . . Paul Snoddy, 20th-Fox salesman, is recovering from an operation at Porter Sanitarium. . . . Jerry Banta, Metro salesman, underwent an emergency appendectomy at St. Luke's Hospital. . . . The Denver has been leased for six nights through the winter for appearances of artists on the Oberfelder concert series. The city auditorium, where the concerts are usually held, is being rebuilt and modernized. . . . C. U. (Bank Night) Yaeger went to N. Y. to attend the World Series. . . . Harry Mandell, Filmakers v.p., made a deal with franchise holder Tom Bailey to also handle Gibralter Piets. here and Salt Lake City.

DES MOINES

Jack Kennedy sold the Rialto Theatre in Adel to Al Christenson of Ord, Neb., who plans to lower adult fares from 60¢ to 50¢. Mr. and Mrs. Wilbur (Dutch) Young, operators of the Rialto in Bedford while it was owned by Earl Kerr, have leased the new Hardin Theatre in Bedford, scheduled for mid-Oct. opening, from Dr. J. F. Hardin. It was previously reported in error that Earl Kerr had leased the new building. The Youngs have the backing of business men who arranged for some free Saturday afternoon shows for the kids and have bought a block of 30 50¢-admissions to be used later at the threatre.

Nate Levinson, owner of the Band Box in Mason City, cooperated with C. A. Schultz, owner of the theatre interests, in making possible extensive remodeling of the theatre with CinemaScope installations, new air conditioning units, wiring for lighting safety, and purchase of extensive equipment, including Super Panater Variable Anamorphic lenses. . . . V. E. Grant, mgr. of the Iowa Theatre in Newton, reports completion of installation of a new wide screen. . . . Mrs. Dorothy Fritz, owner of the Oxford in Oxford Junction, installed CinemaScope equipment. . . . New wide screen and equipment were added at the Luna Theatre in Battle Creek, managed by H. J. Van Boxtel.

Congratulations to the Floyd Thompsons, who celebrate their Golden Wedding Anniversary on Oct. 24. The Thompsons, who own the Rose Theatre in Audubon, plan an extensive trip in celebration of the event. Their son, Arlo, has the Mills Theatre at Lake Mills.

DETROIT

David M. Idzal, Jr., who has been effective head of Detroit's biggest theatre since 1928, resigned but will remain connected with the industry in a consulting capacity. He is succeeded by Robert Bothwell, formerly of Intermountain Theas. . . . After installation of a huge new sign at the Olympia Theatre, Edward A. Long left for an earned vacation. . . . Don Shields, who was on the sicklist for several months, is busy readying the Carlton Theatre, artfilm house, for reopening. . . . Mrs. Dillon M. Krepps, whose husband is mng. dir. of United Artists Theatre, is scheduled for surgery at Henry Ford Hospital, to be followed by a visit to Florida. . . . The censors cut only 30 feet of English language film last month but tossed out 8,000 feet of African product.

Music Hall mgr. George Santor was host to 40 business men from Paris who wanted to see "Cinerama Holiday." His chief of staff, Shirley Mullins, has been inspecting operation of the Warner Theatre in N. Y., a Cinerama house. . . . 55 exhibitors attended the regional meeting of Allied Theatres at Midland Country Club, to discuss industry problems. . . . R. Curtis Guthrie, owner of the Lona Theatre at Mancelona, passed away. Future plans for the theatre are unknown. . . . Walter Fisher, owner of the Galewood and Stocking theatres in Grand Rapids, has a new son named Walter, Jr. . . . Dick Pryor of Locke Films, Traverse City, also became father to Dick, Jr. . . . O. W. Keeler closed his Kal Theatre in Kalkaska, Mich., which he operated for 14 years, and plans a new, up-to-date Kal Theatre.

Ottawa Drive-In is the new name of the house at Spring Lake, formerly called Spring Haven. . . . Edward Loye, on the sick list for one and a half years, has returned to the booking desk at RKO. . . . Andrew Bzovi and Thomas Pascue opened the new Holiday Drive-In near Flat Rock Sept. 21. . . . Parke, Davis is releasing a new 30-minute color film, "Going Our Way." . . . Jewell Productions moved to new quarters in the Town House. . . . Variety Tent 5's chief barker, Harold Brown, pres. of United Detroit Theas. announced annual meeting and elections for Oct. 10, together with unveiling of plans for major charitable activities of the club.

HOUSTON

E. L. Pack, head of Bordertown Theas., which recently bought part of the Claude Ezell drive-in circuit, has now purchased the Arts, Prince Highland and Harlandale theatres in San Antonio, which were headed by Eph Charninsky who retired after more than 50 years in exhibition there. . . . The Marciano-Moore telecast at the Kirby Theatre and King Center Twin Drive-In were complete sellouts. Mgr. Karl Stroud reported that concessions stand broke all previous records. . . . Plains Drive-In at Borger offers weekly Thursday night give-away attraction of 10 round-trip educational tours to Amarillo Air Force Base, which include a flight to Amarillo each Friday by American Airlines. . . . Elliott English is new mgr. of the Village Theatre at Port Arthur.

Post Oak Drive-In installing a new Manley Seraramic Concessions Bar. Mgr. Jack Groves, with a group of men, has taken on distribution of the Camair 480 Twin Engine Executive Plane, made by Cameron Iron Works, Galveston. . . . Shepherd Drive-In doubled the size of its concession building, installed almost all new equipment, added a 100-seat patio, wide screen, CinemaScope, new projectors and fogging machine. Carl Sheffield is mgr. . . . New Tidwell Drive-In owners are "Cotton" Griffith, who is mgr., and Harold Mitchamore, owner of the Market St. Drive-In, which Griffith formerly managed. New mgr. of Market St. is Kenny Strond, long-time employee there.

Ed Grace resigned as asst. mgr. of North Main Theatre and usher Ray Kennedy got the job. . . . Galena Theatre mgr. Fred Smith resigned. Hi-Nabor Drive-In mgr. Elmo Ward quit to run his own house in Brownwood.



Lou Ingram, M-G-M branch manager in Memphis, checks a press book on Metro's "The Bar Sinister," with starlet Jarma Lewis, who was in town for a personal appearance in advance of the film's showing at Loew's State Theatre there.

. . . Chas. Donaldson resigned as Columbia salesman for the San Antonio area, to be replaced by Robt. Mann. . . . Roy Grimes left Jefferson Amuse. Co. in Beaumont. . . . George Young resigned as asst. to Conrad Bray at Interstate. Tommy Northrup from Alabama Thea. replaces him; Bill Safford, just out of military service, replaces Tommy. . . . Variety Tent 34 members W. L. Thaxton and C. P. Simpson passed away just a few hours apart.

WOMPI Club of Houston received a gift gavel from Dallas group. Lillian Trammell, Horowitz Theas., appointed on board to replace Libby Artego who quit her job with Interstate. . . . G. (Tom) Montgomery gave up lease on South Houston, Port and Grand theatres, which he had with brother-in-law Alexander. Long's Pasadena mgr. Jimmy King is doubling at the South Houston. Port and Grand being handled by Ed Green's Texas Theatre Service. . . . Moran McDaniel, owner of the Lamar and Bayou drive-ins in LaMarque, heads committee which was successful in getting electrical tax rate reduced in LaMarque and Texas City. . . . Chas. Tigner, Hi-Way Drive-In, Conroe, flew to Anchorage, Alaska with the Huntsville High football team, taking pictures of the trip to show in all area theatres. . . . Jack Farr increased capacity of his Skyway Drive-In in Bryan from 425 to 600, and added three new ramps. . . . Jimmy Duncan, operator of the North Houston Theatre, had his first recording released by Request Records.

INDIANAPOLIS

The First Annual All-Day Meeting of the newly formed Allied Theatre Owners of Ky. will be held in Louisville at the Seelback Hotel on Oct. 18. There will be an election of officers and directors, a film clinic open to all exhibitors, also discussion of film prices, trade practices, COMPO and the Federal amusement tax.

Name of the Dream Theatre at French Lick has been changed to Springs Theatre. No change of ownership is involved. . . . George Conden, 20th-Fox salesman, was transferred to the Philadelphia exchange. William Zoetis has been made head boker at Fox, succeeding Robert Meyer, upped to salesman. . . . The Royal Theatre of Brownstown, which closed July 30, will reopen this fall. Kenneth Ball is owner. . . . An SRO crowd of 5,250 jammed the Indiana and Lyric theatres for the closed telecast of the Marciano-Moore fight, at admission of $3.50. Both houses are owned by Greater Ind. Amusements, Inc.

KANSAS CITY

Mr. & Mrs. Dewey Kiser, owners of the Courter Theatre in Gallatin, Mo., bought the Binney at Pattonsburg, Mo. from Mr. & Mrs. R. C. Davisson. Mrs. Kiser will manage the Courter and Mr. Kiser the Binney. The Davissons will devote their time to their service station in Pattonsburg. . . . David Dallas, city mgr. at Manhattan, Kans. for Mid-central Theas., was elected pres. of the Kans. Film Guild, which promotes interest in art films and authentic historical movies. . . . Southwest TV Co., Dodge City, Kans., applied to the FCC for approval of a video station serving 21 western Kans. counties. L. Warren is pres.

Harold E. French, mgr. of the Uptown in Columbia, Mo., was married to Marilyn Scharlock of Okla. City. Mrs. French ac-

KANSAS CITY (cont'd.)

cepted a post as secy. to Doug Lightner, eastern div. mgr. for Commonwealth in Columbia. . . . Leo Covin transferred from the Dickinson Theatre in Topeka, Kans. to the Waterloo, Ia.; C. D. Wray from the closed Kaw in Topeka succeeded Colvin. . . . Screening of Jack Webb's personal appearance at Kansas City theatre was the first live TV program in the city to originate from a theatre. . . . Steve Miller, mgr. of the Owen at Branson, Mo., played the role of Frank James in a short film, "Ozark Treasure," to be shown on TV this fall.

Shelby Theatre at Shelbyville, Mo. reopened after being closed since Feb. . . . The Lyric at Wellington, Mo. is now called the Crest. . . . C. Clare Woods, former city mgr. for Durwood Theas. in St. Joe, Mo., is now gen. mgr. of United Theas., New Orleans. All Boos, former mgr. of Missouri Theatre in St. Joe, succeeds Woods. . . . Mr. & Mrs. Bill Hutchinson, operators of the Baltis in K. C., took over the Comet, formerly the Mary Lou at 5915 Prospect.

John Casmar, mgr. of 60 Drive-In at Mountain Grove, Mo., bought the ozoner and 525-seat Cameo Theatre from Wm. Davis. . . . Wilbert Becker, Sunset Drive-In mgr. at Washington, Mo., took over the Colvin Theatre at Washington from Robt. Marchbank, who moved to Tulsa. . . . Commonwealth Theas. will not hold their annual fall convention. . . . Doug Lightner, Columbia, won Commonwealth's King of The Sun contest for his eastern district's 118% quota; Bob Dodson, mgr. of Kanapolis Drive-In in the western district, won the individual King of Sun contest.

MIAMI

Ralph Puckhaber, mgr. of the Florida Theatre, ran tops in Florida State's confection sales and won a trip to Calif. and Disneyland. . . . Dave Payne, mgr. of the Boulevard, is running a kiddie contest to tie in with "Never Too Young." . . . So heavy were demands for the Marciano-Moore telecast that the first portable equipment ever used in the area had to be installed at the Miracle, Park and Gateway. Sonny Shepherd reports it was the first complete sellout. . . . Joe Campbell is back on the job as projectionist at 27th Ave. Drive-In after escaping uninjured from an auto accident.

Wometco's Marc Chartrand, ad head; Joseph St. Thomas, asst. confection mgr., and WTVJ's George Vickery are donating their knowhow towards this year's Miami Community Chest drive. . . . Bob Owens is new asst. mgr. at the Town. . . . Tim Byler bought a color receiver for his lounge at the Miami. . . . A $9,450,000 suit filed by the Claughtons four years ago against Paramount, Warner, 20th-Fox, Universal, Columbia and UA, ended with a hung jury in 1954. Now attorneys for the Claughtons and the distributors filed for dismissal, reporting an "amicable" out-of-court settlement.

MILWAUKEE

Henry Quartermont is new mgr. of the Lyric in Stevenspoint for Gran Ents. The Lyric is being remodeled. . . . Henry Kratz is now managing the Tower for Gran, after being with Standard for 10 years. . . . Jerry Kramer, Universal salesman, married Karen Applebaum, biller at Columbia. . . . Joseph Sasse, 69, projectionist here for 45 years and a member of M.P. Projectionists Local 164, passed away. . . . Theatres Candy Co. installed a new concession stand at the Tower Theatre.

A two-page spread in the Milwaukee Journal heralded the grand opening of Marcus Mgmt.'s new Starlite Drive-in, which is being managed by Robert Klein. Ben Marcus presided at the circuit's Fall Campaign meeting for managers. Campaign is set for Oct. 2-Dec. 24. . . . Harold Pearson's son John, age 7, has recovered nicely from an emergency appendectomy. . . . Better Films Council will have its first fall meeting on Oct. 3 at Mitchell Park Pavilion. . . . Reported by Irving Werthamer, Paramount branch mgr., that $30,000 was collected at theatres for Variety's Heart Clinic. . . . Robert Brill, mgr. of the Century Theatre, had his picture in the local paper with three finalists in a beauty contest to pick Miss Upper Third St., held in connection with opening of new off-street parking lots.

Wisconsin Allied is expecting a large turnout from the state at the National Convention in Chicago, Nov. 5-9, and will have a hospitality room with refreshments for its members and friends. . . . J. Koutroules was appointed head of Supermatic Vendors Inc. maintenance dept., which has been reorganized with an eye toward improving its service. It will continue to operate on a 16-hour, seven-day-week basis. . . . In attendance at the recent Prize Committee meeting for the Audience Awards Poll were Gordon Hewitt and Dean Fitzerald, co-chairman; Al Kvool, Bob Gross, Irv Werthamer, John Falco, Irv Clumb, Oscar Olson, Ray Trampe, Andy Spheeris, Rudy Koutnik, L. F. Gran and Dick Saeger. . . . Burlington Liars Club gave a special award to Kirk Douglas, starring in "Ulysses," at special showing at the Plaza Theatre, Burlington.



Members of United Artists' top executive echelon and the home office foreign department staff participated in the company's Latin-American convention in Miami, which brought together representatives from 12 countries in South America, Central America and the Caribbean area. Standing (l to r): Sidney Lieb, Harry Goldsmith, Leon Feldun and Ben Halpern of the h.o. staff; Arnold M. Picker, v.p. in charge of foreign distribution; v.p. Max E. Youngstein; pres. Arthur B. Krim; Robert S. Benjamin, board chairman; Alfred Katz and Sidney Landau, h.o. staff, and Louis Lober, gen. mgr. of foreign dept. Seated are Mrs. Robert S. Benjamin (right) and Fran Krowitz, secy. to Picker.

MINNEAPOLIS

Two new drive-in projects in the territory have been announced. Home Theatres will build one for 500-cars at Thief River Falls, and Ray Hanson, opertaor of the Fox at Fertile, plans one for that town. . . . Park Drive-In at Park Rapids, and the Starlite in Mpls. were among the first to close here. . . . The 900-seat RKO Orpheum at Waterloo, Ia. ceased operation. The building was sold and will be torn down to make room for a new structure. . . . CinemaScope will be installed in two of Dan Peterson's houses in S. Dak.—the State at Brookings and the Grand at Pierre. . . . Screen tower at the ozoner in Mandan, N.D., which was blown down in a recent storm, is being replaced with a CinemaScope steel tower, report owners Frank Wetzstein and J. T. Fleck.

Roxy at Beulah, N.D., operated by A. T. Zimmerman and E. M. Moe, installed new Selenium rectifiers. . . . CinemaScope was installed in the Ledum at Elbow Lake, Minn., operated by Leonard Ledum, and the Leeds at Leeds, N.D., operated by Harold Petsinger. Latter also changed all booth equipment. . . . Freeman Parsons is building a 350-car ozoner at Sauk Centre which he plans to open in the spring. Parsons operates the Main St. Theatre there. . . . Fred and Lloyd Schnee, operators of the Hollywood and Unique at Litchfield, are building a 300-car drive-in there. . . . Joe Hawk, former shipper at Ind. Film Service, is a new salesman for Republic, replacing Dick Stahl, resigned.

Three Roman Catholic priests directed a picketing demonstration at Highway 51 outdoor theatre, Plover, Wis., to protest showing of "Street Corner," which they declared "promotes rather than prevents juvenile delinquency." . . . Belgrade Commercial Club is building a $25,000 theatre in the town, scheduled to open Nov. 1. It will be operated under lease by Kenneth Thompson. . . . Eph Rosen, M-G-M asst. branch mgr., is recuperating from an appendectomy. . . . J. T. McBride, Paramount branch mgr., was in N.Y. for a week's indoctrination in home office procedure. . . . Marian Santrizos rejoined United Artists as cashier, replacing Evelyn Lukes, resigned.

NEW HAVEN

The deluxe Arch St. Theatre in downtown New Britain, owned and operated by Baruch S. LeWitt and Mrs. Margaret Glackin, has been leased for five years to Perakos Theas. LeWitt plans to concentrate on his Beveridge Cup Dispensing Co. . . . Harry Rose, mgr. of Loew's Poli Majestic, Bridgeport, is marking his 35th wedding anniversary. . . . It's a 45th for Jack Sanson, mgr. of the S-W Strand, Hartford.

Community's Star Theatre, Hartford, is now managed by Stavros Claros, who replaced A. J. Barone, resigned. . . . Al Swett succeeded Phil Allaire as mgr. of S-W's Palace, Norwich. . . . George Smith, purchasing mgr. for Hartford Circuit, resumed his duties on full-time basis when management of the Colonial, Hartford, shifted P. J. Buchieri. Smith had been doubling in recent months. . . . Waterford Drive-In, Waterford,

NEW HAVEN (cont'd.)

is offering "Surprise Shows" on Wednesdays, comprising two top features with titles not disclosed before show.

OKLAHOMA CITY

Gerald Ballard changed name of the Fort Theatre to Judy Theatre. . . . Athel Boyter's booking agency is now servicing Alex McKinney's Arcadia Theatre. . . . Clint Applewhite, co-owner of the Liberty Theatre in Carnegie, Okla., selected as judges in a recent beauty contest held there. M-G-M salesman Jim Peacock, Universal mgr. Charles Hudgens, Paramount salesman Tom McKean, 20th-Fox salesmen Nelson McCarty and George Friedel. . . . N. R. Scott sold his interest in the Cleveland Drive-In, Cleveland, Okla., to his partner Jack Crain. The theatre will operate with only one change a week. . . . Marvin Bell is closing his Buck-A-Roo Drive-In at Sunray, Tex. on Oct. 15 and reopening his Palace Theatre Oct. 16.

Developers of the Todd-AO process used in filming "Oklahoma!" will move a location crew of 60 players and technicians into southwestern Okla. to shoot sequences of "Around the World in 80 Days," second film to be made in Todd-AO. . . . Don Abernathy closed his Marsy Theatre and Thomas Drive-In at Kingfisher, Okla., because of damage by a Tornado. The 89'er is the only theatre now operating there. . . . W. E. Hebert reopened his University Theatre at Langston, Okla. . . . W. J. Nelson installed CinemaScope in his V. A. Drive-In, Velma, Okla. . . . Mr. & Mrs. Truman Ellerd are temporarily closing their Ritz Theatre in Blanchard, Okla.

Ed Thorne, pres. of United Theatre Owners of Okla., and Red Slocum, exec. dir., were elected representatives to attend the National TOA convention in Los Angeles, Oct. 6-8. UTOO pledged support of the Audience Awards Campaign and are making plans to buy one or more State Right or nationally distributed pictures to sell to members in an effort to raise money for the organization. . . . Thompson Circuit closed its Okla Drive-In, Walters, Okla., and Raymond Sparks his Majestic Theatre in Temple, Okla. . . . Variety Tent 22 operated a concession at the Okla. State Fair to sell tickets for its "Oil Well Give-Away" to be held in Oct. Proceeds will be distributed among Variety Club Health Centers, Family and Children's Day Nursery, and the mentally retarded children's program in Okla. City.

PHILADELPHIA

"Desperate Women," a motion picture about abortion which was turned down by the Pa. Board of Censors about six months ago, has now been approved. Dave Rosen is expected to have local distribution rights. . . . Sam Frank announced that his Hammonton Theatres, Inc. will build a 1000-car drive-in in Amatol, N. J., near Egg Harbor on the White Horse Pike, for opening in early Nov. Dave Weinstein will be gen. mgr. of all theatres in which Frank has an interest and will supervise the new ozoner, a year-round enterprise with in-car heaters. . . . Herman Comer is no longer associated with the Viking Theatre.

Irv Lomis, formerly a film buyer for Stanley-Warner, is now handling film payments for Sidney Samuelson's Allied MPT Service. . . . Michael Zserzzeri opened his new 750-car Dix Drive-In near Bordentown, N. J. . . . Harold Seidenberg, gen. mgr. of the Fox Theatre, is reported to be moving to San Francisco to take charge of six Fox West Coast theatres. . . . Carman Pizzi, artist for Triangle Sign Co., was married to Anna Spagnola.

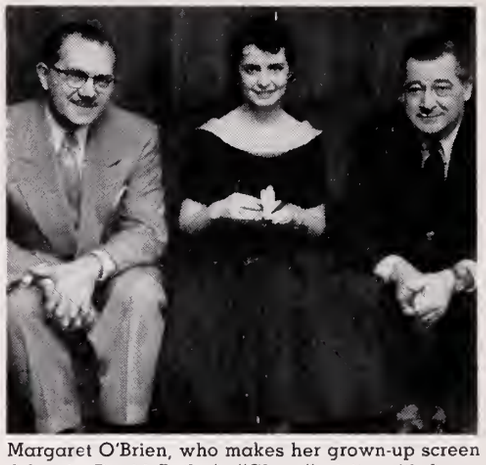
Ralph Garman, Jr., son of the Paramount salesman, is now in S-W's film payment dept. . . . Guy Hunt, Hunt Theatres, Wildwood, N. J., is the proud father of a third daughter. . . . A number of managerial changes were made in the Comerford theatres and James Gavin, mgr. of the Comerford in Clarks Summit is now head of merchandising. . . . Ralph W. Pries, International rep. of Variety Clubs International, and Edward Emanuel property master, were named co-chairmen of the 1955-56 March of Dimes campaign, sponsored by Variety Tent 13.

PITTSBURGH

Joseph Scanlon, Jr., who was assigned to the Fulton for a few weeks before Bernie Hickey came back to manage that house, has left the Shea organization. . . . Wilkinsburg will vote on the Sunday movies issue again at the coming elections. . . . The Tony Sterns' two daughters, Ellen and Linda, were in an auto accident. . . . Fay Steinbach Cullen has gone back to work for Stanley-Warner in the New York office. . . . The George Sterns —the drive-in vip—had a baby girl. . . . Tony Collicini, mgr. of the Manos in Greensburg, won third prize, a $1,000 bond, in the Stanley-Warner national business drive. His district boss, Dinty Moore, won $150 in bonds. . . . Theatre man Ben Steerman reports back to work after being off four weeks following an operation.

PORTLAND

Wm. H. Thedford, Evergreen prexy. announced that his territory has been expanded to include Fox West Coast's Northern Calif. Div. and that he will shortly move his offices from Seattle to San Francisco. The shift will send James Runte from San Fran. to Seattle as the new Evergreen div. mgr. . . . Marvin Fox, former city mgr. for Hamrick Theas., is now circuit booker for Al Forman's United Theatres in Portland. . . . Dick Culbert, new Universal branch mgr., host for Harry Thomas of Continental Distributing Co. . . . Times Theatre, Seaside, Ore., reports that for the first time this year they hung out the SRO sign. Feature attraction was "Man from Laramie." . . . Evergreen's Orpheum Theatre installed a new telephone for its cashier, which Pacific T&T calls "hand free speakerphone," enabling Miss Lisenby to listen and answer questions while continuing to sell tickets.



Margaret O'Brien, who makes her grown-up screen debut in David Butler's "Glory," visits with home office executives of RKO, which will release the Superscope Technicolor film. Miss O'Brien, who was in New York for advance publicity planting, is shown here with Harry Gittleson (left), executive administrative asst., and Herbert H. Greenblatt, domestic sales mgr.



Shown in the lobby of the RKO 86th Street Theatre in New York, where Universal-International held a sneak preview of "The Second Greatest Sex" for exhibitors and press representatives, (l to r): Budd Rogers, member of the U-I board of directors; Max Fellerman, head of Astor and Victoria theatres; F. D. Dana, U-I eastern sales mgr.; Ed Heiber, Philadelphia branch mgr.; Ray Moon, asst. gen sales mgr.

ST. LOUIS

Commonwealth's Hall Theatre at Columbia, Mo. reopened this week after remodeling and modernization. . . . The 403-seat Lyric at Greenfield, Ill., dark since April, is to be offered for sale, with bids opening Oct. 4. . . . John Dugan of Buena Vista is a patient at the John Cochran U. S. Veterans Hospital here. . . . 300,000 cash customers attended "Cinerama Holiday" at the Ambassador in the first 30 weeks of its run. . . . Committee chairmen have been selected for the 37th annual MITO meeting here, Nov. 21-22, according to announcement by Lester R. Kropp and Bess Schulter, pres. and gen. chmn.

Columbia employees have already set the date of their Xmas party for Sept. 10 at the Claridge Hotel. . . . Among most ardent supporters of the new Montefiore Temple, recently dedicated at Cairo, Ill., are the Herschel Eichorns of Mounds, Ill. Eichorn operates the 51 Drive-In at Cairo and the Roxy Theatre at Mounds. . . . Wm. Guinan, McCarty Thea. Supply, became a grandpa with the arrival of Kathleen Marie at the home of the Dave Tschannans. . . . Mrs. Willis Dallam, daughter of National Screen's mgr. Herb Washburn, gave birth to twin sons, named Stephen and Scott. . . . Daylite Saving time ended in this area Sept. 25. . . . Guy D. Haskins, owner of Autovue Drive-In near Malden, Mo., is in a hospital at Memphis, Tenn.

The Hugh McGregor estate has leased the Ritz in Arcola, Ill. Both the Ritz and the estate's Oakland in Oakland, Ill. have been dark recently. . . . Tom Bridge, former Dallas

(*Continued on page 35*)

VOLUNTARY ARBITRATION AGREEMENT

(*Continued from page 4*)

III.

Any distributor, the complaining exhibitor or any intervening exhibitor affected hy such an award may institute a further arbitration proceeding for a modification thereof upon the ground that, since the making of the award, conditions with respect to the theatres involved therein have so changed as to warrant modification.

In the event that the arbitrators find there has been such a change, they shall make a new award fixing the maximum clearance, if any, which may be granted thereafter between the theatres involved, hut no damages shall be awarded. The hurden of proving such change shall be upon the party asserting it. A proceeding to modify an award upon the ground of changed conditions shall follow the rules of practice and procedure prescribed in Article V.

SECT. 2.—RUNS

Controversies arising upon the complaint of an exhibitor that, either prior to or after the inauguration of this arbitration system, the distributor* has, after request, refused, otherwise than on the merits, to afford the complainant a fair opportunity to license feature motion pictures for exhibition in his theatre on a desired run equal to the opportunity afforded by the distributor* to another exhibitor who then is exhibiting pictures of the distributor* on said run in a competing theatre, shall he suhject to arhitration.

A claim involving an alleged refusal to afford such opportunity to license that occurred subsequent to the inauguration of this arbitration system shall be evidenced by a written[2] request addressed to the distrihutor's* home office or exchange, and such request will be deemed to have heen refused (a) when the exhibitor has received a written refusal or (b) if not granted within 21 days after the receipt by the distributor* of such request.

[2] Wherever in this Agreement, except in Articles V and VI, notice or communication by a distributor or an exhibitor is required to be, or may be, made in writing, it may (except where the context indicates otherwise) be by telegram.

It is recognized that the licensing of feature pictures by run is essential in the distribution and exhibition of motion pictures, and arbitrators in deciding run complaints shall give effect to this principle. Runs means the successive exhibitions of motion pictures in a given area, first run being the first exhibition in that area, second run being the next subsequent exhihition therein, and so on.

In determining whether the exhibitor's complaint is established by the evidence, the arbitrators shall take into consideration, among other things, the following factors and accord to them the importance and weight to which each is entitled, regardless of the order in which they are listed—

(i) The admission prices of the theatres as set by the exhibitor*; (ii) The character and location of the theatres involved, including the size, type of entertainment, appointments, transit facilities, etc.;

(iii) The policy of operaton of the theatres involved, such as the showing of double features, gift nights, giveaways, premiums, cut rate tickets, lotteries, etc.; (iv) The capacity of each theatre for producing revenue for the distributor*; (v) The character and extent of the area and population each theatre serves; (vi) The competitive condition in the area in which the theatres are located; (vii) The character, financial responsibility, and ability of the exhibitor operating each theatre, and his reputation generally in the industry and in the community;

(viii) The policy under which each of the theatres has been operated and the policy under which the complainant proposes to operate his said theatre if he ohtains the run requested; (ix) All other business considerations.

The power of the arbitrators in deciding any such controversy shall be as follows:

(a) If the arbitrators find in favor of the distributor* they shall make an award dismissing the complaint;

(b) If the arbitrators find in favor of the complainant exhibitor they shall make an award directing that the respondent distributor* in good faith afford the complainant an opportunity to license feature pictures for exhibition in his theatre on the desired run, equal to the opportunity afforded the exhibitor operating a competing theatre to whom the pictures of such distrbutor are then heing licensed on such run;

(c) If the complainant asked for damages and the arhitrators find in his favor, they may also award him damages hut only for the period of time during which he was denied such opportunity to license the pictures, and subject to the provisions of Article III.

Any distrihutor, the complaining exhibitor or any intervening exhibitor affected by such an award may institute a further arhitration proceeding for a modification thereof upon the ground that, since the making of the award, conditions with respect to the theatres involved therein have so changed as to warrant modification. In the event that the arbitrators find there has heen such a change they shall make a new award in regard to the run in question to take effect thereafter, but no damages shall be awarded. The burden of proving such change shall be upon the party asserting it. Proceedings to modify an award upon the ground of changed conditions shall follow the rules of practice and procedure prescribed in Article V.

SECT. 3.—COMPETITIVE BIDDING

Controversies arising upon the complaint of an exhibitor that, subsequent to the inauguration of the arbitration system—

A. a distrihutor, in licensing feature motion pictures by means of competitive bidding, licensed to another exhibitor operating a theatre in substantial competition with complainant's theatre a feature or features, on which complainant also made an offer or offers, which license to such other exhibitor was made otherwise than,—theatre by theatre, solely upon the merits and without discrimination in favor of such competing theatre; or

B. a distributor has instituted competitive bidding in any competitive area or situation except

(i) upon the written request of one or more of the exhihitors in any such area or situation; or,

(ii) upon the written request of an exhibitor in any area or situation for a run of a picture or pictures which the distributor is proposing to license on such run to another exhibitor or exhibitors in such area or situation; or,

(iii) to comply with the judgment, decree or order of a court of competent jurisdiction; or,

(iv) in good faith to protect itself where it has reasonable grounds to believe that there is collusion among exhibitors in such area or situation in the licensing of its pictures; or,

(c) a distributor has hreached any of the following rules in conducting competitive bidding:

(i) The invitation for an exhihitor to submit an offer for the picture or pictures described in the invitation shall specify a closing date for bids (hereinafter called the closing date), which shall be not less than ten days after the mailing of the invitation, and only offers or revised offers submitted in pursuance of such invitation, received on or before the closing date, shall be considered;

If prior to the closing date for bids, a distributor has not afforded an opportunity to the exhibitor to view, at a trade show or other screening, the picture or pictures referred to in the invitation to bid, then the distrihutor, at the exhibitor's written request, shall afford the exhibitor an opportunity to view such picture or pictures in the exchange city of the distributor.

(ii) Any exhibitor submitting an offer for any designated picture or pictures, in response to an invitation by the distributor, may request in writing (but under separate cover) at the time he submits his offer, that the successful offer for such picture or pictures shall he revealed to the exhibitor making such request and the distributor agrees to do so at the exchange office serving the theatre for which such exhibitor submitted said offer, within 14 days after there has been an award of the picture or pictures by the distributor, and at no other time.

(iii) Nothing contained in this Section shall be deemed to compel the distributor to accept an offer which it considers to be inadequate and the distributor may reject all offers; when, however, all offers are rejected the notice of rejection shall state the reason therefor and in such case the feature motion picture shall be made available in accordance with the provisions of this sub-division C to exhibitors, including those who submitted offers in the first instance, for a new offer; provided, however, if there be only one offer submitted, and that one offer is rejected, the distributor may, at its option, in lieu of the foregoing, negotiate with and license the motion picture to the exhibitor who submitted said offer.

(iv) Only offers in writing can be considered;

(v) The distributor shall within 14 days after the closing date, if any offers have been submitted on or before the closing date, announce acceptance to the maker of the accepted offer or announce to all bidders rejection of all offers;

(vi) If the new offers are also rejected, the distributor may thereafter, at its option, negotiate with the exhihitor making the best offer and license the motion picture to such exhibitor if the distributor considers the terms satisfactory, or may negotiate with and license the picture to such other exhibitor or exhibitors as the distributor may choose;

(vii) If no offers are submitted, the distributor may license the picture to any exhibitor it chooses upon terms acceptable to the distrihutor;

shall be subject to arbitration.

The rules and principles set forth in this Section 3 shall have application only in arbitration proceedings under this Section.

Nothing contained in this Section shall be construed to prevent a distributor from selecting its own customers in bona fide transactions and not in violation of any provision of this Agreement.

Nothing contained in this Section shall be construed to mean or intend to mean that a distributor may institute competitive bidding otherwise than under the terms and conditions as set forth in this Section.

The power of the arbitrators in deciding any controversy under this Section shall be as follows:

(a) If the arhitrators find in favor of the distributor, they shall dismiss the complaint;

(b) If the complaint involved is the first to be filed by the complainant against the distributor under subdivision B of this Section, and the arbitrators find in favor of the complainant, they shall make an award directing the distributor thereafter to cease and desist from competitive bidding in the competitive area or situation until such time as the instituton of competitive hidding in such competitive area or situation would not violate the provisions of said sub-division;

(c) If the complaint involved is the first to he filed by the complainant against the distrihutor under subdivision C of this Section, and the arbitrators find in favor of the complainant, they shall make an award directing the distributor thereafter to conduct competitive bidding affecting the complainant in accordance with the provisions of said suh-division;

(d) If it shall appear that an award has been made in favor of the complainant with respect to the same theatre in a previous arbitration with the same distributor under the same sub-division of this Section, and the arhitrators shall find in complainant's favor in the instant case, they may award damages under the provisions of Article III except that exemplary damages may be awarded only in respect of violations under sub-division A of this Section 3.

If in any proceeding under this Section the arbitrators shall find that the competitive hidding was conducted by the distributor fairly and in accordance with sound business practice and that there was no purpose to discriminate against the complainant or to favor the exhibitor to whom the picture in question was licensed, they shall find in favor of the distributor; and, in the ahsence of any showing of a violation of the rules and principles, the arbitrators shall not attempt to substitute their judgment for that of the disributor as to which of the several offers was best or as to the propriety of rejecting all bids on grounds of inadequacy.

SECT. 4.—CONDITIONING ONE LICENSE UPON ANOTHER

Controversies arising upon the complaint of an exhibitor that

(a) the distributor in licensing a particular feature or group of features has directly or in any manner conditioned such license upon the complainant exhibitor licensing one or more other features, or upon compainant licensing one or more short subjects, newsreels, trailers or serials (herein collectively called "shorts"), or upon complainant licensing re-issues, westerns or foreigns (herein collectively called "foreigns"); or

(b) the distributor has directly or in any manner refused to license to complainant exhihitor a particular feature or group of features except upon the condition that complainant also license one or more other features, shorts or foreigns shall be subject to arbitration.

An exhibitor shall have no right to assert any claim under (b) above unless he shall have mailed to the distrihutor, at the exchange out of which he is served, a notice in writing of such claim and of the grounds therefor, not later than 10 days after receipt by the exhibitor from the distributor of the license which he claims to have heen so conditioned.

An exhibitor shall have no right to assert any claim under (b) above unless he shall have mailed to the distributor, at the exchange out of which he is served, a notice in writing of such claim and of the grounds therefore not later than 10 days after the day on which the distrihutor, as claimed by the exhibitor, refused to grant a license unless so conditioned.

The power of the arbitrators in deciding any controversy under this Section shall be as follows:

(i) If the arbitrators find in favor of the distributor, they shall make an award dismissing the complainant; (ii) If the arbitrators find in favor of the complainant under (a) ahove, they may make an award cancelling the license for, or to the extent that it relates to, such other feature, features, shorts or foreigns;

(iii) If the arbitrators find in favor of the complainant under (b) ahove, they may order the distributor to cease and desist from imposing such condition on such complainant exhibitor; (iv) If the complainant asked for damages and the arbitrators find in his favor under either (a) or (b) they may also award damages under the provisions of Article III.

SECT. 5.—CONTRACT VIOLATIONS

Controversies arising upon the complaint of an exhihitor that the distributor has violated the provisions of a license agreement entered into between the exhihitor complainant and the distributor subsequent to the inauguration of this system of arbitration, including the failure of the distributor to deliver to the exhihitor a print of each picture licensed under such agreement in time for exhibition on the exhibition date or dates provided in or under such licensing agreement, shall be suhject to arbitration.

The power of the arbitrators in deciding any such controversy shall be as follows:

(a) If the arbitrators find in favor of the distributor, they shall make an award dismissing the complaint;

(b) If the arbitrators find that the distributor has violated any provision of such a license agreement between it and the complainant exhihitor, they shall make a finding to that effect, specifying the particular violations, and, if unperformed, shall order the distributor to perform such contract;

(c) If the complainant asked for damages and the arbitrators find in his favor, they may also award him damages under the provisions of Article III, except that no exemplary damages shall be awarded.

SECT. 6.—GENERAL PROVISION

Two pictures designated during each twelve months following the effective date of this agreement by each distributor party hereto as of unusual character shall be excluded from the provisions of this agreement. Such pictures in nowise shall be subject to arbitration until such time as the same are announced by such distributor for general distribution. Thereafter the provisions of this agreement shall be applicahle in respect of matters occurring in the course of such general distribution of the said pictures.

ARTICLE III. DAMAGES

Unless damages are claimed in the original complaint filed by the exhibitor, none shall be awarded.

Whenever the arbitrators find that the complainant

(*Continued on page 30*)

(*Continued from page 29*)

exhibitor is entitled to damages, they shall award such sum of money therefor as shall equal the actual loss proved to have been sustained by said exhibitor as a result of respondent's* acts.

If in any case in which the arbitrators award actual damages they find that the respondent's* acts resulting in such damage were done with the deliberate purpose to injure the complainant or in wilful disregard of the probable harmful consequences to the complainant, they may, in addition to actual damages, award exemplary damages not to exceed the amount of the actual damages so awarded.

Where any party to an arbitration proceeding wherein a demand for damages has been made has named an exhibitor* whose business or property may be affected by the award, and the exhibitor* so named does not intervene in the proceeding, and the complainant does not withdraw his complaint as provided in Section 5 of Article V, the arbitrators may proceed with the hearing; and if the arbitrators shall find that the exhibitor so named was associated in the act or acts causing damage to the plaintiff, they shall deduct from the sum of the damages awarded to the complainant an amount which in their judgment will cover the damages caused by said non-intervening exhibitor*.

In any arbitration in which damages are claimed by the complainant exhibitor, any distributor respondent* may at its option assert by way of set-off to any damages which may be awarded against it, the amount of any liability of the complainant to such distributor* for money damages for breach of contract established in such arbitration by said distributor*, the burden of establishing such liability and the amount thereof being upon the distributor* asserting the same.

When damages are claimed by the complainant exhibitor, such claim shall be limited to the damages sustained during the period of two years preceding the filing of the complaint, or during such shorter period of time as may he provided by the statute of limitations of the state in which the complaint has been filed.

ARTICLE IV. THE ARBITRATION SYSTEM

SECT. 1.—NATIONAL ADMINISTRATIVE COMMITTEE

A National Administrative Committee shall be formed to serve as an all-industry agency in giving effect to this Agreement. This Committee shall be composed of 3 members designated by Theatre Owners of America, 1 member designated by Metropolitan Motion Picture Theatres Association, 1 member designated by Independent Theatre Owners Association, Inc. (New York), 1 member designated by Southern California Theatre Owners Association of America, 1 member designated by International Drive-in Theatres Association, and 3 designated by the distributors signing this Agreement.

The National Administrative Committee so designated may from time to time add to its membership not more than three representatives from any organization which hereafter becomes a signatory to this Agreement. The representatives designated by such organization or organizations shall thereupon become members of the National Administrative Committee.

A majority of the members of this committee, including at least one distributor member, shall constitute a quorum. The committee at its first meeting shall elect from among its members a chairman who shall serve for a period of one year. Thereafter the chairmanship shall rotate among the members. Each exhibitor organization reserves to itself the right to designate which of its representatives on the committee (if there be more than one) shall serve as chairman.

The National Administrative Committee shall have power and it shall be its duty to organize and supervise the arbitration system. In addition, it shall prepare the necessary instructions, forms, records, etc. for the use and guidance of the Regional Tribunals, to the end that arbitration practice and procedure hereunder shall be uniform throughout the United States.

The exhibitor and distributor members of the National Administrative Committee shall vote separately as a class on any directive, ruling or determination of the National Administrative Committee.

The term Administrator when used hereinafter will refer to the National Administrative Committee.

SECT. 2.—LOCAL ARBITRATION COMMITTEE

A local Arbitration Committee subject to the supervision of the Administrator shall be organized by the Administrator in each Film Exchange Center in the United States to serve as the local all-industry agency under the supervision of the Administrator in giving effect to this Agreement. Each local Arbitration Committee shall be composed of exhibitor members chosen by the exhibitor members of the Administrator, and an equal number of representatives of the distributors chosen by the distributor members of the Administrator. The territory over which each local Arbitration Committee shall have authority and the city in which they shall be located shall he determined by the Administrator.

A majority of the members of this Committee, including at least one exhibitor and one distributor member, shall constitute a quorum. The exhibitor and distributor members of the local Arbitration Committee shall vote separately as a class on any directive, ruling or determination required to be made by the Committee under this Agreement.

It shall he the duty of each local Arbitration Committee to supervise arbitration in its allotted territory and to compile a panel of neutral arbitrators. The panel of neutral arbitrators in a number to he fixed by the local Arbitration Committee shall be compiled by it and filed with the Clerk of the Arbitration Committee in the city in which it shall be located. Such neutral panel shall consist of representative citizens from the territory served by the Exchange from which the local Arbitration Committee operates. (Qualifications of panelists?)

Each regional Arbitration Committee shall be served by a Clerk to he designated by the Administrator, whose duties it will be: To provide a place for the filing of a complaint, to arrange for the selection of arbitrators, to provide a place for the arbitration hearing, to keep and preserve the Arbitration records. The functions of the Clerk shall be solely administrative and procedural.

SECT. 3.—NATIONAL APPEALS BOARD

A National Appeals Board shall be organized and established by the Administrator to hear all appeals on damage questions, as hereinafter provided. It shall consist of three impartial non-industry members unanimously agreed upon by the members of the National Administrative Committee at a meeting held for that purpose. The Administrator in like manner shall fill all vacancies occurring on the Appeals Board.

The first term of office of each member of the Appeals Board shall he for eighteen months and thereafter the period of tenure shall he determined by the Administrator. The Administrator shall fix and provide for the compensation of members of the Appeals Board, and shall designate the times at which and the cities in which the Board shall sit.

SECT. 4.—FINANCING

ARTICLE V. RULES OF PRACTICE AND PROCEDURE

SECT. 1.—INITIATION OF ARBITRATION

An exhibitor may institute an arbitration proceeding in the Regional Tribunal for the area in which his affected theatre is located—

(a) By paying to the Clerk a filing fee to be fixed by the Administrator; and (b) By filing with the Clerk a Submission, in the form prescribed by the Administrator, which shall provide, in substance, that such complainant submits the controversy to arbitration and agrees to abide and be hound by and fully comply with this Agreement and with whatever final award may be entered in such arbitration; and

(c) By filing with the Clerk a Complaint, entered on a form prescribed by the Administrator, which document shall set forth in substance: the name and address of the complaining exhibitor; the name and address of each of complainant's theatres involved in the controversy; the name and address of each distributor against whom complaint is made; the name and address of every other distributor or exhibitor whose business or property complainant believes may he affected by an award in the proceeding; and a brief statement in clear and simple language of the claim and the relief sought; and

(d) At the time of filing the complaint, the complainant shall deliver to the Clerk enough copies thereof to enable the Clerk to deliver one copy to each respondent named therein and to each other distributor or exhibitor named therein as liable to he affected by the award, and the Clerk shall forthwith make such delivery.

Within ten days after any respondent receives from the Clerk a copy of the complaint, each respondent may sign and file with the Clerk the names and addresses of any distributors or exhibitors not named in the complaint whose business or property such respondent believes will be affected by an award in the proceeding. The Clerk shall forthwith deliver a copy of the complaint to each distrihutor or exhibitor named in such list, calling upon the complainant for the additional copies needed to perform this duty.

Any exhibitor or distrihutor, who believes that his business or property may he affected by the award, may intervene in the proceeding at any time prior to the appointment of the neutral arbitrator or arhitrators as a matter of right, and thereafter with the consent of all parties to the proceeding, and thereby become a party to the proceeding by filing with the Clerk a Submission as provided for in (b) above, together with a brief statement setting forth his interest in the proceeding, and hy paying a filing fee, as fixed hy the Administrator, to the Clerk. The Clerk shall forthwith deliver to each other party to the proceeding a notice of each intervention and a copy of the brief statement accompanying the same.

If prior to the selection of the arbitrators in any proceeding all the parties thereto, including intervenors, shall by written agreement select another Tribunal hereunder as a matter of preference or convenience, and shall file such agreement with the Clerk of the Tribunal of original jurisdiction, he shall at once forward the complete record in such proceeding to the Clerk of the Trihunal so selected, and the latter Tribunal shall thereby he invested with jurisdiction of the proceeding and shall proceed with the hearing and determination thereof, and any award made hy it shall have the same validity as though made hy the Trihunal in which the proceeding was initiated.

SECT. 2.—SELECTION OF ARBITRATORS

Not less than 20 nor more than 30 days after the filing of the complaint, the parties to a proceeding shall notify the Clerk of their choice of arbitrators. Arhitrators shall be selected in the following manner:

(a) In those instances where the only parties to the proceeding are the complainant exhihitor and the respondent distrihutor*, the complainant shall designate his arhitrator, and the respondent, or respondents, including intervening distributors, hy majority vote, shall designate an arhitrator, and the two so designated shall designate the neutral arhitrator. In the event that the two arbitrators fail to agree upon the neutral arbitrator within seven days from the designation of the second arbitrator, the neutral arbitrator shall be selected by the Local Arbitration Committee from the panel of neutral arhitrators compiled by it.

(b) In those instances where, in addition to the parties named in (a) ahove there are one or more exhibitor intervenors, and if such intervenor or intervenors and the respondent distributors unanimously agree upon an arbitrator, that arbitrator shall be deemed to have been designated by the respondent distributors and the intervenors. If the exhibitor intervenors and the respondent distributors fail unanimously to agree on such arbitrator within the aforesaid 30 day period, the proceeding shall he heard and determined by a Tribunal of three neutral arbitrators selected by the Local Arbitration Committee from the panel compiled by it.

The neutral arhitrators shall be paid for their services a sum to be fixed by the Administrator on a per diem basis (for each day while actually sitting in any proceeding), plus travel expenses.

SECT. 3.—HEARINGS

Hearings shall be held at any place agreed upon hy the parties and the arbitrators; and if there be no agreement, the place of hearing shall be fixed by the arbitrators.

Arbitrators will proceed with the maximum speed consistent with the adequate presentation and proper consideration of the cases in which they sit. They shall fix the time for the beginning of the hearings which shall be as soon as practicable after they have been appointed. They may adjourn the hearings from time to time with the consent of the parties or for reasons which, in their judgment, warrant such action.

At least five days prior to the initial hearing in any proceeding the clerk shall deliver to the parties written notice of the names of the arbitrators and of the time and place of such hearing.

SECT. 4.—PROCEDURE AT HEARINGS

Before commencing the hearing in any case the arbitrators shall take the oath of office in the form prescribed by the Administrator.

Counsel appearing at arbitratiion proceedings shall be limited to one attorney for the complainant and one attorney for all of the distributor respondents, and if there be an intervening exhibitor, one attorney may appear for each intervening exhibitor. Witnesses shall testify under oath or its legal equivalent and each party shall have the right to examine or cross-examine all witnesses.

Evidence shall be received only at hearings of which all parties have been given due notice and the arbitrators in making their awards shall consider only evidence so received and such inspections as they may make hereunder. The arbitrators shall have power to require any party to any proceeding, including intervenors, to produce such books, records and documents as the arbitrators may determine to be necessary to a proper determination of the controversy.

In lieu of producing or offering original books, records or documents, any party may, with the permission of the arbitrators, produce or offer sworn copies thereof or sworn excerpts of the relevent or material portions thereof. The authenticity of any such copy or excerpt, if brought into question, shall be determined by the arhitrators. All exhibits offered in evidence shall be numbered and marked by the Clerk to show that they were so offered; and if received in evidence, they shall be marked to show that they were so received.

The arbitrators shall rule on the relevancy and materiality of the evidence offered. Observance of the legal rules of evidence shall not be necessary. Whenever the arbitrators deem it advisable they may, upon notice to the parties, make an inspection of any theatre or other place or subject matter involved in the controversy. The arhitrators shall hear argument and receive hriefs.

SECT. 5.—WITHDRAWAL AND DEFAULT

A complainant may withdraw his arbitration proceeding at any time prior to the appointment of the neutral arbitrator or arbitrators without liability except as to accumulated costs.

If any party to an arbitration proceeding defaults by failure to comply with any of the provisions hereof, or withdraws after the appointment of the neutral arbitrator or arbitrators, the proceeding nevertheless shall proceed to an award unless all of the other parties thereto consent in writing to a dismissal.

SECT. 6.—STENOGRAPHIC RECORD

If the complaint does not ask for damages, and a stenographic record is requested by any party, the Clerk shall make the necessary arrangements for the recording of the testimony, the cost thereof to be horne by the party making such request; hut the parties may hy agreement share such cost.

Unless the parties respectively waive their rights to appeal, such record shall he made in any case in which the complaint asks for damages. It is essential for the record on appeal (Art. VI, Sect. 3). The cost thereof shall be horne as assessed hy the arbitrators pursuant to sub-division (a) of this Section.

SECT. 7—AWARDS

(a) *Form of the award and memorandum of decision.* The arhitrators shall make their award in writing which shall be in the language of the particular Section

(*Continued on page 31*)

(*Continued from page 30*)

under which the arbitration takes place and not otherwise; and the awards shall be signed by them and acknowledged before a notary public or other officer authorized to administer oaths.

The concurrence of two of the three arbitrators shall be essential to a valid award. The arbitrators in the award may assess the costs (excluding counsel fees) of the proceeding against the losing party or they may apportion such costs among the parties in such manner as they deem just.

If the award includes damages or a denial of damages, they shall set forth in the memorandum the theory upon which and the period of time for which such damages were allowed, computed, or denied.

(b) *Time for making award, etc.* The award shall be filed by the arbitrators with the Clerk not later than 28 days after the close of the hearings or after the date fixed by the arbitrators for oral argument or the filing of briefs, whichever is later. By written consent of all parties to the arbitration, the time for filing the award may be extended. The Clerk shall deliver a copy of the award to each party to the proceeding.

At any time within ten days after the award has been filed or within 30 days with the consent of the parties, the arbitrators may re-open the proceeding for the purpose of correcting inadvertent errors in the award. A corrected award shall he in the same form as the original award and shall be filed with the Clerk and delivered to the parties in the same manner as the original award.

(c) *Finality of award.* An award shall become effective and binding upon the parties on the date but not earlier than ten days after filing, specified therein and shall remain effective unless reopened, as provided in the preceding paragraph, subject, however, to the provisions of the last paragraph of Art. I, or if there be an appeal from the part of the award relating to damages, all parts of the award, subject as aforesaid, shall remain in effect except those relating to damages.

If an award includes an award of damages, the part of the award relating to damages shall be stayed automatically pending the appeal and until ten days after the decision on appeal is filed with the Clerk of the Regional Tribunal.

A final arbitration award hereunder shall bar the complainant and any intervening exhibitor from initiating any arbitration or litigaton against the respondent distrihutor* or against any intervening distributor* based on claims arising out of the act or acts of such distributor* or intervening distrihutor*, which act or acts could have been or were the basis of the complaint and shall release the respondent distributor* and each intervening distributor* and each intervening exhibitor* from any and all claims ante-dating the period for which a recovery of damages may he had under this Agreement.

A final arbitration award hased upon a claim under Art. II, Sect. 1 or Sect. 2 or both shall release the respondent distributor*, each intervening distrihutor* and each intervening exhihitor* from any and all claims based upon run or clearance or both which antedate the period involved in the complaint upon which such final award was made. Failure of a complainant to claim damages in his complaint shall be a full and complete waiver and release of any and all claims for damages which he might have made.

(d) *Allocation of damages.* If the award contains a provision that the respondents shall pay damages, and if such damages are not paid within twenty days from the date on which the award was filed, any party to the proceeding may apply to the neutral arbitrator or arbitrators to allocate the damages, already awarded, among the several respondents in the proportion in which the neutral arbitrator or arbitrators shall find the respondents have contributed to the total damage awarded.

Such allocation shall be made by the neutral arhitrator or arbitrators within five days after such application, after a hearing at which each of the respondents may be represented by counsel, and the damages so allocated shall be paid respectively by each respondent within three days after receiving notice of such allocation or, in the event of an appeal, upon the date when the award with respect to damages becomes final. If, unon appeal, an award of damages is affirmed or modified, the final award shall he allocated among the several respondents in the same proportion as determined by the neutral arbitrator or arbitrators as to the original award.

ARTICLE VI. APPEALS

SECT. 1.—RIGHT OF APPEAL

Where there has been an award in favor of the complainant exhibitor, any party to the arbitration proceeding affected thereby may appeal to the National Appeals Board from such part of the award as awards or denies damages. No other part of the award may be appealed by the parties or reviewed by the Appeals Board.

SECT. 2—NOTICE OF APPEAL

Any party desiring to appeal from such part of the award as awards or denies damages may do so by filing a Notice of Appeal with, and paying a filing fee as fixed hy the Administrator to, the Clerk of the Regional Tribunal, not later than twenty days after the date on which the award or the corrected award was filed. The Clerk shall thereupon deliver a copy of the Notice of Appeal, with the date of filing endorsed thereon, to each party to the proceeding and to the Appeals Board.

Within ten days after filing the Notice of Appeal the party or parties taking the appeal shall file with the said Clerk three copies of the transcript of the stenographic record of the hearing.

SECT. 3.—RECORD ON APPEAL

Upon receipt of three copies of the transcript filed by the party or parties taking the appeal, the said Clerk shall forthwith prepare the appeal record which shall consist of the following:

(a) The Submission and Complaint; (b) Submissions and Statements of intervenors; (c) Notices of appointment and signed acceptances of the arbitrators; (d) Clerk's record of hearing; (e) Three copies of the transcript of the stenographic record of the hearing; (f) Exhibits received in evidence and exhibits offered but not received in evidence, except such as may be omitted by agreement of the parties; (g) The award and memorandum of decision.

The Clerk then transmits the appeal record to the Appeals Board.

SECT. 4.—PROCEEDINGS OF APPEAL

Within 30 days after the filing of the Notice of Appeal, each party shall deliver a copy of his brief or written statement of his position on the appeal to every other party and shall file six copies of such brief or statement with the Appeals Board together with a statement that copies thereof have been delivered to the parties.

Within 45 days after the filing of the Notice of Appeal, each party shall deliver a copy of any answering hrief or statement to each other party and file six copies thereof with the Appeals Board together with a statement showing that copies have been delivered to the parties.

Within 35 days after the filing of the Notice of Appeal, any party may apply to the Appeals Board for permission to present oral argument, stating the reasons therefor. Notice of such application shall be delivered by the Appeals Board to all other parties, who may file with the Appeals Board written objections thereto, if any, within five days thereafter.

If the Appeals Board grants oral argument, it shall deliver to the parties notice in writing of the time and place of such argument, at least ten days in advance of the date fixed therefor. On appeal, all parties may be represented by counsel.

SECT. 5.—DECISION ON APPEAL

(a) The powers of the Appeals Board with respect to the award appealed from shall be limited to (i) affirming the part of the award which awards or denies damages, or (ii) increasing or decreasing the amount of damages awarded, or (iii) reversing the part of the award which awards damages and dismissing the complaint therefor.

The Appeals Board shall base its decision solely upon the record certified to it. An award of damages shall not be reversed hecause made or computed on an erroneous theory if it can be sustained on any valid theory.

(b) The Appeals Board shall make their decision in writing, and it shall be signed by them and acknowledged before a notary public or other officer authorized to administer oaths.

The concurrence of two of the three members of the Appeals Board shall be essential to a valid decision.

The Appeals Board may assess the costs (excluding counsel fees) of the appeal against the losing party or they may apportion such costs among the parties in such manner as they deem just. The Appeals Board shall file with the decision a memorandum setting forth their reasons therefor.

(c) The decision shall be filed by the Appeals Board not later than 21 days after the filing of the final briefs or after the date of the oral argument, whichever is later.

(d) The decision and memorandum shall be filed with the records of Appeals Board, which shall forthwith file a copy thereof with the Clerk of the Regional Tribunal concerned and shall forthwith deliver a copy thereof to each of the parties. The Clerk of the Regional Tribunal shall forthwith notify each of the parties of the date of filing with him.

(e) At any time within thirty days after the decision has been filed or within 45 days with the consent of the parties, the Appeals Board may re-open the appeal for the purpose of correcting inadvertent errors in the decision. A corrected decision shall be in the same form as the original decision and shall be filed with the records of the Appeals Board and delivered to the Clerk of the Regional Tribunal and to the parties in the same manner as the original decision.

(f) The decision or the corrected decision of the Appeals Board shall become the final award with respect to damages and shall become binding on the parties ten days after it is filed with the Clerk of the Regional Tribunal.

ART. VII—CONCILIATION

Sect. 1.—Controversies which an exhibitor has not been able to settle with a particular distributor, arising on the merits out of the relationship between such exhibitor and distributor, including controversies which are subject to arbitration under this agreement, shall, if the exhibitor so desires, be submitted to conciliation in an endeavor to dispose of such controversies amicably, informally and quickly.

Sect. 2.—Conciliation shall be conducted as follows:

(a) An exhibitor desiring a meeting for the purpose of conciliation shall send to the Branch Manager of the distributor at the Exchange for the area in which the exhibitor's theatre is located, a written request for such a meeting, and shall state in such request the controversy or controversies with such distributor to be conciliated, and may name therein not more than one other person, who will accompany him and assist in the efforts to conciliation. The meeting shall take place in the Exchange between the exhibitor, (his associate if named), and the Branch Manager and not more than one other person with the Branch Manager, on the first Monday or Friday, as specified by the distributor in advance, following the lapse of seven days after the receipt of such request.

(b) If the controversy or controversies are not disposed of at the conciliation meeting with the Branch Manager, the exhibitor may apply in writing to the General Sales Manager of the distributor for a further meeting with respect thereto. Such meeting shall be held at the distributor's Home Office at a time to be fixed by the General Sales Manager on seven days' written notice to the exhibitor, and shall be attended by the exhibitor and not more than one other person, and the General Sales Manager or a Sales Manager designated by him, and not more than one other person of his selection.

(c) The exhibitor and the distributor may arrange conciliation meetings at any time or place mutually satisfactory without regard to subdivisions (a) and (b) of this Section.

Sect. 3.—The function of the associates of the exhibitor and distributor shall be limited to the endeavor to assist in the disposition of the controversies being conciliated. Neither the exhibitor nor the distrbutor shall be under any obligation to dispose of the controversy under conciliation in the manner proposed by the other party, and the judgment and good faith of any party failing so to disposc of any such controversy shall not be questioned.

Sec. 4.—(a) The discussions in regard to conciliation shall be confidential and without prejudice, and the exhibitor and the distributor and their associates, by participating in the conciliation meetings agree that nothng said, written or done by any party in or in connection with the conciliation shall constitute an admission or statement against interest, or be used as such.

(b) Conciliation hereunder is not intended to change, interfere with or delay the usual negotiations between an exhibitor and a distributor for the licensing of pictures.

(c) Conciliation hereunder shall not bar an exhibitor from resorting to arbitration under this agreement, or to litigation.

Conclave To Honor Olson, Engstrom

Dr. Harry F. Olson, director of the RCA Acoustical and Electro-mechanical Research Laboratory, will receive the SMPTE's Samuel L. Warner Memorial Award for 1955. The announcement was made by the Society's president, Dr. John G. Frayne, who said that Dr. Olson would receive a gold medal and citation on Oct. 4, during the Society's 78th semi-annual convention at the Lake Placid.

In addition, Dr. Ehner W. Engstrom will receive the Progress Medal Award of the SMPTE. Dr. Engstrom is executive vice-president of research and engineering, and a director of RCA, and has contributed much research in the fields of radar, radio, electronics, acoustics, and television.

Holds 60 Patents

Dr. Olson, who holds more than 60 patents on devices and systems in the acoustical field, will receive the award for "outstanding work in the field of sound motion-picture engineering and in the development of new and improved methods or apparatus designed for sound motion pictures."

The Progress Medal to be awarded to Dr. Engstrom is given to "a candidate who by his inventions, research or development has contributed in a significant manner to the advancement of motion picture technology." Dr. Engstrom was selected for this award by the Society's Board of Governors upon recommendation of the Progress Medal Award Committee under the chairmanship of Dr. Otto Sandvik of Eastman Kodak. The award was last given in 1953 to Fred Waller, inventor of Cinerama.

Exhibit booths are now available to manufacturers and distributors for the 79th convention of the SMPTE, it was announced by Everett Miller of RCA, exhibit chairman. The convention and equipment will be held at the Hotel Statler in New York City, April 29-May 4, 1956. Floor plans and contract blanks may be obtained from Miller at RCA Film Recording, 411 Fifth Ave., or from the Society headquarters.

Independent Trade Reviews

"The Tall Men"

(20th-Fox) CinemaScope-De Luxe Color 122 Min.

Cast: Clark Gable, Jane Russell, Robert Ryan, Cameron Mitchell, Juan Garcia, Harry Shannon, Emile Meyer, Stevan Darrell.

Credits: Produced by William A. Bacher and William B. Hawks; Directed by Raoul Walsh; Screen play by Sydney Boehm and Frank Nugent; From the novel by Clay Fisher.

The saga of the early west's first overland cattle trek from San Antonio, Texas, to Mineral City, Montana, serves as background for a rough and rowdy romance between Clark Gable and Jane Russell in "The Tall Men." Salty humor, sly situations and numerous raucous antics punctuate the scenes in which Gable and Miss Russell have at each other. Their fans should find these interludes enormously to their liking, thus catapulting "The Tall Men" to heady box office heights. When romantic byplay is set aside for action, the picture moves along at a fairly absorbing clip. The story that is told is not new to western fans, but the treatment is lavish, with a tremendous cattle stampede used for the climax. In CinemaScope and De Luxe Color, "The Tall Men" stands out with much visual appeal. The dialogue is lusty, the outdoor locations are splendid and the action is often convincing.

Action menaces are in evidence via renegade whites and cut-throat Indians. A sub-plot finds Cameron Mitchell, who plays Gable's cow-punching younger brother, constantly at odds with Robert Ryan, who is financing the overland cattle trek for which Gable is the trail boss. At various intervals, Miss Russell finds time to warble choruses of a couple of ditties. One of these, the title song, carries the sort of lyric that might, with a little imagination, be construed as risque.

Once the action gets underway in the post-Civil War northwest, the overland cattle journey shapes up as the main story line of the picture. Ryan has taken up with Miss Russell after she and Gable have had a romantic falling-out. When Ryan insists that she accompany them on the hazardous journey to Montana, Gable balks. Ryan, however, forces the issue. The trip is punctuated by numerous obstacles, all of which Gable surmounts. His relationship with Miss Russell meanwhile grows more and more strained. Things come to a head when Indians kill Mitchell and Gable risks a long shot by engineering the cattle herd through an ambush set by the redskins. Ryan then sells the cattle and tries without success to beat Gable out of his share. Gable, disheartened by his brother's death, walks off into the night and, to his surprise, finds Miss Russell awaiting him.



John Wayne and Lauren Bacall in "Blood Alley," CinemaScope-WarnerColor, from Warners.



Robert Ryan and Jane Russell are the stars in 20th-Fox's CinemaScope-De Luxe Color "The Tall Men," also starring Clark Gable.

"Blood Alley"

(Warner Bros.) CinemaScope-WarnerColor 115 Min.

Cast: John Wayne, Lauren Bacall, Paul Fix, Joy Kim, Barry Kroger, Mike Mazurki, Anita Ekburg, Henry Nakamura, W. T. Chang, George Chan.

Credits: A Batjac Production; Directed by William A. Wellman; Screenplay by A. S. Fleischman; From his novel of the same name.

This big action melodrama, locaied in Red China, can be recommended because of the presence of John Wayne in the cast, and because the subject-matter is topical. In CinemaScope and WarnerColor, the film's box office prospects are therefore above-average for general audiences. Although the film is too long and begins very slowly, "Blood Alley" contains many tense and well-photographed sequences, as it tells the story of an American skipper who pilots an entire Chinese village down the Formosa Straits to Hongkong and freedom—in an ancient ferryboat. Most exciting scenes center around the evacuation of the little village, capture of the Communist-held ferryboat, treachery onboard ship, and attacks by Red vessels in the Straits. Romance is perfunctory, with Lauren Bacall attractive as the feminine interest. There is some adult dialogue between Miss Bacall and Wayne, considerable emphasis on the nobility of the Chinese resistance movement, and plenty of comedy relief.

Wayne, a veteran Chinese hand rotting away in a Communist jail, is sprung to freedom by the villagers, who need a skipper to execute their daring escape plan. He meets Miss Bacall, daughter of the village's American doctor, whom he calls a "bleeding heart" for the Chinese people. At first reluctant to undertake the voyage, Wayne finally consents because of the challenge involved and his half-admitted interest in the girl. Their romance is rocky, as Wayne insists they don't travel in the same circles. After a series of action episodes on the Straits, the ferryboat arrives in Hongkong and Miss Bacall and Wayne clinch.

"Lucy Gallant"

(Paramount) Technicolor-VistaVision 104 Min.

Cast: Jane Wyman, Charlton Heston, Claire Trevor, Thelma Ritter, William Demarest, Wallace Ford, Tom Helmore, Gloria Talbott, James Westerfield, Gov. Allen Shivers, Edith Head.

Credits: Produced by William H. Pine and William C. Thomas; Directed by Robert Parrish; Screenplay by John Lee Mahin and Winston Miller; from the novel "The Life of Lucy Gallant" by Margaret Cousins.

This big Technicolor-VistaVision romantic drama is both a good vehicle for Jane Wyman and the most engaging cinematic plug to date for the "great state of Texas." Using the oil and fashion industries of that state as excellent VistaVision backgrounds, Pine-Thomas have skillfully filled the screen with eye-filling locales, pleasant humor, some mature dialogue, and a cast that is excellent marquee bait. Mark down "Lucy" as an above-average presentation for the general audience, especially women. The picture is too long for some tastes. Story concerns a wealthy Eastern girl, jilted at the altar because of a scandal concerning her father. Bitter against men, and stranded in a Texas boom-town, she is determined to be self-supporting, and opens a high-fashion store rather than marry a cattleman who wants only to support her. Essential to the film's appeal is the fabulous rags-to-riches story of the Texas oil millionaires, as winningly played by Thelma Ritter, Wallace Ford, Claire Trevor, and others. Charlton Heston, as Miss Wyman's romance, is effective.

Spreading over nearly a decade, the film's off-again, on-again romance is set amidst many visual aspects of Texas life, including the state's oil fields, boom-towns, farmlands, palatial mansions, modern department stores, etc. There are also some shots of World War II army life and of Paris, and a gala fashion show introduced by Gov. Allen Shivers of Texas which culminates in a gigantic plug for that state as the new fashion center of the world. Some men may tire of the emphasis on women's fashions, the ease with which the inexperienced Lucy makes her way up the ladder of success, and the length of time she requires to decide to marry. Women, however, should adore the film from beginning to end.

Stranded in New City because of a railroad wash-out, and befriended by an easy-going cattleman who refuses to capitalize on the oil boom, Lucy builds a fashionable store to drain



Jane Wyman and Charlton Heston in Paramount's release of "Lucy Gallant," in VistaVision and Technicolor.

off the town's surplus money. Successful and self-reliant, she can't give up the store when the cattleman proposes. When he returns to New City after five years in the Air Force, she agrees to marry him, but only if she can continue her career. He bitterly refuses, meanwhile drilling oil on his farmland and becoming wealthy himself. When Lucy gets into serious financial jams, he secretly bails her out. Finally saved from business disaster by the man, Lucy then realizes that he has been supporting her all along, and agrees to trade in her career for marriage.

"The Deep Blue Sea"

(20th-Fox) CinemaScope-De Luxe Color 99 Min.

Cast: Vivien Leigh, Kenneth More, Eric Portman, Emlyn Williams, Moira Lister, Arthur Hill, Dandy Nichols.

Credits: Produced and directed by Anatole Litvak; Screen play by Terence Rattigan; From the stage play by Rattigan.

Here is a quality offering made to order for the adult audience that cottons to sophisticated romantic drama. Filmed in England by Anatole Litvak from a stage play by Terence Rattigan, one of Great Britain's leading playwrights, this



Vivien Leigh and Kenneth More co-star in "The Deep Blue Sea," in CinemaScope and De Luxe Color, from 20th-Fox.

picture unspools with fine performances, intriguing situations and a good deal of dramatic impact. Story concerns the passion of a not-so-young woman for a head-strong and younger man, her second husband. As the woman, Vivien Leigh again proves that she is one of the screen's most beautiful and most gifted actresses. Her performance is fraught with the required emotional punch the story demands. As her second husband, Kenneth More, England's most popular actor, contributes a most convincing portrayal. The ill-fated romance between this couple is projected with strong drama, and always in good taste.

CinemaScope and De Luxe Color aid in the visual presentation, which takes the viewer out of the furnished flat of the single stage setting for a moderately extensive tour of London's dives and airports. A skiing sequence in the Alps also provides a colorful change-of-pace. Supporting the principals in this drama are Emlyn Williams, playing Miss Leigh's first husband, and Eric Portman. Both are familiar to American moviegoers.

The strictly adult flavoring in "Deep Blue Sea," which was played on the Broadway stage several seasons back by Margaret Sullivan, makes special handling a must. Picture begins as Miss Leigh is attempting a suicide. Footage than delves into the causes of her mental depression. Some neatly contrived flashbacks help supply the motivation for her thwarted act and also detail how she fell in love with More, a test pilot. Coming back to the present again, Miss Leigh is seen trying to resolve her marital problems with More, a happy-go-lucky sort. Williams, a judge, vainly tries to win back Miss Leigh, but she discovers more and more that a happy life with any man is impossible. Climax finds each of the principals bent on going his own way and the implications surrounding Miss Leigh's plight point up to a second suicide attempt. Picture ends on this note, with the viewer discerning the impression that Miss Leigh, rather than her successive husbands, is emotionally unbalanced.

"A Man Alone"

(Republic) Trucolor 95 Min.

Cast: Ray Milland, Mary Murphy, Ward Bond, Raymond Burr, Arthur Space, Lee Van Cleef, Alan Hale, Douglas Spencer.

Credits: Directed by Ray Milland; Screen play by John Tucker Battle; Story by Mort Briskin.

"A Man Alone" marks Ray Milland's debut as a director and in this film he has come up with a superb Trucolor western, marking him as one of the upcoming outstanding actor-directors. The picture is one of the best westerns to come out of Hollywood in the last five years. Milland handles the film skillfully from its mood setting opening, brought off with a minimum of dialogue, to its gradually building suspense, and finally, to its actionful end. It is difficult for an actor to direct himself and yet Milland has done this with careful restraint and building the character of the part that he plays, a gunman who is still a human being. He also gets excellent performances out of Mary Murphy, Ward Bond, Raymond Burr and Lee Van Cleef. Milland is aided by a very fine script which has some realistic dialogue and is carefully plotted and always logical in its development. Sold strongly, this film can become one of Republic's biggest grossers.

Milland, a gunman trekking across the Arizona desert, happens onto a stage coach which has been looted, and all its passengers, including a little girl, murdered. When he arrives in town on one of the stage's horses, he is jumped by Alan Hale, the local sheriff, whom he guns down. Then he makes a run for it. He overhears Burr, Cleef and Grandon Rhodes, who planned the robbery and massacre, discussing it and by a turn of circumstances, is framed as the murderer of the passengers. He takes refuge in the home of Bond, who is down with yellow fever, and who is the real sheriff of the town. When Bond recovers, he is about to turn Milland over to be hanged when he is convinced of Milland's innocence by Mary, who loves him. Bond and Milland join together and all ends well when one of Burr's gang admits that Burr and his men are the guilty ones. A gun battle ends in favor of those in the right. Milland decides to marry Mary and stick around.



Ray Milland makes his directorial debut and also stars in "A Man Alone," in Trucolor, from Republic.

"Count Three And Pray"

(Columbia) Cinemascope-Technicolor 102 Min.

Cast: Van Heflin, Joanne Woodward, Phil Carey, Raymond Burr, Allison Hayes, Myron Healey, Nancy Kulp, James Griffith, Richard Webb, Kathryn Givney, Robert Burton.

Credits: A Copa Production; Produced by Ted Richmond; Directed by George Sherman; Written by Herb Meadow.

An unusual post-Civil War story, dealing with a veteran's desire to become a preacher in a rural Southern community, is competently unfolded in "Count Three and Pray." Due to a set of intriguing situations which contain a good deal of heart, this picture should fare well above average in the general market. The folksy humor of the dialogue, the several sequences of rough-and-tumble action, and the off-beat quality of the story should attract a broad family patronage. The Van Heflin name will also prove valuable in bookings, as will the CinemaScope and Technicolor photography.

A couple of top-notch performances by Heflin, as the soldier-turned-preacher, and newcomer Joanne Woodward, cast as a tomboy, lend conviction to the script. Although events are slow in unfolding, the general flavor of the story keeps interest whetted. Heflin, a southerner, returns to his home after having fought on the side of the North in the Civil War. He meets much local opposition from die-hard Confederates but eventually manages to build his church. Attracting parishioners is a task equally as tough, but Heflin, with the aid of several devoted friends, comes out on top. An attempt by Raymond Burr, local storekeeper, to have Heflin defrocked falls flat when Miss Woodward, who has been living with Heflin as his



Van Heflin and newcomer Joanne Woodward in "Count Three and Pray," CinemaScope-Technicolor, from Columbia.

ward, convinces the regional bishop that lust was absent from their alliance. A humorous fadeout finds Miss Woodward leading a reluctant Heflin to the altar as the bishop, rifle in hand, takes up the rear.

"The Treasure of Pancho Villa"

(RKO) Superscope-Technicolor 96 Min.

Cast: Rory Calhoun, Shelley Winters, Gilbert Roland, Joseph Calleia, Fanny Schiller, Tony Carvajal.

Credits: Produced by Edmund Grainger; Directed by George Sherman; Screen play by Niven Busch.

This Edmund Grainger production for RKO release is a modest but entertaining action feature. Photographed entirely in Mexico in Superscope and Technicolor, it's the story of a group of guerillas and adventurers who set out to deliver a huge shipment of stolen Government gold to the rebel Pancho Villa. Rory Calhoun and Shelley Winters head the cast, and the film generates considerable tension because of first-rate performances from Gilbert Roland and Joseph Calleia. Otherwise, it's standard outdoor fare, slow in spots, and suited for the lower half of double bills in most houses. Direction breeds suspense in some scenes, especially when the ambush of the gold-carrying troop train is depicted.

Cynical "hired gun" Calhoun is in the employ of Villa. After a successful holdup of a troop train in collaboration with Calhoun's friend, rebel colonel Roland, the band of men embark on a treacherous overland trek to deliver the loot to Villa, who is pressed for funds. Accompanying them are an American school teacher, Miss Winters, and a treacherous guerilla, Calleia. Romance develops between the idealistic girl and Calhoun, who finally sends her away. After a series of battles with Government troops, and treachery by both Calleia and Calhoun, most of the rebels are destroyed, excepting Miss Winters and Calhoun.



Gilbert Roland and Rory Calhoun in the Super-Scope-Technicolor "Treasure of Pancho Villa," from RKO.

"Svengali"

(M-G-M) Eastman Color 82 Min.

Cast: Hildegarde Neff, Donald Wolfit, Terence Morgan, Derek Bond, Paul Rogers, David Kossoff, Hubert Gregg.

Credits: George Minter Production; Directed and written by Noel Langley; From the George Du Maurier story.

The eerie tale of how a street musician with hypnotic powers forced a young barmaid to sing grand opera against her will is related in this British production. "Svengali," which the late John Barrymore played in the earlier Thirties, is this time impersonated by the famous and flamboyant Shakespearean actor, Donald Wolfit. Although his name will mean little to American audiences, his performance is truly commanding. As Trilby, the girl who falls under his power, Hildegarde Neff gives a convincing portrayal. Her name, together with the exploitation values of the story and the handsome Eastman Color photography of "Svengali," should assure the picture of general audience acceptance.

Set in the Latin Quarter of Paris just before the turn of the century, "Svengali" captures in mood and atmosphere the supernatural flavor of its situations. The plot is concerned with a blooming but ill-fated romance between Miss Neff and Terence Morgan, an artist, for the first hour of running time. Miss Neff, a girl of the streets, is rejected by Morgan's aristocratic parents and, in a fit of despondency, falls prey to Wolfit, a most obnoxious sort. Wolfit, by means of hypnotism, gives her a splendid singing voice and in short order Miss Neff becomes the rage of Europe. In London, however, Wolfit suffers a heart attack and loses power over the singer on the eve of her first concert. Since Wolfit had, when alive, willed Miss Neff's death to follow his own, a last-minute attempt is made to reach Morgan in order to break the late hypnotist's spell. Morgan appears and, by pledging his love to the stricken Miss Neff, brings about her recovery.

"Tennessee's Partner"

(RKO) SuperScope-Technicolor 87 Min.

Cast: John Payne, Ronald Reagan, Rhonda Fleming, Coleen Gray, Anthony Caruso, Morris Ankrum, Chubby Johnson, Leo Gordon.

Credits: A Benedict Bogeaus Production; Directed by Allan Dwan; Screen play by Milton Krims and D. D. Beauchamp; Based on the story by Bret Harte.

A highly diverting western has been made of the classic Bret Harte tale, "Tennessee's Partner," and a satisfactory box office return should be the result. With the SuperScope and Technicolor assets, plus the names of John Payne, Ronald Reagan, Rhonda Fleming and Coleen Gray, top-line billing can be ventured for a good many situations. Picture has action in the form of fist fights, a jail break and some chase sequences; romance with some wry and humorous twists, and certainly enough pretty girls to satisfy everyone. Story line has to do with the friendship between a gambler and a gold prospector. Since much of the action takes place in and around a "salon for marriageable girls" run by Miss Fleming, a definite exploitation potential is to be had for the asking.

When an attempt by a dissatisfied card player is made on the life of Payne, a gambler, Reagan, a prospector with a sense of fair play, steps into the situation and saves Payne's life. Payne learns that Reagan is about to marry Miss Gray, with whom Payne once had an affair. Since Reagan is naive about women, Payne takes it upon himself to prevent the marriage. Meanwhile, an old prospector staked by Payne is murdered and Payne is accused. Reagan helps his friend square himself by finding the murderer, but loses his life in the attempt. Fadeout finds Payne marrying Miss Fleming, who owns the "salon" in which Payne ran the gambling concession.

"Fort Yuma"

(United Artists) Technicolor 78 Min.

Cast: Peter Graves, Joan Vohs, John Hudson, Joan Taylor, Addison Richards.

Credits: A Bel-Air Production; Produced by Howard W. Koch; Executive producer, Aubrey Schenck; Story and screen play by Danny Arnold.

A moderately exciting Cavalry vs. Indians melodrama is unfolded with enough suspense and action to satisfy fans of the outdoor epic in "Fort Yuma." Although the players have relatively minor marquee worth, their performances are generally competent. Rapid narrative pacing serves to hold viewer interest in the proceedings, once the story line is established. Plot has to do with an overland trek by a Cavalry unit to relieve a distant fort beleaguered by Indians. Technicolor photography furnishes visual appeal to the scenery, which helps to compensate for the relatively slow beginning of the story.

Pivotal figure in "Fort Yuma" is an Indian scout, John Hudson, assigned to Peter Graves' Cavalry unit. His character is built up in order to dramatize the relationships between the Indian and white personalities involved. Graves, an Indian hater, is in love with Joan Taylor, Hudson's sister. Joan Vohs, who accompanies the Cavalry unit on its journey, makes it her business to understand the Indian mind since she intends to set up a teaching school at the beleaguered Army post. Climax, in which Miss Taylor is killed, sees Graves undergoing a character transformation for the better.

"Bengazi"

(RKO) 79 Min.

Cast: Richard Conte, Victor McLaglen, Richard Carlson, Mala Powers, Richard Erdman, Hillary Brooke, Maury Hill, Jay Novello, Gonzales Gonzales.

Credits: A Panamint Pictures production; Produced by Sam Wiesenthal and Eugene Tevlin; Directed by John Brahm; Screen play by Endre Bohem and Louis Vittes; Story by Jeff Bailey.

"Bengazi," an outdoor adventure tale played against backgrounds of North African cities and deserts, makes the grade as routine program diversion. There is enough movement in this moderately exciting entry to satisfy action house audiences. And here is where the film will find its place. The names of Richard Conte, Victor McLaglen, Richard Carlson and Mala Powers should be of some aid. Towards the climax, a measure of suspense is generated as the outlaw and police officer join forces in a desperate attempt to defeat marauding Arabs.

Story finds Conte and McLaglen teamed as gun-runners in modern day Bengazi, where Richard Carlson is a British police officer. Carlson is trying to get the goods on Conte, who has stolen a government truck with which to carry away hidden Arab gold. Along with McLaglen and Richard Erdman, an ex-con, Conte reaches the oasis where the gold is hidden. But the Arabs have set a trap and begin picking the men off, one by one. Conte is soon joined by Carlson and Miss Powers, McLaglen's daughter, and the three do their best to ward off the Arabs. In a move to save his companions, Conte carries the gold to the Arab firing line. Fadeout finds him returned in good health to an awaiting Miss Powers. Implication is that Carlson will be lenient with Conte at headquarters.

"Hold Back Tomorrow"

(Univ.-Int'l.) 75 Min.

Cast: Cleo Moore, John Agar, Frank de Kova, Dallas Boyd, Steffi Sidney, Mel Welles.

Credits: Produced, directed and written by Hugo Haas

Hugo Hass has again attacked a story premise that is daring and off-beat and has come up with an exploitable and well-done motion picture. This time he deals with the last request of a young strangler, sentenced to hang for murder, in an international port. The strangler's last request is a woman's companionship on his last night. A fine script and careful direction gives the film smoothness and depth that are worthy of a much higher budget. Cleo Moore and John Agar deliver excellent performances. The title song may catch on with record fans. With wise, planned selling, this film can topline bills and do good business.

Cleo Moore, tired of her way of life, tries to drown herself, but is saved by a passerby. When a detective is told that strangler Agar wants a woman as his last request before hanging, he gets Cleo. She is at first repulsed by Agar, gradually falls in love with him, and he with her as the night passes. Agar has a dream that when he is hung, the rope breaks, and he is freed. Before he goes to the gallows, he marries Cleo and leaves her praying for him, and hoping that a miracle has happened.

"Killer's Kiss"

(United Artists) 67 Min.

Cast: Frank Silvera, Jamie Smith, Irene Kane, Ruth Sobotka.

Credits: Produced by Stanley Kubrick and Morris Bousel; Directed and written by Kubrick.

An off-beat melodrama that is sometimes exciting, "Killer's Kiss" shapes up as unusual program diversion for action houses. Picture was photographed entirely in New York, with most of the footage recognizable as location work. Stanley Kubrick, who produced, directed, wrote, photographed and edited "Killer's Kiss," should take a bow for his prodigous efforts. Story concerns a romance between a young prizefighter on his way down and a dance hall girl. Although the performers have appeal, their names lack marquee allure.

Exploitable elements of "Killer's Kiss" can be found in some savage prize fight scenes, a climax in which the killer fights it out with the hero in a gloomy mannequin factory, and sequences showing the seamier side of Times Square life. Jamie Smith, the fighter, falls in love with Irene Kane, the dance hall girl, as she is trying to escape the clutches of Frank Silvera, her boss. The latter grows jealous and sends his hoodlums to kill Smith. They murder Smith's manager by mistake. Attempts by Smith to track down Silvera and his gang make up the climactic chase, which resolves in a just end and the usual romantic clinch.

"Duel On The Mississippi"

(Columbia) Technicolor 72 Min.

Cast: Lex Barker, Patricia Medina, Warren Stevens, Craig Stevens, John Dehner, Ian Keith.

Credits: A Clover Production; Directed by William Castle; Screen play and story by Gerald Drayson Adams.

"Duel On The Mississippi" is an acceptable costume action adventure that can find its niche as a companion feature in the general market. Decked out in beautiful Technicolor, the film is set in an unusual period, the pre-Civil War era when the bayou raiders stole sugar from the aristocrats in the South. Lex Barker and Patricia Medina handle the leads well with Warren Stevens a standout as a heavy, the greatest duelist in the South. There is plenty of dueling, fights with machetes and intrigue.

Bayou cut-throats are raiding the plantations of the aristocrats and stealing sugar as a form of revenge. Leader is Stevens, who raids John Dehner's plantation with Patricia, a low born Creole woman, daughter of a former pirate Ian Keith, in tow. Stevens' band escapes, but Patricia is slow in getting away and is caught by Dehner's son, Barker. She outwits him and escapes. Dehner's plantation is foreclosed and it is revealed that Patricia holds the note. In order to keep his father out of debtors' prison, Barker agrees to be Patricia's bond servant. Soon Patricia finds that Stevens isn't her type. She ends up with Barker, after his duel with Stevens, which he wins.

ST. LOUIS (cont'd.)

mgr. for Paramount, succeeded A. M. Kane as southwestern div. mgr., with St. L. in his territory. . . . American Theatre here may be used by Lou and Joe Ansell for various productions when that theatre is dark. The Ansells and Samuel Cytron have organized Ansel Cytron Realty Co. with headquarters at 6278 Delmar Ave. . . . L. H. Pettit plans a grand opening for his handsome new, $50,000 Avalon Theatre at Ava, Mo. for early Oct. . . . David Arthur, booking head at F&M and chief barker of Variety Tent 4, gave a party for new members of the club in the Lido Room of the Hotel Chase.

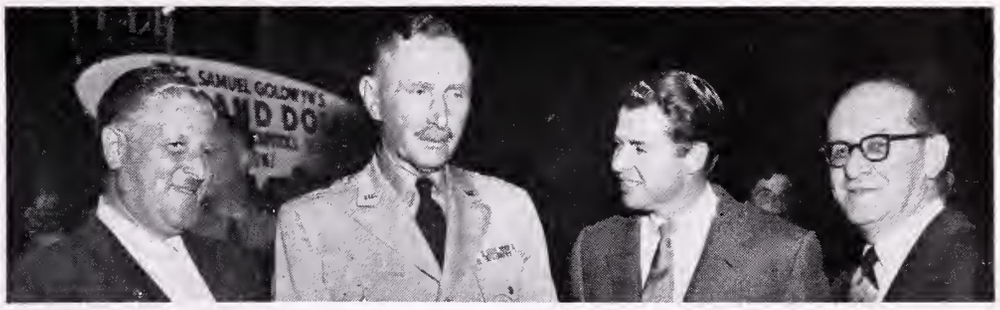
Don Toliver bought 200 in-ear heaters from National Theatre Supply for his 460 Drive-In at Carmi, Ill., which he plans to operate thru the winter. Bill Zimmerman purchased 100 for his Moto-Vue at Warrenton, Mo. . . . Eddie Clark will continue operation of his El Capitan Drive-in this winter since it has an enclosed ramp that seats 523. . . . Counsel for Mrs. Gertrude Wehrenberg, owner of the Melba Theatre Bldg., under lease to Fred Wehrenberg Circuit, appeared before the Mo. Tax Commission to protest increase in tax assessment from $80 to $150 a front foot. . . . Passed away: John W. Bale, 72, who was in show business for 51 years; Julius Raabe, 60, owner with his wife of the Longwood Theatre.

SALT LAKE CITY

John O. Denman came on from Denver, Colo. to take up his new duties as city mgr. for the newly organized Fox Wasatch Theatre Corp., which took over seven theatres here and in Provo, Utah from J. L. Lawrence chain. It is reported that a clause in connection with the Rialto, Salt Lake, of this group, may necessitate it being operated later under independent management. . . . Ralph Pollock, exploiteer from the home office of Dimension Picts., concluded a visit to this territory in the interest of showings of "I Am A Camera." Harold Fuller is mgr. of the local office of Dimension. . . . The most recent new theatre completed at Moab, Utah, is called The Village. . . . Fall Round-Up of Variety Tent #38, which included a tournament at Fort Douglas Golf Course and a Calcutta Banquet, was a big success, according to Russ Daughterman of Associated Films, who was chairman of the event.



The four "Texas Outdoor Girl" contest winners, brought to New York by Columbia for the opening of "The Man From Laramie" at the Capitol Theatre, hand out copies of the title song recording to the first 100 in line.



Climaxing a day-long series of activities in which the military was featured, U-I's "To Hell and Back" premiered at the Capitol Theatre in New York. Among those in attendance were (l to r): Milton R. Rackmil, Universal prexy; Major General William H. Colburn; Audie Murphy, star of the film, and Charles J. Feldman, Universal v.p. and gen. sales mgr.

Cashiers for the Intermountain theatres are receiving a course at the local Powers Charm School to improve handling of their posts, according to city mgr. Robert Workman, who is also mgr. of the Centre Theatre, Salt Lake. . . . Dick Rose, former mgr. of the Idaho Theatre at Twin Falls, was a recent visitor to the Intermountain offices, parent company of the Idaho. . . . The Row mourned the passing of Ray M. Hendry, 50, who for the past 36 years was associated with the Intermountain chain, and had worked himself up to v.p. and gen. mgr. . . . Woodland Drive-In at 4005 So. 7th East, is showing two first-runs, an innovation for an ozoner hereabouts.

SAN FRANCISCO

Irving Ackerman, Ackerman-Rosener Theas., will emcee the testimonial luncheon for S.F. drama critic, Fred Johnson, hosted by Northern Calif. Theatre Assn. . . . Tent No. 32, Women of Variety, honored Judge Theresa Meikle with a life-membership. Mrs. Jesse Levin was emcee. . . . Affiliated Theas. sold the Tulare Drive-In to Harvey Amuse. Co. . . . "I Am A Camera" set a new revenue record at the Bridge Theatre. . . . The S.F. School Board again used the Fox Theatre for its pre-school teachers meeting. Robert Kunce, asst. mgr. says this is a "good-will-getter" since rental is sharply cut.

FWC and Evergreen circuit shifts include Wm. H. Thedford, head, Northern Cal., to replace James Runte, now Evergeen div. head in Seattle. Robt. C. Rothafel, former dist. mgr., East Bay, is new managing dir. of the Roxy in N.Y.; John Klee is new mgr. in Oakland; Fay S. Feeder is ad-pub. mgr. in same area.

SEATTLE

Wm. H. Thedford, pres. of Evergreen Theas., was promoted to the directorship of Fox West Coast's 44-house circuit in No. Calif. and Nev. He will move his headquarters from Seattle to San Francisco but will continue to serve as pres. of Evergreen. Returning to Seattle to take over Thedford's duties will be James Runte, who was div. mgr. for FWC in San Fran. . . . Erik Cooper, Seattle dancer and a former choreographer for Aqua Theatre productions here, has supporting role in M-G-M's "The Rains of Ranchipur," and is posing for all billboard layouts designed to advertise the movie. . . . Glenn Haviland of the 20th-Fox sales staff, returned to active duty after an absence of three months due to a heart attack. Haviland, pres. of the Colosseum of M.P. Salesmen of Am., announced that the organization will hold a convention at the Ambassador Hotel in Los Angeles Nov. 11-13.

Maury Saffle, Bill Conners, Fred Danz and about 30 film executives are planning to attend the TOA convention in Los Angeles, Oct. 6-9. . . . Skyline Drive-In, set to open Sept. 29 under ownership of Pat Tappan, formerly associated with the Greimes-Fasken circuit of Wenatchee, was equipped with CinemaScope by Modern Theatre Supply. . . . Don H. Conley, appointed mgr. of the RKO branch here, was formerly mgr. of the company's office in Des Moines, Ia. . . . Enlarged screen and optical CinemaScope equipment was installed in the Liberty Theatre, Chester, Mont., by B. F. Shearer Co., who are also equipping the Pix at Drummond, Mont., with a new wide screen.

WASHINGTON

Phillip Isaacs, newly appointed div. mgr. for Paramount, and Frank M. Boucher, adv. mgr. for TV Guide, were honored by Variety Tent 11 at a dinner held at the Willard Hotel. Isaacs is 1st asst. chief barker and Boucher a past chief barker. Jack Fruchtman, Marvin Goldman and Nate Golden were co-chairmen of the event, and Judges Milton S. Bronheim and Alvin Newmeyer, Sr. acted as toastmasters. Among the 250 guests present were International representatives and many out-of-town Variety members.

Si Fabian and Samuel Rosen, pres. and v.p. of Stanley Warner, were hosts to some 100 cabinet members, diplomats and legislators at a dinner preceding the Washington premiere of "Cinerama Holiday." . . . Mrs. Orville W. Crouch, wife of the eastern div. mgr. of Loew's Theas., was struck by an automobile and died within a half hour of reaching the hospital.

"Villa" Texas Bow

SAN ANTONIO, TEX. — Campaign for the four-city Texas premiere of "The Treasure of Pancho Villa" has begun with the arrival of Producer Edmund Grainger and co-stars Rory Calhoun and Gilbert Roland, who began a round of personal appearances on TV and radio and press interviews for the initial opening at the Majestic Theatre. The RKO Superscope-Technicolor release will debut also at the Metropolitan Theatre, Houston; the Palace, Dallas, and the Worth, Ft. Worth. The producer and stars will participate in ceremonies and local campaigns for each opening.

WASHINGTON. — An estimated thirty-two million of the forty-eight million U. S. households today have TV sets, according to the Census Bureau. This two-thirds saturation compares with a reported five million TV circulation in 1950, when there were forty million households, Census said.

Happy Holidays!

Now available! The big attraction for the holiday-crowded months ahead... and perfect for any weekend in the fall season, when everybody is in a holiday mood for entertainment like this. In fact, you can do holiday business any day from now to Christmas with this greatest grossing musical of all time!

COLUMBUS DAY

HALLOWE'EN

ELECTION DAY

ARMISTICE DAY

THANKSGIVING

CHRISTMAS



IRVING BERLIN'S

White Christmas

starring

BING CROSBY · DANNY KAYE · ROSEMARY CLOONEY · VERA-ELLEN



with DEAN JAGGER

Lyrics and Music by IRVING BERLIN

Produced by ROBERT EMMETT DOLAN

Directed by MICHAEL CURTIZ

Dances and Musical Numbers Staged by Robert Alton

Written for the screen by NORMAN KRASNA, NORMAN PANAMA and MELVIN FRANK

Color by TECHNICOLOR

VISTAVISION

MOTION PICTURE | HIGH-FIDELITY

THE Independent FILM JOURNAL

DEVOTED to the BEST INTERESTS of the MOTION PICTURE INDUSTRY

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INDUSTRY MILESTONE

EARLIER this week, representatives from all segments of the motion picture industry were invitational guests at the historic premiere of Rodgers and Hammerstein's "Oklahoma!", filmed and projected in the new Todd-AO process.

Veteran trade observers were unanimous in their praise, as were the newspaper critics—and rightly so.

The film itself (reviewed on page 39) is chockfull of entertainment and leaves little to be desired by the most discriminating movie-goer.

What about Todd-AO? To our way of thinking, it represents another milestone in the technological advance of the screen to its greatest era of maturity as an entertainment form. "Oklahoma!," it will be remembered, represents the first commercial use of

(See Page 3)

IT ROCKED MANHATTAN!



M-G-M's GOLDMINE!
in CINEMASCOPE and COLOR

"THE TENDER TRAP"

Starring

FRANK SINATRA · DEBBIE REYNOLDS

DAVID WAYNE · CELESTE HOLM

With JARMA LEWIS · Screen Play by JULIUS EPSTEIN

Based On the Play by Max Shulman and Robert Paul Smith
And Presented On the New York Stage by Clinton Wilder
Photographed in EASTMAN COLOR
Directed by CHARLES WALTERS
Produced by LAWRENCE WEINGARTEN



TENDER TRAP: "What Every Girl Sets For Every Man!"

HIGHEST RATING OF ALL TIME!

Yes, in all the years that FILM RESEARCH SURVEYS has polled audiences, "THE TENDER TRAP" at Loew's Lexington Theatre, N.Y. Preview last week topped every picture in history. It was a repetition of the sensational audience Preview in California. The news of this GREAT attraction is spreading like wildfire through the industry. ACT FAST! THIS IS MONEY!

HERE'S WHAT IT'S ABOUT!

Come into Frankie's love-nest-bachelor-apartment. Through these portals pass the most gorgeous and seductive models and career girls in naughty New York. And just when the confident bachelor thinks he's got the perfect set-up, along comes the most-innocent-of-them-all to set the tender trap! Bait your box-office with this big-time bonanza entertainment!

(Available in Magnetic Stereophonic, Perspecta Stereophonic or 1-Channel Sound)



FRANKIE!

On the cover of Time and Look Magazines, he's the hottest name in films today and here's a perfect show for his millions of fans!



DEBBIE!

She's an authority on the tender trap. Debbie's headline romance makes her the sure-fire-want-to-see star of the year!

October 15, 1955
Vol. 36 No. 7

THE Independent FILM JOURNAL

Editor: MORTON SUNSHINE

DEVOTED TO THE BEST INTERESTS OF THE MOTION PICTURE INDUSTRY

Industry Milestone

(*Continued from cover*)

wide gauge positive film for theatrical presentation and is indicative of the trend that is currently taking shape, serving as a portent of things to come.

The details of the flexibility and compatability of this process are treated at greater length in a special section of this issue, devoted to the "Oklahoma!"-Todd-AO story (see pages 19 to 30).

This editor has never been noted for rashness in editorial statements but wishes to say, without equivocation, that the Todd-AO sound is the finest he has *ever* heard in a motion picture theatre—or anywhere else, for that matter. As a matter of fact, one of the nation's leading exhibitors, a most alert individual, who sat next to this observer, was under the mistaken impression at the very beginning of the film that a full orchestra was in the pit! Even an untrained ear will immediately detect the difference in sound and there was no harshness that became offensive to the ear at any time. The multi-track magnetic sound was just out of this world.

The Todd-AO picture itself gives the greatest illusion of depth yet to be achieved by means of one camera and one projector. There is a dimension-like effect that gives meaning and clarity of details to backgrounds. It is obvious that the photographic potential has yet to be explored. The process is undoubtedly a plus factor for added realism, and intimacy has been successfully achieved on the large wide screen.

Shirley Jones, a newcomer, comes through in her Cinderella-like role and wins the hearts of the audience. A new star has been born. You could kiss her for a wonderful performance and, in Todd-AO, you almost do!

The INDEPENDENT extends heartiest congratulations to George P. Skouras and Joseph Schenck, the men who had the vision and courage to make Todd-AO a reality; to Michael Todd, who conceived the idea, and to Dr. Brian O'Brien, who brought it to fruition; to Richard Rodgers and Oscar Hammerstein II for furnishing the process with an ideal vehicle; and to all the other talents that made it possible.

Course of Action

The recently concluded TOA Convention went on record in favor of the establishment of an industry-wide system for the settlement of trade disputes, and in opposition to announced National Allied efforts for government regulation of the business. A third resolution urged TOA participation in an industry campaign, through COMPO, to seek total repeal of the Federal admissions tax. Earlier, similar resolutions were adopted by the ITOA of New York.

In a significant recent action, Allied of New Jersey revealed that it was at loggerheads with statements of its national leaders who were against a tax repeal effort. But they are still advocating Federal film rental controls.

We are hopeful that this feeling for a tax elimination drive will prevail throughout the Allied camp and that when exhibitors go to their legislators for tax relief next year, they will not confuse the issue with additional pleas for government interference in the conduct of their business.

It looks like arbitration will become a reality and we are quite hopeful that exhibitors will avail themselves of its facilities and keep the industry out of the courts and legislative halls. For our money, the TOA resolutions chart a sane course of action to follow.

Are You Eligible?

The only requisite for membership in the Motion Picture Pioneers is for an applicant to have been engaged in either production, distribution, exhibition or laboratory motion picture work for 25 years or more. There are no dues or assessments, merely a nominal initiation fee.

Only members are eligible to reserve a place at the 17th Annual Showmanship Dinner and entertainment to be held at the Waldorf-Astoria on Friday evening, November 4th, in honor of Herman Robbins, National Screen's board chairman, who has been aptly designated "Pioneer of the Year." Time is short and facilities are limited—so hurry, hurry, hurry!

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The TOA Convention—

Pro: Arbitration, Tax Fight Anti: Federal Regulation

The TOA annual convention had its share of conversational fireworks this year, but when the smoke had cleared away, the exhibitor organization was found to remain firm on three basic issues:

Their unqualified support of the industry arbitration plan, and the proposed COMPO campaign to repeal the remainder of the admissions tax; their adamant opposition to Federal regulation of the industry, in any shape, form or manner.

Among the convention developments:

Myron Blank, Central States circuit head, was elected new president.

E. D. Martin was named board chairman, **Sam Pinanski** continues as honorary chairman of the board, and **Alfred Starr** was re-elected chairman of the executive committee.

Y. Frank Freeman, Paramount studio chief, hinted that distribution executives would be willing to hold further meetings with exhibitors on industry squabbles.

Alfred Starr, chairman of the TOA executive committee, predicted that the FCC would not reach a decision on pay-television for "several years."

Dore Schary, M-G-M studio chief, asserted that Hollywood's major problem was getting story material. He conceded that "occasionally" distribution methods were too costly, and that distribution sometimes is "forced to get a picture out before penetration."

Herbert J. Yates, Republic president, said that his studio will continue to produce high-budget properties, but exhibitors should let Republic "live down" its reputation for producing low-cost pictures.

Steve Broidy, Allied Artists president, asserted that producers make "no premeditated attempts" to limit their number of productions.

Mitchell Wolfson, TOA keynote speaker, warned that if exhibitors decide to go to Congress, they may find the Government taking over supervision of the entire industry.

The **TOA board of directors** blasted the "unfair" practice of requesting bids on pictures before exhibitors have had a chance to see them.

Jerry Pickman, Paramount ad chief, charged that exhibitors weren't doing their share in merchandising pictures.

The resolution, proposed by Alfred Starr and adopted at the board meeting, read:

"We in TOA are still of the belief that our industry problems can be solved by friendly discussion as well as by arbitration and conciliation. In addition, we will continue to follow up our meetings with the presidents and sales manager of the film companies looking toward relief from our difficulties. If we are unable to solve our pressing problems in such fashion then we will have to seek other forms of relief."

Starr, holding a press conference after the board adjourned, failed to offer a clarification of the "other forms of relief."

One-year renewal of membership in COMPO was voted by the board of TOA. Sam Pinanski was named to continue as the organization's representative on the COMPO triumvirate, with Pat McGee, Cooper Foundation general manager, as alternate.

It was also understood that Pinanski was directed to make known to the governing committee of COMPO the official position of TOA on the subject of 100 percent eliminations of the admissions tax.

It was said that COMPO's governing committee would then be able to institute action toward that end.

Mitchell Wolfson, TOA finance committee chairman, who made the keynote address, warned that if exhibitors decide to go to Congress, they may find the Government taking over supervision of all phases of the industry.

'Spare The Goose'

While entreating distribution not to "kill the goose that lays the golden egg," the president of Florida's Wometco circuit said that some exhibitors' "handkerchief-tearing appeal for relief through law can be . . . the most damaging development we have ever faced."

"Complete relief through law instead of private business negotiation would mean that ability to serve, and showmanship would count for nothing, and evidence of faith and character would be meaningless," Wolfson said.

He continued:

"Let Congress set your terms, and Congress will soon set your prices. Let Congress count your days of clearance, and Congress will soon be counting your receipts. Let Congress hook your pictures, and Congress soon will have a heavy hand in making those pictures."

Cites Past Mistakes

History shows that industry experience with "runs to the Government" has been discouraging, Wolfson said. TOA and its predecessors, have rather worked toward roundtable settlement of grievances.

Wolfson pointed to the coming industry system of arbitration as a major step toward relief. "No one claims it will solve all difficulties," he said. "The only claim made for it is a great attempt to alleviate the strangulating effect of litigation. . . . Continued work by all of us will give us a working instrument."

Wolfson also commented on the proposed tax relief campaign. "How some people can relegate to a position of unimportance the matter of a 10 percent increase in most of their grosses, or a saving of 10 percent for their customers, or a compromise of those two choices, simply does not make sense to me," he said. "To forego such an opportunity, they must be either so much consumed by the fires of their own hatred—or they are jealously guarding some position of personal advantage . . . so much so that they have not time to work for the in-

(*Continued on page* 18)

Stockholders Vote EFFG "Deep Freeze" For 6 Months

The stockholders of Exhibitors Film Financing Group, at their first meeting since the organization's formation, has voted in Los Angeles to put EFFG into cold storage for six months, awaiting a Government decision.

By that time, it is hoped that the Department of Justice shall have stated its position permitting circuits formerly affiliated with major producer-distributors to participate.

Nearly $300,000 collected thus far will be deposited in banks making quarterly payments and the interest shall be used to defray operating expenses through the interim period, EFFG chairman Sam Pinanski said.

Blank Advocates Industry Amity



Following his election to the TOA presidency, second-generation Des Moines exhibitor Myron Blank made an impassioned plea for industry unity. Blank voiced the hope for harmonious settlement of various industry problems, and urged the cooperation of the trade press in efforts to promote industry amity.

TOA's new president, formerly a vice-president of the organization, is a son of veteran circuit operator A. H. Blank. After graduating from the Univ. of Michigan in 1933, he immediately entered the theatre business, in the operation of Tri-States and Central States circuits.

During World War II, Blank served three years as a naval officer is charge of visual education. Afterwards, he became president of Central States, operating theatres in Iowa and Nebraska.

Five presidential assistants to Blank were named. They were: Nathan Greer, Santa Fe; George F. Kerasotes, Springfield, Ill.; Samuel Rosen, N. Y.; J. J. Rosenfield, Spokane; Ernest G. Stellings, Charlotte.

Vice-presidents elected were Carl E. Anderson, A. Julian Brylawski, Horace Denning, Lester Kropp, Pat McGee, Albert M. Pickus, Rowley and Roy Cooper.

Robert R. Livingston was chosen as secretary and S. H. Fabian as treasurer. Joseph Alterman formerly in charge of TOA's New York headquarters, becomes assistant secretary. Mitchell Wolfson was elected chairman of the Finance Committee.

Elected to the executive committee were Art Adamson, Tom Bloomer, James S. Carbery, C. E. Cook, Edward L. Fabian, Edwin Gage, Bolivar Hyde, Jack Keiler, Mack Jackson, R. M. Kennedy, M. A. Lightman Jr., Arthur H. Lockwood, Roy Martin Jr., Martin J. Mullin, Robert J. O'Donnell, J. J. O'Leary, A. Fuller Sams, Jr., Jay Solomon, Morton Thalhimer, David Wallerstein, Nat Williams and R. B. Wilby.

The board of directors also retained Herman M. Levy as general counsel.

Equipment Buying Controversy

Ryder Warning To Exhibitors Starts Fracas With TESMA

"Theatre people should not accept further equipment changes without evidence to prove their economic value as compared to their quality." So said Loren L. Ryder, head of Paramount's engineering and recording department, speaking at the semi-annual convention of the Society of Motion Picture Engineers, Lake Placid, N. Y.

Citing figures to prove his case, the former SMPTE president said that in 1954 exhibitors laid out for new processes an amount exceeding their combined net income. He declared that "equipment manfuturers who are complaining that sales are off as compared with last year are trying to find ways to get all our profit all the time. All they have to do is continue doing this for five years and there will be no business," he asserted.

"Economic Reasons"

"There are economic as well as technical reasons why Paramount went to VistaVision in place of 65mm and 55mm film, which the studio had previously experimented with," Ryder continued. "Standard film color negative costs $125 per thousand feet. The same photography time in VistaVision costs $250. This increases to $312 for 65mm and $428 for anamorphic 56mm."

Characterizing Ryder's remarks as "baldcrash," Merlin Lewis, executive secretary of Theatre Equipment and Supply Manufacturers Association, New York, denied that "equipment manufacturers are trying to find ways of getting all of our profit. . . ." Lewis said the demand for new equipment came from producers, not the manufacturers.

"Mr. Ryder in making his comparison of color negative costs, which seems to indicate that all of the wide screen processes are more expensive than VistaVision, also conveniently forgets to mention that CinemaScope negative costs and color positive prints are no higher than any standard color negative costs," Lewis said, "and that VV color positive prints in the horizontal projection method cost twice as much as CinemaScope."

Larger Film Wanted

President John G. Frayne, in his opening remarks to SMPTE delegates, noted that the industry was in general accord on the need for a larger negative picture area. He added that wide-screen process proponents also claim that a larger picture positive area adds to the quality of the projected image. However, Frayne predicted that the bulk of film entertainment going out in the foreseeable future would be on 35mm.

Results of SMPTE's national election were announced. Re-elected unopposed were: John W. Service, National Theatre Supply, financial vice-president; Axel G. Jensen, Bell Laboratories, engineering vice-president; and George W. Colburn, G. W. Colburn Laboratories, treasurer.

Also elected to two-year terms as Governors were Frank N. Gillette, General Precision Laboratories; Garland C. Misener, Ansco; Richard O. Painter, GM Proving Grounds; Reid H. Ray, Ray Film Industries; Lorin D. Grignon, 20th-Fox; and Ralph E. Lovell, N.B.C.

Wilton R. Holm, DuPont, was appointed by the Governors to fill out the term of Edward S. Seeley, who recently resigned from the board.

The Todd-AO projection system was suggested as the basis for an "ideal theatre" in Colonial Williamsburg, at the convention.

Arthur L. Smith outlined plans to build an ideal non-commercial theatre in which the visitor would be transported back in time to the actual life of 18th century Williamsburg.

Because of a high degree of audience participation would be essential, the 70mm Todd-AO projector was chosen. Plans have been set for two theatres, back to back, sharing a common projection booth, each able to handle 250 people for a half-hour show. Screen size would be 30x60 feet.

Although the number of sound tracks has not yet been determined, Smith explained that "natural" sound was essential. An overall sound environment must be created, he said, in which the sound is "something so real that the audience is not 'mechanically' aware of it."

Modifications Noted

Two interesting modifications in standard equipment would be made to "gain all possible light intensity on the movie screen." The usual plate glass window in the projection booth would be replaced with a sound trap that will pass 100 percent of the light, but will be effective in eliminating noise from the projectors.

In addition, "perforations in the screen itself will permit free passage of the sound from the loudspeakers to the audience and the design of the space behind the loudspeakers will prevent undesirable echoes and reverberations in that area.

Smith, who stated that the means of producing the film has not yet been decided upon, said that a half-scale model theatre would probably be built first. This would be used as an optical proving ground, an acoustical testing area, a screening room, an editing area, and a re-recording studio.

Weekly License Fee In Boston Illegal?

BOSTON.—It is not necessary for theatres here to pay the weekly film license fee to the city for the privilege of showing films on weekdays, in the opinion of Alfred Albert. Albert is one of the attorneys who argued and won the case for the elimination of Sunday pre-censorship in Massachusetts.

"This $10 weekly license fee is for the approval of films by the municipality, constituting censorship, and must not be confused with the license fee paid to the city for the use of the premises as a motion picture theatre, which comes under the building code law. . . . As theatres do not now pay the $2 license fee to show films on Sundays, the weekday license fee to cities is also unnecessary."

News Briefs

16mm Defense Ready

HOLLYWOOD.—The Government this week was expected to conclude its 16mm anti-trust case against five major film distributors. The defense against the Government's charge of conspiracy to keep major features off television was expected to get underway shortly.

Howard McDonnell, Republic Pictures executive, in the witness chair before Federal District Court Judge Leon R. Yankwich, denied the Government's contention that film industry chiefs plotted a "freeze" against TV showings at the COMPO conference held in Beverly Hills, July, 1951.

The Government has entered into the record as evidence documented transcriptions of the three-day meeting, which allegedly shows such conspiracy.

Ballots at a Price

By ordering 35 million ballots for its Audience Awards election this fall, National Screen Service has been able to limit the price to $2 per thousand ballots, according to Robert W. Coyne, special counsel for COMPO. The final exhibitor nominating ballot will be completed by Nov. 1, and public balloting will start Nov. 17, he said. A survey of exhibitor leaders has revealed a prevailing opinion that the price was eminently fair, Coyne announced.

NT Drive-In Gets Nod

National Theatres' application for permission to acquire the 1,200 car Nevada Drive-in Theatre, Las Vegas, Nev., was approved this week by Federal Judge John W. Clancy. There was no opposition to the bid.

Maurice Silverman, representing NT, told the court in his argument that the acquisition would not result in any unfair competition.

Grainger Resigns

HOLLYWOOD.—J. R. Grainger this week announced that he has terminated his association with RKO Radio Pictures, Inc., which he has held for the past three years. Before the purchase of RKO by General Teleradio, Inc., Grainger was president of the company. Grainger will take a vacation and announce his plans after the first of the year.

N.Y.C. Tax Collection

Amusement tax collections in New York City from June to August totaled $2,683,017, according to the treasurer's report. A breakdown by trades was not available, but last year motion picture theatres in the five boroughs accounted for nearly 52 percent of the total amusement tax revenue.

Plans For Exposition

Revised plans for a motion picture industry exposition in 1956 at the New York Colosseum were offered for consideration this week by Fred Pittera, the exposition producer who prepared an earlier presentation in 1952. Pittera called for industry support of the plan, which at this writing appeared to have no official backing.

Theatres Support 'Guys' Premiere

Unprecedented plans have been made for the sale of tickets to the reserved seat benefit premiere of Samuel Goldwyn's "Guys and Dolls." Eugene Picker, Loew's vice-president, has arranged with the ITOA and with the MMPTA to make available reservation order blanks to their patrons. Broadway and downtown theatres as well as leading Metropolitan circuits and independents have agreed to run a 45-second trailer and to carry lobby display posters providing ticket information.

The musical, opening at New York's Capitol Theatre on Nov. 3 is expected to draw close to $35,000 for the benefit of the Will Rogers Memorial Hospital and TB Research Laboratories. Seats are priced at $5 and $10, a limited number of divans at $100.

With the intention of increasing the amount of money expected to be raised for the Will Rogers Memorial Hospital and Tuberculosis Research Laboratories at Saranac Lake, which will receive the entire receipts from the world premiere of Samuel Goldwyn's "Guys and Dolls" at the Capitol Theatre, Nov. 3, Herman Robbins, board chairman of the National Screen Service, is donating the hundreds of trailers that will promote the sale of tickets via New York neighborhood theatre screens.

Supplementing the NSS contribution, the Hennegan Co. of Cincinnati will supply lobby and window cards, streamers and souvenir tickets. Jack Cohen of Supreme Ad. Service is furnishing without charge the complete typography and Pace Press is providing the application blanks for the theatres to distribute to patrons. I. Lubin Company is making available the envelopes to be used for the special occasion.

WOMPI Picks Cass

Mrs. Loraine Cass was elected president of the Association of Women of the Motion Picture Industry in their second annual convention held recently in the Roosevelt Hotel, New Orleans, La. Mrs. Cass is with the New Orleans exchange of United Artists. Other officers selected were: Florence Land, General Theatre Supply, vice-president; Mrs. Nell Middleton, M-G-M, treasurer; Mrs. Lee Nickolaus, Lippert, corresponding secretary; and Mrs. Gladys Hawkins, Wilby-Kincey, recording secretary.

Pay-TV Danger Cited

If pay-TV is approved, "set owners would be at the mercy of a vast servicing monopoly controlled by Zenith, Skiatron and Telemeter," according to Russ Harman, chairman of the board of the association of Television Companies of Cincinnati. In a statement released by the association, which represents the independent servicemen of Cincinnati, Harmon pointed out that servicemen could not touch the decoder. Therefore it is "unalterably opposed to pay-TV," he said.

Republic Net Profit

Republic Pictures Corp. reports a net profit after taxes of $1,133,168 for the 39-week period ended July 30. This compares with $776,971 for the same period last year.

IATSE Demands Five Day Week

HOLLYWOOD.—A five-day film week was demanded by the International Alliance of Theatrical Stage Employees this week during its collective bargaining negotiations with the Association of Motion Picture Producers.

It is understood that the IATSE program to replace the current contract which expires Oct. 25, hinges largely on the provision for the five-day studio week, with no reduction in current pay scales, which are based on a six-day week. For those studio employees already on a five-day week, the union will seek a 20 percent pay increase.

The IATSE program was reviewed earlier at a special meeting of union officers presided over by Richard F. Walsh, international president. The program also calls for the studios to pay into the union's pension fund five percent of gross revenues derived from the sale of movies to TV, and also five percent of the gross receipts from the theatrical reissue of films.

Japanese-MPA Loan Agreement Reported

Settlement of the Japanese government-MPEA loan and remittance deal has been reported, with the deal subject to MPEA board of directors approval. Japanese and English versions of the text are being drawn, which may take several weeks due to complexities of the agreement, it was reported.

An MPEA spokesman in New York commented that while an agreement seems to be shaping up, no final papers have been signed. Final announcement is expected from the Finance Ministry, and an additional statement will come from the MPEA. The latter will emphasize that the seven million dollar loan to Japan is neither a precedent globally or for Japan, but based on stringent Japanese economic affairs.

Settlement Untangles French-MPEA Problem

The French "turnover" tax issue, which has been bothering U.S. film producers for many years, has finally been settled to their satisfaction. The MPEA's Tax Committee has accepted a proposal by the French Government which means that the companies held subjects to the "turnover" tax by the French Government will pay approximately $500,000 instead of up to $10 million in assessments and penalties which the Government has sought to impose and collect.

The settlement was negotiated most recently by a subcommittee in Paris comprising Benjamin Fincke, Paramount and Roy Kimmerle, 20th-Fox.

SPG-Look To Award

The Screen Producers Guild will join with "Look" magazine in the presentation of the annual Intercollegiate Awards for the best film produced by students on U.S. college campuses. The awards will be part of the 15th annual "Look" Motion Picture Achievement Awards in their February 1956 issue. The SPG Awards were inaugurated three years ago.

Show Highlights Pioneer Banquet

A star-filled show is under production for the 17th annual Showmanship Dinner of the Motion Picture Pioneers at the Waldorf-Astoria, N.Y.C. on Nov. 4, it was announced by Ned E. Depinet, general chairman of the affair. The dinner will salute Herman Robbins, board chairman of National Screen Service, as "Pioneer of the Year." Robbins joins noted pioneers honored in past years, such as Adolph Zukor, Gus Eyssell, Cecil B. DeMille, Spyros Skouras, the three Warner brothers, Nate J. Blumberg, Barney Balaban and Si Fabian.



ROBBINS



DEPINET

The entertainment committee is under the supervision of Morton Sunshine, who filled the same post last year. The publicity committee will be headed by Harold L. Danson. Depinet suggests that reservations by members of the Pioneers at $20 per member be mailed immediately to Motion Picture Pioneers, 729 Seventh Ave. N.Y. 19, N.Y.

Closed-TV Expanding

Closed-circuit TV for industry and education will eventually outstrip entertainment TV in importance, says one closed-circuit official. James L. Lahey, gen. mgr., Dage Television Div., Thompson Products, Michigan City, Ind., told a convention audience in Chicago that a boom period for equipment and sales will emerge in 1956. Among the growing uses of TV are signature verification, remote reading of documents, production control, and innumerable teaching activities.

UI Signs Global Stars

A world-wide talent harvest is sought by Universal Pictures, according to Alfred E. Daff, studio executive vice-president. With the signing of O. W. Fischer, Viennese star whose last four films are said to have grossed over a million dollars, U-I has now corraled its fourth big foreign name. Others were Rossano Brazzi, Italy; Zilva Sharpir, Israel; and Cornell Borchers, Germany. Universal is seeking only stars with a good command of English, and has extended its search for writers and directors as well.

Groups Plan Convention

Representatives of National Allied, TESMA, TEDA and IPA this week coordinated plans for their forthcoming convention and trade show at a meeting held in Chicago. Set for Nov. 7-9 at the Morrison Hotel in Chicago, the convention will be under the chairmanship of National Allied's Jack Kirsch, Chicago.



Queen bee...

One female alone may be the queen bee. The other females serve only to sacrifice themselves while tending the queen bee or defending her. The males of the species exist only to serve the queen's pleasure . . . . . .



Columbia Pictures presents...

Joan Crawford

co-starring BARRY SULLIVAN • BETSY

Screen Play by RANALD MacDOUGALL



QUEEN BEE

ALMER • JOHN IRELAND and LUCY MARLOW

ed on a novel by Edna Lee • A JERRY WALD Production • Directed by RANALD MacDOUGALL



On one of my trips to the Coast last year, Harry Cohn asked me to read a novel that the studio had in mind as a starring vehicle for Joan Crawford.

After reading the book, I was sure that "Queen Bee" was just right for Miss Crawford. It had the excitement and tension of "Sudden Fear", a central character as fascinating, as evil as "Mildred Pierce" —and the same outstanding boxoffice qualities of both.

Executive producer Jerry Wald started the wheels rolling and assigned Ranald MacDougall to adapt the screenplay. MacDougall had worked with Wald on "Mildred Pierce" and thus, we had the same producer-star-writer Academy Award combination.

Recently, I saw the first print of "Queen Bee" at a home-office screening. The results are everything we hoped for, and more. Miss Crawford is magnificent as the "Queen Bee".

"Queen Bee" will be screened soon in your territory. When you see it, I feel sure you will agree with my high opinion.

J. Montague.

VICE PRESIDENT
AND GENERAL SALES MANAGER
COLUMBIA PICTURES CORP.

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Personalities In The News



Arthur M. Loew, president of Loew's International Corp., receives a silver key to the NYU dormitory named after his father, Marcus Loew, from architect R. Jackson Smith, partner of Eggers and Higgins, at the dedication ceremonies. Contributor of $300,000 toward the construction of the building, Loew is pictured with Chancellor Henry T. Heald. Loew is a member of the class of 1918.



O. W. Fisher, successful Viennese film star poses after signing a five-year contract with Universal's executive vice-president Alfred E. Daff. Universal has conducted a global-wide search for leading international talent, and has recently signed Italian Rossano Brazzi and German Cornell Borchers.



Shiro Kido, president of Japan's largest film company, Shochiku, reveals that he plans an invasion of the American market in the coming year with five features. Kido (center) is pictured in United Artists home offices with whom he hopes to conclude a co-production deal. L to r, Louis Lober, UA gen. mgr., foreign dept., Arnold Picker, UA vice-president, Kido, and Arthur Krim, UA president.



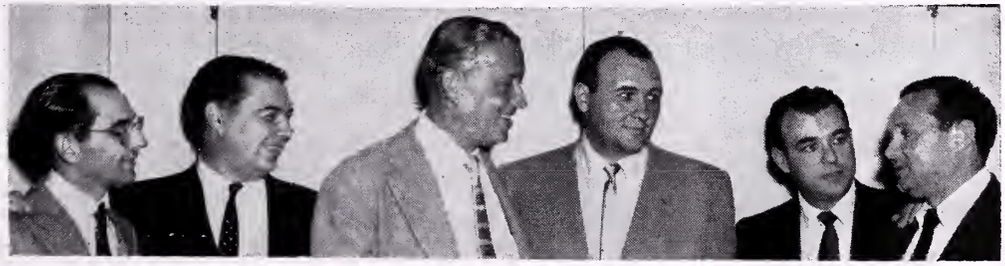
Jack Goetz (right), associated with Consolidated Film Industries since its inception in 1924 and about to join CFI on the West Coast, was guest of honor at a cocktail reception hosted by Republic pres. Herbert J. Yates at Essex House in N.Y. Shown with Goetz here are Eugene Picker (left), Loew's Theas., and Fred J. Schwartz, Distributors Corp. of Am.



New WOMPI officers installed at the second annual convention of the Assn. of Women of the Motion Picture Industry, held at the Roosevelt Hotel in New Orleans are (l to r): Mrs. Janice Claxton, M-G-M, Jacksonville-eastern regional dir.; Mrs. Gladys Hawkins, Wilby-Kincey, Charlotte-recording secy; Miss Florence Long, General Thea. Sup., Toronto-v.p.; Mrs Loraine Cass, United Artists, New Orleans-pres.; Mrs. Nell Middleton, M-G-M, Atlanta-treas.; Mrs. Billie Webb, 20th-Fox, Dallas-western regional dir.; Mrs. Lee Nickolaus, Lippert, New Orleans-corresponding secy.



Ever see this man before? He's pictured greeting Barry Cavnon, manager of the Odeon Fairlawn Theatre on the Paramount studio set of Perlberg-Seaton's "The Proud and Profane." Behind that mustache is William Holden.



Herb Gillis, new branch mgr. for Paramount in Washington, D.C., receives welcome from exchange area theatremen. L to R: Robert Rappaport, Baltimore exhibitor; Buster Root, Stanley-Warner; L. F. Ritnitzki, S-W; Gillis; Howard Minsky, mid-eastern div. mgr.; Jack Fruchtman, Baltimore exhibitor.

New Positions . . .

ROBERT LANTZ, head of the N. Y. artists' management corporation that bears his name, has been appointed exec. vice-president in charge of production of Joseph L. Mankiewicz's Figaro, Inc., indie film, play and TV producing company.

CHARLES B. MCCABE and JAMES F. BURNS JR. have been elected members of the board of Magna Theatre Corp. McCabe is publisher of the New York Daily Mirror, and Burns is a partner of Harris, Upham and Co., N. Y.

EDWIN J. SMITH JR. has been appointed to the newly-created post of vice-president and overseas supervisor of Allied Artists' European operations. Smith will resign his post as foreign sales mgr. for RKO.

ROBERT M. WENDLINGER has been appointed associate editor of the INDEPENDENT FILM JOURNAL, succeeding Aaron Sloan, resigned. Wendlinger was formerly a script editor at Radio Free Europe, and has written for national and literary magazines.

JOSEPH RIVKIN, formerly assistant to Allied Artists' vice-president Harold Mirisch, has been named executive talent head at the studio.

KEITH GOLDSMITH, formerly in a foreign supervisory post with U-I, has been named to an executive post with Allied Artists, coordinating sales activities of the company's European, Far Eastern and Latin American departments.

VIC BERNSTEIN has assumed the post of Chicago sales mgr. and head booker of AA's Chicago office. DON GOLDMAN takes Bernstein's former position.

IRVING DRUTMAN has been retained for a special public relations campaign on Columbia's "The Eddie Duchin Story."

A. LOUIS ORESMAN has been elected board member of Republic Pictures Corp. Oresman, president of Catalina, Inc., replaces Walter Titus Jr., who remains as Republic vice-president.

RICHARD FISCHER will assume charge of Interstate Television's new Toronto Branch as Canadian division mgr. Interstate is a subsidiary of Allied Artists.

TED KRASSNER has been appointed as assistant to Martin Friedman, head of playdate department for Paramount Pictures.

PAUL HARGETTE is the new manager of Columbia's Atlanta branch. Since 1951, Hargette has been Jacksonville branch mgr.

GEORGE NELSON has resigned from the United Artists publicity department after five years, to become gen. mgr. of Ursula Halloran and Assoc., N.Y. public relations firm active in motion pictures and TV.

WILLIAM AGREN, heading the booking dept. of Fox Inter-Mountain, has been promoted to division film buyer. SI SANDERS succeeds Agren as head of northern distr. booking dept., with HENRY C. FISCHER replacing Sanders as booker for southern district. TONY CERANICH, recently with Fox West Coast Theatres, was upped to Fischer's former job as head of film statistical dept.

WARREN BEIER was named as special assistant to M. C. Glatz in construction detail for Fox Inter-Mountain. ALBERT HOPKINSON joined the organization as assistant to Ralph Pizza in the Salt Lake booking dept.

JAMES STEVENSON, New York Attorney, has been named general counsel and secretary of Cinema-Vue Corp., TV film distribution organization.

R. K. SERFASS and R. F. LAUER are new directors of the York Corporation.

GERARD PICK, formerly film supervisor for N.B.C., has joined Animated Prods., Inc., N.Y., as head of their industrial film division.

JOHN ZANE has been appointed production supervisor of industrial films at Transfilm, N.Y. Zane formerly served with Dynamic Films, N.Y.

Correction

J. HULL has been assigned to the field engineering staff of Altec's eastern division mgr., L. J. Patton. Hull replaces J. A. CHILDS, resigned from Altec's field engineering staff to join Todd-AO in a technical supervisory capacity. He will service various theatres under Altec contracts in the Buffalo area.

Financial Notes

Allied Artists Net

Allied Artists' net profit for the year ended July 2 was $598,494, equal after preferred dividends to 59 cents per common share, according to president Steve Broidy. In the previous 12 months, net profit was $414,480, equal to 45 cents per share.

Stockholders Meet

Allied Artists stockholders will meet in Hollywood on Nov. 9 to consider and act upon a proposal to amend the company's certificate of incorporation. The effect would be to increase the authorized capital stock from 1,650,000 shares to 3,150,000. Purpose would be to acquire interests in other enterprises, and for negotiating with leading personalities.

Columbia Profits

Columbia Pictures' net profit for the fiscal year ended on June 25 shows an increase of $1,353,000 or $1.63 per common share over earnings during the comparable 1954 period, according to Columbia president Jack Cohn. Net profit for the current period amounted to $4,948,000 or $5.64 per common share.

NT Dividend

The board of directors of National Theatres has declared a quarterly dividend of 12½ cents per share on outstanding common stock, payable Nov. 3 to stockholders of record on Oct. 20.

Kramer Upped At RKO

Sidney Kramer will become foreign sales manager for RKO Radio Pictures, Inc., on Oct. 24, according to an announcement from world-wide sales mgr. Walter Branson. Formerly RKO short subjects sales mgr. and RKO-Pathe general sales mgr., Kramer replaces Edwin J. Smith, who resigned last week to join Allied Artists. Kramer, who has been with RKO for 26 years, will continue as a director of RKO-Pathe.

No Theatre Chain Jurisdiction—NLRB

WASHINGTON.—A National Labor Relations Board examiner has ruled against NLRB jurisdiction over a labor dispute involving a theatre which is part of a National Theatres subsidary chain. IATSE was being sued for unfair labor practices by an individual, with the dispute arising in the Hollywood Theatre, Portland, Ore.

Hearing examiner William E. Spencer said that he would have ruled in favor of jurisdiction if it were shown that the theatre was part of an inter-state chain doing business in excess of $10 million yearly, under previous NLRB rulings. But, he said, NT actually doesn't operate any theatres, and so the house in question must be considered only as a part of Ranier Theatres Corp., NT subsidiary.

AAP Seeks TV Rights For UI, Para. Films

Negotiations for TV rights to 35 Paramount and ten Universal-International feature are apparently under way. Eliot Hyman, president, Associated Artists Productions, has stated that delivery of the pictures was halted only by a refusal of the American Federation of Musicians to grant broadcasting rights for the music tracks of the films. Spokesmen for Paramount and U-I said, however, that negotiations were still in the talking stage.

Informed sources report that the Paramount films involved are Pine-Thomas productions, while Universal films under negotiation are old independently made productions. The AFM seeks a five percent share of the gross cost of the music sound track, according to a 1950 stand.

Give-Aways Stimulate Audience Award Poll

To promote interest in the first Audience Awards, the Southern California Theatre Owners Association has promoted a huge give-away program, which includes a new $15,000 home and two Dodge automobiles. Everyone who casts a ballot will receive a ticket for the drawing.

Harry Arthur, heading the Audience Awards program for Southern California, announced through COMPO that 220 theatres in the Los Angeles, Orange, Riverside and San Bernardino County areas have joined together to throw all their resources into the campaign. Coordinating the campaign under Arthur are Spence Leve and Thornton Sargent of Fox West Coast.

Women's Ads Stressed

Newspaper editors are asked to get movie ads and news before the eyes of women readers in the 54th of a series of COMPO ads run in Editor & Publisher. "Every Day Is Ladies' Day at the Movies!", the ad states, yet much movie advertising and news is buried among the sports and financial pages, out of sight of most female readers. Since most advertising is slanted toward the ladies, COMPO asks editors to see that the information the ladies want "isn't buried out there in left field."

No Writer Shortage At Metro Under Schary's Broad Plans

HOLLYWOOD.—Studio Head Dore Schary announced this week M-G-M's roster of top writing talent is at an eight-year high, with 51 writers currently at work on 41 major motion pictures, or under contract for future commitments. This product represents the greatest budget expenditure ever allotted a group of big-scale films.

Thus the company began its 1955-56 fiscal year on September 1 with over-all creative manpower at peak level for recent years.

Ten pictures are completed and in various stages of editing and scoring, and six are in current production. This product constitutes M-G-M's releases into the Spring and early Summer of 1956. The majority of scripts now in preparation are planned for production and release during the next two years.

"Our long-range program of building up a backlog of important story properties has made it possible to attract the most experienced and proven writers available," Schary said. "At the same time, we are constantly looking for and developing promising new writers."

Films Underway

"The Swan," Fernec Molnar's romantic stage comedy, adapted by John Dighton, starring Grace Kelly, Alec Guiness, Louis Jourdan, Brian Aherne, Agnes Moorehead, Jessie Royce Landis, Leo G. Carroll and Estelle Winwood, produced by Dore Schary and directed by Charles Vidor.

"Fearful Decision," written by Cyril Hume and Richard Maibaum, suspense drama of a father's gamble to save a kidnapped son, also went into production, starring Glenn Ford and Donna Reed, produced by Nicholas Nayfack and directed by Alex Segal, top television director.

Also underway is "Gaby," romance of youthful love against a ballet background, written by Frances Goodrich, Albert Hackett, and Charles Lederer, starring Leslie Caron and John Kerr, produced by Edwin H. Knopf and directed by Curtis Bernhardt. Lederer, who collaborated with Luther Davis on the screenplay of "Kismet," also completed a treatment of "32nd Day," to be produced by Knopf, and will collaborate with Ben Hecht on "The Old Army Game," comedy also to be produced by Knopf.

"The Rack," written by Stewart Stern, will be Glenn Ford's next following "Fearful Decision," and will start in November. Story of a Korean War hero's court martial, Arthur Loew, Jr., will produce, Arnold Laven direct. Stern is now assigned to the screen play of "Bridge of Fire," drama of R.A.F. operations in the South Pacific.

Schary pointed out that M-G-M will bring more big-scale productions to the screen than in any previous year of the studio's history.

"Ben Hur," written by Karl Tunberg from the Lew Wallace classic, is to be filmed in Italy as the most spectacular drama of all time, produced by Sam Zimbalist, directed by Sidney Franklin.

"The Teahouse of the August Moon," adapted by John Patrick from his Broadway success, will be made in Japan, starring Marlon Brando, Glenn Ford and Louis Calhern, produced by Jack Cummings, directed by Daniel Mann.

An untitled romantic modern musical comedy, the score being by Cole Porter, with Frank Sinatra, first to be named of an all-star cast, is one of five screen plays to be written by Patrick for production by Sol Siegel.

"Cat On a Hot Tin Roof," Tennessee Williams' provocative New York stage hit, will be produced by Pandro S. Berman, with a top writer to be assigned to the screen play in the near future.

"Something of Value," Robert Ruark's best-seller, will be written and directed by Richard Brooks, who both wrote and directed "The Last Hunt" and "Blackboard Jungle." The picture will be filmed in Africa with Grace Kelly and an all-star cast.

"Tea and Sympathy" is another case in which a noted playwright, Robert Anderson, wrote the screen play of his New York success. "Tea" will star the co-stars of the original Broadway cast, Deborah Kerr and John Kerr. Pandro S. Berman will produce and Vincente Minelli direct.

"Raintree County" is being adapted by Millard Kaufman from Ross Franklin Lockridge, Jr.'s, best-seller epic of an American era, with Elizabeth Taylor to head an all-star cast, David Lewis producing.

"Designing Woman," a modern romantic comedy is being written as a co-starring vehicle for James Stewart and Grace Kelly by George Wells, who also will be associate with Dore Schary in the production.

"Wings of Eagles," dramatic story of Commander Frank "Spig" Wead, one of Hollywood's outstanding writers, and a naval hero of World War II, is being written by Frank Fenton from an original treatment by Admiral John Dale Price and William Wister Haines. Robert Taylor will star as "Spig" Wead, Charles Schnee producing, Richard Thorpe directing.

"Opposite Sex," a gay musical comedy, is being written by Fay and Michael Kanin for an all-star cast, with Joe Pasternak producing.

Typical of the opportunities being given new writers is "Trial," the first screen play by Don M. Mankiewicz, adapted from his Harper's prize novel. Mankiewicz has been assigned to write "The Big Sin," to be produced by Nicholas Nayfack.

"Somebody Up There Likes Me," biography of fighter Rocky Graziano, is being scripted by Ernest Lehman, whose first major screen credit was "Executive Suite." Charles Schnee will produce with Robert Wise directing.

"The Red Car," a dramatic story of juvenile irresponsibility on America's highways, to be produced by Dore Schary with Walter Reilly as associate, is being adapted from a Saturday Evening Post original by Rod Serling, who has won wide attention for his provocative TV dramas.

"Reluctant Debutante," London's current comedy success, will bring Douglas Hume to Hollywood to work a screen treatment of his play, which will star Debbie Reynolds, with Pandro S. Berman producing.

"I Put My Right Foot In" is the first M-G-M assignment for Harry Essex, writing the screen play of his novel of the same title. John Champion, newest addition to the studio's producer staff, will produce.

Another new writing addition is Nathaniel Benchley, son of the famous Robert Benchley, who will write "The Little Leaguer," to be produced by Henry Berman.

'For Every Taste': Schary

"Anna Christie" in being written by Dorothy Kingsley as a dramatic musical starring Ave Gardner and Howard Keel, to be produced by Jules Schermer. Miss Kingsley recently completed the screen play of "All Our Yesterdays," which will be James Cagney's next starring film after "Tribute to a Bad Man," Schermer also producing.

"Wonderland" a cavalcade of Cole Porter music, is being written by Betty Comden and Adolph Green to star Gene Kelly, with Arthur Freed producing; Christopher Isherwood is writing "The Wayfarer,' inspiring story of Buddha, to be produced by Edwin H. Knopf.

Laslo Vadnay is writing "Ten Thousand Bedrooms" for Joe Pasternak; Isobel Lennart is writing "Protection For A Tough Racket," also for Pasternak; Leonard Spigelgass is writing "International Revue," to be produced by Pasternak, directed by George Sidney.

Sonya Levien is writing "Raquel," to be produced by Lawrence Weingarten; Christopher Knopf is writing "Running Of The Tide," Edwin H. Knopf producing; Ruth Brooks Flippen and William Ludwig are writing "The Amazing Nellie Bly," to star Doris Day, Rogers Edens producing, Stanley Donen directing. Gore Vidal, prominent TV writer, is adapting the Paddy Chayefsky play "The Catered Affair," which Sam Zimbalist will produce.

10 M-G-M Films Ready For Release

Among the important pictures completed and in final preparation for M-G-M release are:

"Trial," starring Glenn Ford, Dorothy McGuire, Arthur Kennedy, and John Hodiak, produced by Charles Schnee, directed by Mark Robson, with screen play by Don M. Mankiewicz.

"Quentin Durward," starring Robert Taylor, Kay Kendall and Robert Morley, produced by Pandro S. Berman, directed by Richard Thorpe, with screen play by Robert Ardrey.

"The Tender Trap," starring Frank Sinatra, Debbie Reynolds, David Wayne and Celeste Holm, produced by Lawrence Weingarten, and directed by Charles Walters.

"Kismet," starring Howard Keel, Ann Blyth, Dolores Gray and Vic Damone, produced by Arthur Freed, directed by Vincente Minnelli, with screen play by Charles Lederer and Luther Davis.

"I'll Cry Tomorrow," starring Susan Hayward, Richard Conte, and Eddie Albert, produced by Lawrence Weingarten, directed by Daniel Mann, and screen play by Helen Deutsch and Jay Richard Kennedy.

"Diane," starring Lana Turner and Pedro Armendariz; produced by Edwin H. Knopf, directed by David Miller, with screenplay by Christopher Isherwood.

"The Last Hunt," starring Robert Taylor, Stewart Granger, Lloyd Nolan, Debra Paget and Russ Tamblyn, produced by Dore Schary, written and directed by Richard Brooks.

"Forever, Darling," starring Lucille Ball, Desi Arnaz, James Mason and Louis Calhern, produced by Desi Arnaz, directed by Alexander Hall, screenplay by Helen Deutsch.

"Bhowani Junction," starring Ava Gardner and Stewart Granger, produced by Pandro S. Berman, directed by George Cukor, with screen play by Sonya Levien and Ivan Moffat.

"Forbidden Planet," staring Walter Pidgeon and Anne Francis, produced by Nicholas Nayfack, directed by Fred Wilcox, with screen play by Cyril Hume.

"Invitation To The Dance," starring Gene Kelly, Tamara Toumanova and Igor Youskevitch, produced by Arthur Freed and directed by Gene Kelly.

Currently in production are:

"Lust For Life," starring Kirk Douglas and Anthony Quinn, produced by John Houseman, directed by Vincente Minnelli, written by Norman Corwin.

"Tribute To A Bad Man," starring James Cagney, Don Dubbins, Stephen McNally, Vic Morrow and introducing Irene Papas, produced by Sam Zimbalist, directed by Robert Wise, written by Michael Blankford.

"Meet Me In Las Vegas," starring Dan Dailey and Cyd Charisse, produced by Joe Pasternak, directed by Roy Rowland, written by Isobel Lennart.

Other screen plays or treatments in active preparation are "The Painted Veil," being written by Arthur Laurents, to star Ava Gardner, with David Lewis producing. Norman Corwin is writing "Prisoner In Paradise," to be produced by Jules Schermer; Allen Rivkin and Corey Ford are writing "Air Force Story," based on the first class to enter the Air Force Academy, to be produced by Henry Berman.

Herbert Baker is writing "Largely a Question of Love," to be produced by Michael Able; Robert Ardrey is writing "The Power And The Prize," to be produced by Nicholas Nayfack.

Reporting to M-G-M shortly to complete final screen plays are Lenore Coffee, who is writing "Mary Anne," Daphne du Murier's best-selling novel, to star Elizabeth Taylor, with John Houseman producing; John Lee Mahin to write "The Female" to star Ava Gardner, George Cukor directing, and Leonard Gershe, writing "Wedding Day" to star Carol Haney, with Roger Edens producing.



The Five Goldwyn "Dolls," touring on behalf of M-G-M's release of "Guys and Dolls" met Garfield Cass, M-G-M branch mgr. at Toronto, before presenting this blanket to the winning racehorse at Woodbine racetrack.

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RICHARD EGAN
"THE VIEW FROM POMPEY'S HEAD"
(October)





RITA MORENO
"SEVEN CITIES OF GOLD"
(September)





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(October)

SHIRLEY JONES
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CinemaScope Global Popularity Increasing

Spyros P. Skouras, 20th-Fox president, again reported the growing global popularity of CinemaScope this week. Having completed a nine week tour through the Far East and Europe, the executive foresaw at least five foreign Cinemascope productions in the coming year.

A total of 13,000 out of a possible 17,000 overseas theatres have been equipped with the process, Skouras said. In this country, 15,000 out of 23,000 houses have had CinemaScope installed, he said, and Skouras believed that the saturation point has not yet been reached.

The Fox president estimated that the process produced two or three times greater grosses overseas than the same picture would in a "flat" process. He also called CinemaScope a great stimulant to quality, since black and white standard films must improve to meet the competition.

His trip to Japan gave him the impression of film prosperity similar to the 1920's, with much construction under way and long lines outside the theatres.

20th-Fox, which expects to gross 50 million on the foreign market this year, permits only color Stereophonic sound Cinemascope for the overseas market. Skouras does not have that control over the domestic product. He pointed out that foreign companies can look to the process to increase their own domestic market, although they would not be helped in this country. He has not made any co-production committeements overseas, but he called on the industry to aid in the building of overseas theatres, an area in which "the U.S. industry has been negligent."

Atlas RKO Stock Sale Highlights SEC Report

WASHINGTON.—Atlas Corp. sale of 92,900 shares of RKO Pictures Corp. common stock featured the September report of stock dealings by corporation officers and directors released by the Security and Exchange Commission last week. The Atlas dealings, in July and August, brought the company's holdings down to 907,100 shares.

Kurt Widder during August sold 1,800 shares of Skiatron Electronics common, and retained 9,950 shares. J. Petrauskas, Jr. bought 100 shares of Republic Pictures Common, his entire holdings to date. E. C. Rhoden bought 200 shares of National Theatres, to bring his holdings to 35,000 shares plus 46,225 shares in holding companies. Benjamin Melniker bought 200 shares of Loew's Inc. common and owned 500 shares at the end of the period.

DISTRI-BITS

Lieber Moves East

HOLLYWOOD.—RKO has decided to move its entire advertising department, with Perry Lieber at the helm, from Hollywood to New York, effective Oct. 17. The news was announced by RKO president Daniel T. O'Shea, in Hollywood for his first visit since the purchase of the company by General Teleradio.

Lieber, named national director of publicity and exploitation in 1953, now becomes national director of the entire advertising setup. He revealed this week that he plans no changes in personnel.

Jacon Quits I.F.E.

Bernard Jacon, I.F.E. Releasing Corporation's vice president in charge of sales this week announced his resignation from the company. He will continue to serve as a consultant until December 31 when his contract terminates. Jacon's future plans will be finalized before the end of the year.

Columbia Manila Meet

Delegates from ten Columbia Pictures International territories will meet in Manila for the studio's first full scale Far Eastern convention Oct. 29. The meeting, to be followed by a convention in Tokyo on Nov. 11, will be conducted by the International's president, Lacy W. Kastner. Attending the Philippines meeting will be Bernard E. Zeeman, Columbia Int.'l treasurer.

Sam Jr.'s First Film

Samuel Goldwyn Jr.'s first motion picture production, "Man With The Gun," starring Robert Mitchum and Jan Sterling, will have its gala world premiere Oct. 28 at Loew's State Theatre, New Orleans, according to an announcement by William J. Heineman, UA vice-president in charge of distribution.

"Conqueror" Plugged

The radio publicity campaign for RKO's "The Conqueror" began this week when the Howard Hughes production was plugged on the NBC network program, Your Radio Theatre. The show, heard 9:00-9:55 P.M., was devoted to an adaptation of the RKO Oscar-winning classic, "The Informer."

"The Conqueror," a $6,000,000 CinemaScope-Technicolor production about Ghengis Khan, stars John Wayne, Susan Hayward and Pedro Armendariz.

Sheepskin For Kaye

Danny Kaye will be awarded an honorary degree of Doctor of Humanities from the American International College in Springfield, Mass., according to John F. Hines, president of the college. The degree will be awarded at the College's 70th Anniversary Convocation on October 20, in recognition of the film's star's work for the United Nations Children's Fund.

Trouble With Titles For Overseas: 'Hitch'



Alfred Hitchcock (left) accepts a Vermont marble headstone in memory of the leading character of his film, "The Trouble With Harry" as star Shirley MacLaine and Barre's Paramount Theatre mgr. William Murphy look on.

BARRE, VT.—Chewing the fat with newsmen here after the world premiere of his latest production, Paramount's "The Trouble With Harry," Alfred Hitchcock gave us something to think about. "As soon as our pictures leave the country, we don't care what happens to them," he said. "We depend on the foreign market for our profits and yet are too negligent to supervise the writing of foreign titles for our productions, even when wrong connotations may ruin the picture."

The famous producer-director went on to mention some specific problems of translation that would be encountered in the French version of "Harry," which is quite a subtle comedy. One of the reasons for his forthcoming European trip, Hitchcock said, is to the straighten out this nervous situation. He leaves with the blessing of several other concerned Hollywood producers, including Hal Wallis.

The world premiere of "Harry," in VistaVision and Technicolor, occurred at the Paramount Theatre, Barre, near the locations where the film was made. Occasion was for the benefit of New England Flood Relief. Besides "Hitch," star Shirley MacLaine and Gov. Joseph B. Johnson were present, and the affair was well-covered by a contingent of newsmen from New York and New England—R.M.W.

Each Medium Has Own Advantages—Zinneman

First director to film in the new Todd-AO process, Fred Zinnemann stated that each film medium has its own advantages, and the choice of Todd-AO or some other process, color or black-and-white, should depend entirely on the film property. The Academy-Award winning director of "Oklahoma" believed that Todd-AO was excellent for that kind of material, however.

Zinnemann recently toured Europe with playwright Robert Sherwood selecting locales for Michael Todd's proposed "War and Peace," but noted he would not going along with plans to begin shooting before the Paramount version is released.

For "Guys and Dolls" Only

Anything, they say, can happen at Ebbets Field. Latest was the labeling of all lavatories in the ball park during the recent World Series with appropriately placed signs, "Guys and Dolls." James Mulvey, president of Samuel Goldwyn Productions, soon to release "Guys and Dolls," happens to be a part owner of the World Champs as well. It might be an idea for your own theatre.

What's In A Name

To people on four continents Danny Kaye is the name of a brilliant and talented comedian who makes them laugh. For others Danny Kaye is the messenger of light in a dark world. A dedicated man, he has travelled thousands of miles under the banner of UNICEF, to bring joy and happiness to underprivileged children . . . to share with them the good things that are our American birthright . . . to spread the democratic credo.

What's In A Name

Joint Defense Appeal stands for decency, dignity and democracy. It is the name of the fund-raising arm of the American Jewish Committee and the Anti-Defamation League of B'nai B'rith—the oldest and largest community relations agencies in the world. Their programs, in essence, seek to bring full human rights to Americans of every faith and creed.

What's In A Name

The Human Relations Award is the name of the Industry's medallion for recognizing outstanding service in the cause of furthering human rights. It will be presented, for the first time, to Danny Kaye at a luncheon sponsored by Joint Defense Appeal on October 19th, beginning at 12 noon in the Waldorf-Astoria. You are cordially invited to attend and learn for yourself what you can do to help fight prejudice and discrimination . . . to secure for your loved ones a life of decency and dignity . . . and to honor Danny Kaye for what he has done to put the Motion Picture Industry in the forefront of the fight for human rights. There will be no public solicitation of funds.

WILLIAM J. GERMAN, Chairman
JDA Motion Picture Division

Make your reservation now. Call BRyant 9-7600, Ext. 84. **You will be happy that you did.**

More Round Table Meetings Urged; Charge WB With "Unfair Practice"

(*Continued from page* 4)

dustry."

E. D. Martin, outgoing TOA president, told the delegates that "although there is unity in the relief sought for exhibitors, the paths toward achievement are further apart." He said that his administration had worked hard to bring about "better understanding" between TOA and Allied," but that the organizational makeup of the two associations, "not to count the personalities involved," make a merger or newly formed association unlikely in the near future.

"Until exhibitors think and act for the betterment of the industry as a whole, and not of themselves, only then will there be unity in exhibition," Martin said. "And not until there is unity will the voice of exhibition be heard."

Need Executive

The outgoing president had high praise for the operation of the New York office managed by Joseph Alterman, He called for the hiring of an experienced executive for that office now that arbitration has become a "reality." "Exhibitor complaints that could not be handled at the local level could be worked on in New York before going to arbitration or the courts," he suggested.

Charging that Warner Bros. is "again resorting to the unfair and uneconomic practice of requesting bids on pictures before exhibitors have had a chance to see the pictures in question," the TOA board of directors warned the company that "if this practice does not cease forthwith we shall turn this matter over to our general counsel and cause investigation of our members' rights in the matter and shall proceed accordingly."

The warning was dispatched to the company by wire following a board meeting. The pictures in dispute are "Rebel Without a Cause" and "Sincerely Yours."

The board contended that the "legality" of Warner Bros.' action is not the issue. "It is solely a question of whether Warner Bros. should take further advantage of a seller's market and compel exhibitors to bid unintelligently on pictures they have not seen," the telegram read.

"More Round Tables"

Freeman's hint of producer willingness to talk further with exhibition was dropped during a production seminar which saw various exhibitors asking questions of Schary, Broidy, Yates and others.

Sam Pinanski, honorary board chairman of TOA, asked that "more round table conferences" be held as a means of helping to solve industry problems. Freeman agreed. "When one branch of the industry condemns another it doesn't help," he said. The Paramount studio chief said that any meetings which promised to work to the industry's advantage would be welcomed.

Schary said that the story shortage was occasioned by television's huge consumption of material from all sources. Furthermore, the M-G-M studio chief said, TV's recently-displayed willingness to finance Broadway stage plays in return for first call on material has not helped the situation either. Big studios must reenter stage financing to protect the industry, he said.

Casting problems are at an all-time high, Schary stated, with more stars demanding extreme salaries, increased control over their productions, and often refusing outright to work in a film which might put them in a higher tax bracket.

Metro has not yet resolved its own television plans, he said, but he pointed out that if every major studio should decide to turn out gala productions for TV during the week, many theatres would be in trouble and forced to close.

In Schary's opinion, we have seen the last of "B" pictures, and now most budgets will average around $2 million and many twice that amount. He said that modernization of studio equipment along "automation" lines might cut costs, however.

Herbert J. Yates traced the course of Republic's history, from the studio's formation in 1936 as a low-budget film producer, to the change in 1954 which saw the studio financing $2 million productions. The Republic president complained that costs have doubled since 1945, stories and talent have become harder to obtain. Even so, he said, Republic will continue in its present policy so long as exhibitors display their willingness to exhibit the high budget product.

Public Attitude Changes

Alfred Starr, co-chairman of the Committee Against Pay-As-You-See TV, told the delegates that "we must have funds if we are going to stay in this fight" against pay-TV. A speech delivered by Starr reviewed the "achievements" of the Committee during the past year.

Starr pointed out that before the Committee was formed, public sentiment as expressed in polls as being overwhelmingly in favor of pay-TV. Currently, the tide has turned, Star said, and opposition by a margin as high as 20 to one has been noted in many surveys.

Starr said, "We are very encouraged." He said, "It may take the FCC several years to come to a decision. The Commission may pass this 'hot potato' to Congress. If so, no Congressman or Senator would want to advocate any bill that would deplete the entertainment budget of the constituents back home."

Need Funds

A plea for additional funds to carry on the fight against pay-TV was made at the convention by Philip Harling, treasurer of the Committee Against Pay-As-You-See TV. Harling said the treasury is "absolutely empty," and asked for another $75,000-$100,000 to continue the fight.

James Stewart received the TOA Trophy Award as "Star of the Year." Stewart, who was guest of honor at the president's dinner which concluded the convention, was tendered the award for "good citizenship, active civic participation, and for great portrayals."

ITO of Arkansas has joined the list of investors in the TOA-sponsored Exhibitors Film Financing Group, to the tune of $1000, according to EFFG president Sam Pinanski.

Pickman Charges Exhibs "Let George Do It"

During a seminar on advertising and promotion, Paramount ad chief Jerry Pickman brought forth cries of protest from his audience when he charged. "You're not carrying your load because you let George do it. You let the distributors do it." Thus Pickman capped his remarks.

Others who participated in the panel discussion were Thornton Sargent, Fox West Coast publicity director, and David Lipton, Universal's ad-publicity-exploi director. Frank Whiteback was moderator.

Pickman asked how exhibitors expected to sell their merchandise if they didn't even look at it before playing it. He reminded the TOA delegates the the practice of pre-selling pictures was started for the purpose of "testing" pictures for the advantage of exhibitors. "Too many exhibitors consider 'test' a dirty word," he said. "All other major industries test their products."

"Use Billboards"

Lipton talked on the effect on modern living on the pre-selling of movies. Some of the factors that discourage customers, he said, are these: decentralization of the population, the increase in installment buying, television, do-it-yourself activities, outdoor living, parking, baby sitters and home air conditioning. He suggested billboard and radio exploitation as a means to reach potential customers "on the road."

Sargent held that movie advertising could stand improvement. But he maintained that some fault lies with exhibitors who 'won't depart from the usual in promoting pictures." He also charged that the industry doesn't exchange enough information on exploitation.

Industry Dividends Up Because Of Date Change

WASHINGTON. — Publicly declared dividends paid by film industry corporations during August totaled $1,811,000, up from the $1,426,000 paid in the same month last year only because of switches in dividend months. However, payments in the first 8 months of 1955 at $18,598,000 were running far over the $15,001,000 paid during the same period last year.

Columbia Pictures paid $65,000 in August, 1955. Warner Bros. Pictures paid $742,000. Stanley-Warner paid $619,000. All were unchanged from last year. Loews Boston Theatres and National Theatres, which paid in July last year, this August declared $39,000 and $346,000 in dividends, respectively.

TESMA Story Booklet

"The Story of TESMA," in booklet form, has been issued by Theatre Equipment and Supply Manufacturers' Association, to acquaint more people with the purposes, services and activities of the organization. Among the subjects discussed in the six-page booklet are affiliations; how TESMA serves its members; credit information; annual Trade Show; standards; and annual dues. Copies may be obtained from TESMA.

You're in the GOLD with TODD-AO!

RODGERS & HAMMERSTEIN'S



OKLAHOMA!

THE NEW MOTION PICTURE PROCESS

When the magic that is "Oklahoma!" meets the miracle that is Todd-AO... something wonderful happens! Suddenly you're there... in the land that is grand, in the surrey, on the prairie! You live it, you're a part of it... you're *in* "Oklahoma!"

Because this is a completely new and unique presentation, without precedent in modern entertainment, all seats for "Oklahoma!" will be reserved as in the legitimate theatre.

PRODUCED IN

TODD-AO
NEW sight! NEW sound! NEW screen!

starring

GORDON MacRAE · GLORIA GRAHAME · GENE NELSON · CHARLOTTE GREENWOOD · EDDIE ALBERT · JAMES WHITMORE · ROD STEIGER · SHIRLEY JONES

Directed by FRED ZINNEMANN Produced by ARTHUR HORNBLOW, Jr. Dances Staged by AGNES DE MILLE Screen Play by SONYA LEVIEN and WILLIAM LUDWIG

IN EASTMAN COLOR
Sound by TODD-AO

PUBLIC WORLD PREMIERE
RIVOLI *Theatre*
NEW YORK CITY—OCT. 13th

TWICE DAILY
THREE SHOWS
SAT., SUN. and HOLS.

PUBLIC HOLLYWOOD PREMIERE
EGYPTIAN
UNITED ARTISTS
NOVEMBER

DISTRIBUTED BY **MAGNA** THEATRE CORPORATION, 233 WEST 49th STREET, NEW YORK 19, N. Y.
JOSEPH M. SCHENCK, Chairman · GEORGE P. SKOURAS, President

You're in the show with TODD-AO!

You're in the 

with TODD-AO!

THE NEW MOTION PICTURE ERA!

TODD-AO

NEW sight! NEW sound! NEW screen!

Like Rodgers & Hammerstein's "OKLAHOMA!", all great motion pictures of the future will bear the distinctive imprint—PRODUCED IN TODD-AO . . . This is the new motion picture era . . . it's TODD-AO! . . . Truly revolutionary . . . Ecstatic in its realism . . . supreme in its audience emotional involvement and participation . . . TODD-AO is supersonic in its possibilities . . . you live the action . . . you're part of it . . . TODD-AO is the entertainment miracle born of inspired boldness and determination through the happy marriage of science and the motion picture art.

UNITED ARTISTS THEATRE CIRCUIT INC.

You're in the show with TODD-AO!

NEW SIGHT!
NEW SOUND!
NEW SCREEN!



TODD-AO IS THE TRADEMARK OF THE TODD-AO CORPORATION

TODD-AO is the wide-angle, deep-screen motion picture system developed by AMERICAN OPTICAL CO.

OKLAHOMA!—the first picture made in the TODD-AO system will be distributed by MAGNA THEATRE CORP.

first presentation . . .

RODGERS & HAMMERSTEIN'S

OKLAHOMA!

THE TODD-AO CORP., 1270 AVENUE OF THE AMERICAS, ROCKEFELLER CENTER, NEW YORK 16, NEW YORK

"The 'Oklahoma!' Story"

Introduction

The biggest news of this week—and possibly of the entire year—is that Rodgers & Hammerstein's "Oklahoma!", already one of the most fabulous stage successes of modern times, has world premiered in the new TODD-AO process at the Rivoli Theatre, New York.

The next openings will be at the Egyptian theatre, Hollywood, about Nov. 1, to be followed in about three weeks by the United Artists theatre, Los Angeles.

Spokesmen for "Oklahoma!" and TODD-AO are decidedly "bullish" about this proposition, convinced that this musical will revolutionize current methods of film presentation.

They are talking about a two to four-year run at the Rivoli, and an eventual "take" that will reach $75 million, or twice the gross of "Gone With The Wind."

Mike Todd says that before "Oklahoma" finishes its run on the nation's screens, at least four pictures a year will be produced on TODD-AO, and 100 houses throughout the country will be equipped for TODD-AO presentation.

"Oklahoma!" was photographed on 70mm film with an assortment of narrow and wide-angle lenses. The film will be projected onto the largest curved screen possible, by a single projector which is compatible with all 35mm processes. The aural portions of the film will be heard on six sound tracks. The most perfect "sense of audience participation" to date is claimed.

We will relate the complete lowdown on these innovations as told to us by the men who know "Oklahoma!" best. Among these contributors are Dr. Brian O'Brien, vice-president of American Optical, who engineered the visual aspects of the system; William Peck, general manager of the AO motion picture division; Dr. M. McNeil, research scientist, and L. D. Netter Jr., vice-president of TODD-AO in charge of theatre equipment.



MAGNAte
GEORGE P. SKOURAS



STARS
GORDON MacRAE and SHIRLEY JONES

The Process: Todd-AO

History

Most intimately connected with the beginnings of TODD-AO were Broadway producer Michael Todd, veteran theatremen George Skouras and Joseph Schenck, and scientist Dr. Brian O'Brien.

Todd left the original "Cinerama" financing team before the production opened, determined to show his former associates a better process. Scouting around for the "Einstein of the optics dodge," he found Dr. O'Brien at the University of Rochester.

After a few preliminary experiments, both men decided they were on the right track. All they needed was a) more money for research, and b) a picture to distribute. This they would get later from Skouras and Schenck.

O'Brien's first experiments were simple enlargements of "stills" of a plant; next came a black-and-white sequence of a landing in a Buffalo airport, made into a flip-book for demonstration purposes.

Finally, O'Brien used color film at the Rockaway Park roller-coaster, where the famous "Cinerama" scene was photographed. The wide-gauge film couldn't be developed for a week. When it was ready, Schenck and Skouras saw the film on an ancient 70mm Erneman projector.

The theatremen agreed that the process was startling, but would not participate further without a "great" story property. Rodgers and Hammerstein, approached about "Oklahoma!", agreed to shoot it on the new process if it could "tell a story."

Fred Zinnemann proved that it could. Besides taking scenic shots from a helicopter over Niagara Falls, Zinnemann directed a scene between two young lovers in a Buffalo park. After seeing the rushes, Rodgers and Hammerstein were "in" and the picture was on the way.

Five companies will share the profits of "Oklahoma!". They are TODD-AO, which controls the patents, sells all equipment, and granted the license to make "Oklahoma!"; Rodgers & Hammerstein Inc.; Magna Theatre Corp., the distributing company; American Optical Co., which manufacturers everything but the projector "head"; and United Artists Theatres Circuit Inc., which owns Magna stock.

Camera

The most striking feature of the TODD-AO cameras is their small size and light weight. They were designed to take the 65mm TODD-AO negative, the cameras are only slightly wider and a few pounds heavier than conventional 35mm cameras.

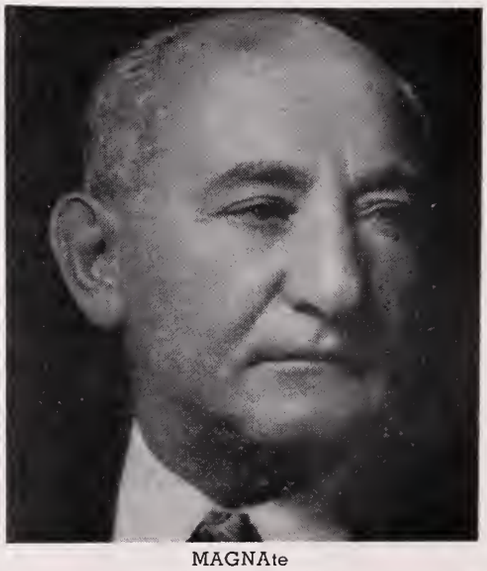
The movement is of a double eccentric and link type and is very quiet running. Special emphasis has been put on steadiness in the picture.

In addition to running at 30 frames per second, TODD-AO cameras also run at 24 frames per second; a high speed camera is also available, which will run up to 90 frames per second for special effects photography.

For interior shots where special quietness is necessary, the camera carries a light fiberglass, sound-proof blimp and a special "barney" of soft padding to surround the huge "Bugeye" lens.

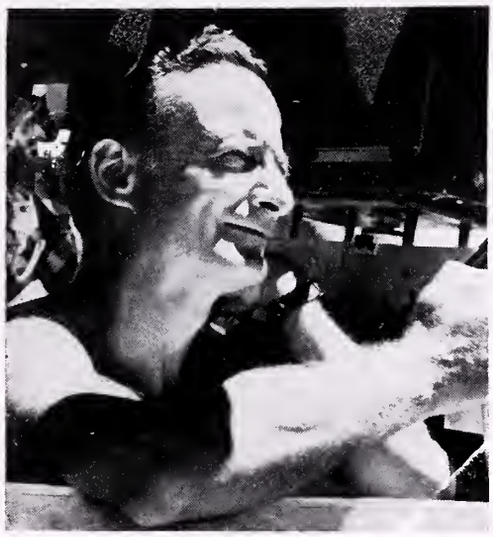
Each camera is equipped with a new dual-magnification focus finder as an integral part. Sixteen-power magnification is available in the center of the field to make possible unusually precise focussing. In low magnification position, the focus finder gives an exceptionally bright, wide view of the entire field on the ground glass with reticle lines marked for the TODD-AO frame and for other aspect ratios.

This permits the photographer to compose the picture to take best advantage of the various forms of printdown with the TODD-AO negative, as well as to compose the primary TODD-AO picture.



MAGNAte
JOSEPH M. SCHENCK

Todd-AO In Gala Debut



DIRECTOR
FRED ZINNEMANN

Lenses

All four TODD-AO lenses represent late developments in the art of optical design, but the most impressive is undoubtedly the "Bug-eye" lens, with a 128 degree horizontal field of view.

A camera equipped with this lens can allegedly stand in one corner of a room and photograph all four walls simultaneously. Thus for the first time a commercial movie lens is available whose angular field matches the useful field of the human eye.

Of course, the human eye has an advantage over a movie camera in having a deeply-curved "film." Since this is impossible in a movie camera, the wideangle lens must be more complex than the lens of the human eye. The necessity of using flat film presented the difficult problem of distortion to TODD-AO scientists, who licked the problem by "balancing" the design of other components.

All of the lenses are high-speed, and pictures can be made using only conventional lighting. They are coated to increase light transmission and reduce flare. In fact, the TODD-AO scientists say, without the new art of coating camera lenses to reduce the reflection of light back and forth between the surfaces, a lens with the complexity of "Bugeye" would be impossible to build, because the scattered light would spoil the picture.

Projector

Film

"Oklahoma" was photographed on special 65mm Eastman Color negative, and is to be shown on 70mm Eastman Color print. The pictures are not only wider than conventional film, but are proportionately higher, and a 5 hole pull-down is used.

The main advantage of the wide film, says TODD-AO, is the excellent sharpness of the picture on the screen, since less magnification is necessary. Without the crisp picture, much of the realism of the TODD-AO system would be lost.

Less magnification also means less weave and jitter of the picture, and scratches and dirt will be less conspicuous when they begin to appear.

Although the negative is made on 65mm film, and the prints are on 70mm film, the pictures are the same size. The extra 5mm is needed to make room for the six channel magnetic sound, whose quality is said to be as sharp and clear as the pictures themselves.

Another unusual feature of the system is that the pictures come at a rate of 30 per second — instead of the conventional 24. This change is necessary, the TODD-AO engineers say, because the human eye is very sensitive to movements and flickers that occur at the edges of the field of view.

This sensitivity, developed by our ancestors to warn themselves of dangers not seen directly, would bring about objections to the flicker of a wide movie screen. At 30 frames a second, the engineers say, a clear bright picture is permitted—without flicker.

Versatility

The TODD-AO projector embodies unusual flexibility to deal with a wide variety of modern film techniques. The projector will take 70mm film or 35mm film with very minor adjustments in the mechanism, and can be changed in "about four minutes."

The projectors are equipped to handle multi-channel magnetic sound for TODD-AO, 35mm sound for CinemaScope, or conventional optical sound. All three sets of sound equipment are provided, and the only change necessary is to thread the film through the desired sound head.

One unusual feature of the design is that all the mechanism, including sound heads, is included in the projector heads, thus eliminating the possibility of errors due to unequal film pressure. The projector includes a tilting mechanism which rotates around a high point so there is only a slight movement of the center of gravity.



PROMOTER
MICHAEL TODD



PRODUCER
ARTHUR HORNBLOW, JR.

Projection angles of as far down as 28 degrees and as far up as 20 degrees can be reached, so the projector can be used in upward-throw drive-in theatres.

Other modern features include a centrifical switch to drop the dowser if the film speed is too low, a water flow switch to cut off the arc if the cooling water is cut off, and stop switches on both sides of the chassis.

The built-in optical preamplifier is of a special plug-in design so that a new unit can be substituted almost instantaneously in case of breakdown. The single-bladed conical shutter cuts twice for every frame and gives a 54 percent efficiency.

Two separate motors are provided to run at 30 and 24 frames per second respectively. A constant feed sprocket is provided on the magnetic film path, between the upper fire rollers and the magnetic 10 channel head; the sprocket is said to even out the potential jerkiness in the film as it comes out from the upper magazine.

The projector gate is made of tantung, a special metal alloy that has hardness characteristics to prevent wear, and will not become magnetized. As a result, the recurring problem of degaussing is practically eliminated with the new TODD-AO projector.

The projector, excepting the head, is manufactured by American Optical at its Buffalo plant. The head is a product of Phillips of Holland.

Screen

Curve

The most striking feature of the TODD-AO system is the deeply curved, concave screen fundamental to the system and responsible for many remarkable visual effects. Perhaps the most important is the distinct

Todd-AO Makes Gala N. Y. Debut

sensation of personal participation experienced by the audience.

Another aspect of the deeply curved screen is its freedom from "squeezed" images. Most movie-goers are familiar with the elongated, narow figures that are seen from the side seats in the front rows.

Scientists at American Optical conducted a series of careful experiments to see what "squeeze" could be tolerated without objection when looking at the screen from specific angles. They then studied theatres to see how many seats present an objectionably squeezed picture and which seats give a good picture. The final result is that the TODD-AO system is designed for every seat in the theatre—in this respect it is unique.

The ability to avoid "squeeze" is stolen straight from Euclid's Geometry. Euclid taught that for an observer standing on the edge of a circle, equal arcs subtend equal angles anywhere on the circle. On the TODD-AO screen, this has the result that an observer can walk right up and lean his cheek against the screen—and still get a good view of the picture.

The theatre owners will thus be able to make more profitable use of the front seats of his theatre than he could with a flat screen.

The TODD-AO screen is not only wide and deeply curved, but also proportionately high, with a 2x1 ratio. "This restoration of a normal aspect ratio in movies has long been awaited by the industry and even more so by the public," says TODD-AO.

Material

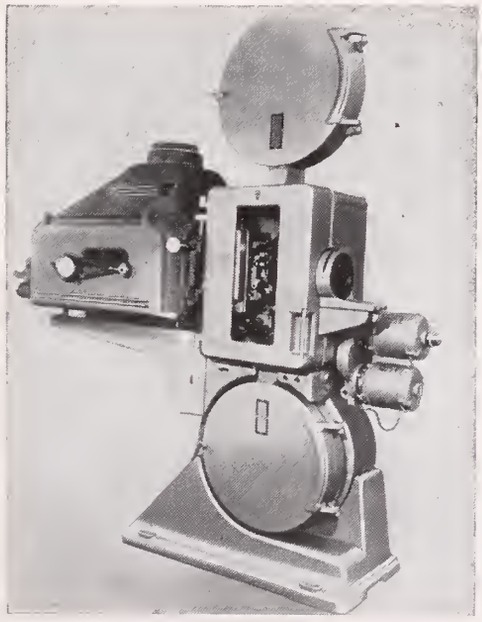
Because the screen is deeply curved and large, the problems of reillumination and brightness arose.

If light shining on one part of the screen scatters onto another part, contrast is reduced, and colors are less bright. Somehow the light had to be thrown back at the audience and not allowed to flood other parts of the screen. This was the reillumination problem.

The other problem was simply that of getting enough light. If the same light as is used in standard 35mm projection were spread over a screen four times as large, it would be only one-fourth as bright. The TODD-AO system partly overcame this problem by the use of a larger film, but in addition it was important that the film act as efficiently as possible in redirecting the light to the audience and not wasting any of its lighting up the walls, ceiling or other parts of the screen.

Both problems were solved by moulding and coating the screen surface to make the light go in the desired direction and no other.

The result is a screen surface made of plastic-coated cotton cloth, deeply embossed with tiny rectangular mirrors (600 to the square inch) and aluminized to give high reflectivity. In each portion of the screen, the mirrors are at the correct angle to direct the light only where it is needed.



The Todd-AO projector, scheduled for installation shortly in 50 large U. S. cities, will show productions photographed in the new process.



Westrex sound recording equipment was used on location of "Oklahoma!". Above photograph shows two compact RA1524 type stereophonic mixers, which may also be used for scoring and re-recording.

Installation

Each TODD-AO theatrical installation will be a hand-tailored job for the engineers involved, and the lenses and screen size will vary according to projection throws and auditorium sizes.

Since every installation presents a unique problem, a selection of seven projection lenses called the CineApergon group has been devised. These lenses have focal lengths of 2.6″, 3″, 3.5″, 4.1″, 4.8″, 5.6″ and 6.6″ respectively, have aspherical optical surfaces and unusual speeds, and are capable of covering the wide film with overall striking realism.

As a general rule, the preferred screen is the largest screen that can be installed in the theatre auditorium.

A major theatre can be surveyed in less than one day, according to the TODD-AO engineers. It is estimated that an installation can be completed in approximately two weeks and that this period will soon be shortened.

Rivoli

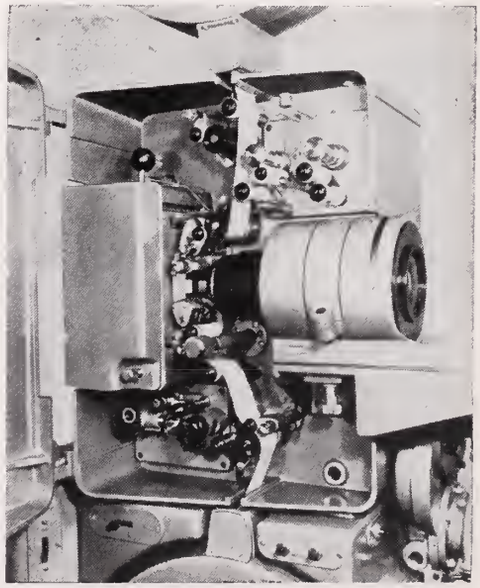
New York's 40-year old Rivoli Theatre, which was competely modernized and remodelled for the two-a-day, reserved seat performances of TODD-AO's "Oklahoma," will also serve as a sales room, in the mornings, to demonstrate TODD-AO equipment.

Interested exhibitors may inspect the TODD-AO projector and screen at close hand, and may view the film as projected from either a high or low booth, depending on whether a slanted or straight throw is desired for his particular theatre.

Jules Catsiff, who supervised the reconstruction of the famous Broadway house, revealed that the rehabilitation job cost about $350,000, not including the TODD-AO equipment.

For example, wider seats were installed,

(*Continued on page* 26)



With the Todd-AO "All Purpose" Projector DP70, 35mm projection is the same as for 70mm except for two minor changes.



(when all those wonderful reviews come in)

Congratulations
Rodgers and Hammerstein
on
"Oklahoma"
in Todd-AO
Made on Eastman Color Film

Motion Picture Film Department
EASTMAN KODAK COMPANY
Rochester 4, N. Y.

W. J. GERMAN, Inc.
Agents for the sale and distribution of
Eastman Professional Motion Picture Films
Fort Lee, N. J.; Chicago, Ill.; Hollywood, Calif.

Todd-AO Brings New Sight, Participation And Sound Experiences To Movie-Goers

By HENRY S. WOODBRIDGE,
President, Todd-AO Corporation

TODD-AO, a wide-angle deep-screen motion picture process, is the new name in the industry and it brings new sight and new sound experiences to movie-goers. It has been designed and developed to be an industry-wide system. Pictures in this process are photographed in the usual way on either large (65/70mm) film or standard (35mm) as preferred and projected in the usual way from a theatre's regular booth.

The outstanding feature of the many that distinguish TODD-AO's new sight and sound is the sense of participation—the feeling of emotional and physical participation that audiences feel because TODD-AO enables them to be part of what they see and hear. You react to emotional scenes as if the actors were actually there in the theatre and you are part of the action that takes place, reacting physically as if you were part of that action in fact.

'Unique Design'

This reality is achieved by the unique design of the camera lenses, projector lenses and the deep curve of the screen; all designed to fit one with the other with the precision of a scientific instrument. By means of a special printing process the distortions caused by high angle projection onto deeply curved screens from the regular booths of theatres are magically eliminated. This has never been done before and it is what makes regular projection on a deep-screen possible—and the deep-screen is necessary to create reality.

TODD-AO is a system for every theatre, large or small. Do not fail when you go to see OKLAHOMA! to walk to every corner and part of the theatre so that you may see for yourself that it is a system for every seat—something that is not true of any other method of projecting moving pictures, including standard film projection.

It has taken courage, initiative, and the wonderful American spirit of willingness-to-dare, to take a risk, to bring OKLAHOMA! in TODD-AO to the Rivoli. The story of this achievement is dramatic in its own right. First, Mike Todd went to Dr. Brian O'Brien, then at the University of Rochester, and asked him if he could create a wide-angle, deep-screen motion picture process using one camera and one projector.

Approached Schenck

When Dr. O'Brien, who shortly thereafter became Vice-President in charge of Research for American Optical Company, said "yes", Mike Todd went to Joe Schenck, and George Skouras, who joined with him to form Magna Theatre Corporation, the Company that raised the money to produce OKLAHOMA! and together with American Optical Company financed the development of the system. The two Companies, in turn, formed The TODD-AO Corporation to license producers to make TODD-AO pictures and supply equipment for that purpose and also to sell TODD-AO *theatre* equipment to exhibitors.



HENRY S. WOODBRIDGE

Dr. Brian O'Brien started work early in 1953 and has had upwards of one hundred scientists and engineers working with him in the development of the various phases of the system. Dr. Hopkins of the Institute of Optics at the University of Rochester, in particular, worked with him on the famous 128 degree "Bug-Eye" lens. The Institute was preeminent in the field of wide-angle lenses, having developed the Gunnery traning wide-angle lenses used by the U.S. Navy.

From the outset, George Skouras insisted that the concept of this new motion picture system be broadened to make it industry wide—a system for any theatre and for ever seat in any theatre with the worst seat as good as the best. The concept has been achieved almost 100 percent! To accomplish this, Dr. O'Brien developed the special printing process that eliminates distortions and makes possible projection from any theatre's regular booth.

Hornblow Joins

Not long after the development work started, Arthur Hornblow joined Magna and through his efforts Richard Rodgers and Oscar Hammerstein became interested in making OKLAHOMA! in TODD-AO.

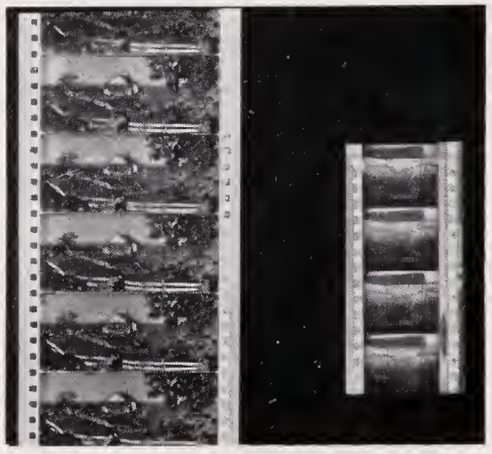
The first tests of this new system made by Mike Todd and Skippy Sanford, our photographic Director, were shown at the Regent Theatre in Buffalo in June 1953 and successfully proved that the system gives audiences a sense of physical participation. Further tests were then undertaken under the direction of Fred Zinnemann, the Oscar-winning director, to find out whether or not a story could be successfully told in this new system.

The tests were shown in Buffalo on August 14, 1953. In the words of Fred Zinnemann, they demonstrated that for the first time in the history of moving pictures, audiences have the same feeling in viewing a moving picture that they have in seeing a play in a legitimate theatre. The proof of the success of these tests came when Rodgers and Hammerstein signed to produce OKLAHOMA! in TODD-AO.

To increase the sense of reality, an entirely new sound system was developed under the leadership of Fred Hynes, our sound director, in cooperation with Westrex and Ampex. It is a six channel system based on the principles of Sound-Saturation of which Sam Goldwyn said after hearing some OKLAHOMA! songs for the first time —"This is better than music," a remark far more accurate than amusing because TODD-AO Sound is more true when reaching the ear than any sound theretofore heard whether in a theatre or a building especially built for music.

To bring this new System to moving picture theatres, American Optical Company has developed for TODD-AO projectton lenses and, with Philips of Holland, a universal projector that projects 35mm and 70 mm film in all the standard versions and can handle any of the sound systems that are in use. It is important to note that TODD-AO is compatible with any sound system so that any theatre putting in TODD-AO equipment can use its present sound installation. Screens, frames and accessory equipment are all available for immediate delivery. Our theatre equipment division is headed by L. Douglas Netter Jr., known to the leading exhibitors from coast-to-coast.

We at TODD-AO are prepared to serve the industry with an industry system. "The proof of the pudding lies in the eating." The proof of this new industry-wide system, TODD-AO, lies in seeing and hearing it at the Rivoli Theatre in New York where OKLAHOMA! opened on October 10th, to be followed by subsequent openings in Los Angeles, Chicago, Detroit, St. Louis this year and forty or more cities in 1956. Already Michael Todd's AROUND THE WORLD IN EIGHTY DAYS is in production and SOUTH PACIFIC is planned for production next spring. With TODD-AO, we are on the threshold of a new age in entertainment!



Left: A clip of Todd-AO 65mm film; Right: a clip of standard film. The Todd-AO picture area is 3½x that of the 35mm film.



WORLD'S LARGEST CONSOLE

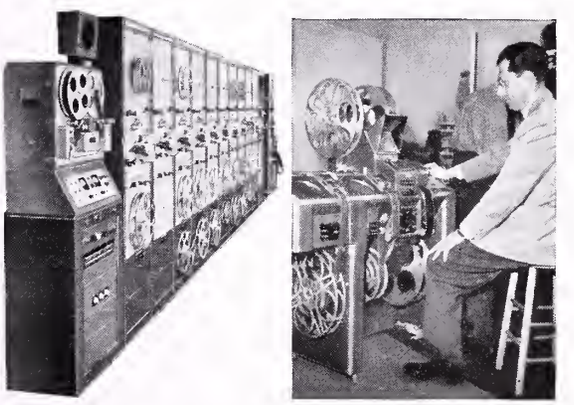
16 6-channel groups...96 input channels

This huge console, custom built by Westrex for the Todd-AO production, "Oklahoma", was designed, manufactured, and delivered in six months as part of the complete recording, re-recording, and editing equipment supplied by Westrex.

Research, Distribution and Service for the Motion Picture Industry

Westrex Corporation

111 Eighth Avenue, New York 11, N. Y.
Hollywood Division: 6601 Romaine Street, Hollywood 38, Calif.



AT LEFT: Lineup of dubbing machines and dubbing recorder. Re-recorded version is 6-track stereophonic sound on 35mm magnetic film. AT RIGHT: Westrex Editer—with 70mm film in the picture gate, and two 35mm sound films, one in the regular gate and one in the special sound head attachment.

Rivoli Theatre Has Face Lifted For New System

(*Continued from page* 24)

measuring 22 inches as against 18 and 19 inches for the replaced chairs. The decision reduced the seating capacity of the theatre from 2,094 to 1,650. The mohair-covered seats are the Bodiform type made by American Seating Co.

New Leedom carpeting and a special "Oklahoma" curtain have been installed. New screen measurements were given as 66 feet x 27, with the curve of the screen measuring 13 feet at the center.

No popcorn is sold at the new Rivoli, and only 25 cent candy and ice-cream bonbons are available to the patrons.

The theatre is getting a $3.50 top for evening performances, and a $2.75 top for matinees. Balcony and mezzanine prices are $2.25 and $1.75 evenings, and $1.75 and $1.50 for matinees.

Governor, Notables Inspect 70mm Film At Showing



Examining Todd-AO film after the first press showings on the West Coast of Rodgers & Hammerstein's "Oklahoma!", are (l to r) Gov. Raymond Gary of Oklahoma; Shirley Jones, star of the picture; Oscar Hammerstein II; Charlotte Greenwood, who portrays "Aunt Eller"; and Will Rogers, Jr.

The Picture: Oklahoma

Production

The TODD-AO version of "Oklahoma!" was more than a year in preparation and nearly five months in production.

Although the story is essentially that of the stage play, the scene has been widened to take fullest advantage of the TODD-AO camera. A considerable portion of the film, including several musical numbers, was photographed on location under the direction of chief cinematographer Robert Surtees, two-time Academy Award winner.

The decision to use the great outdoors was dictated by the scope of the newly-developed camera lenses, which have angles of sight from 37 to 128 degrees.

The production was not shot in Oklahoma, which was naturally the first choice of the producing company. That fast-growing state was vetoed after extensive surveys which criss-crossed the state revealed there would be little opportunity for the cameras to capture scenic beauty without running into commercial developments in the backgrounds.

The scenic requirements were high corn, superb clouds, green valleys, open country and a sky free of airplanes. Only the San Rafael Valley seemed to satisfy these conditions, and so the little town of Nogales, Arizona, 36 miles from the Valley, was chosen.

Once the location site was chosen, the producers ordered the construction of a complete farmhouse, and also the planting and cultivation of corn, wheat and a peach orchard. When filming began, "the corn was as high as an elephant's eye" and the wheat was ready for harvest.

Another major location site was the railroad station at Elgin, a tiny whistlestop (population: 17 people and 24 cameras) about 50 miles from Nogales, where the "Kansas City" dance sequence was filmed.

The shooting began on location on July 14 and was completed, 107 production days later, on Dec. 6, 1954. At one time the location company numbered 325 people. Total cost of the production: nearly $7 million.

"Cinderella"

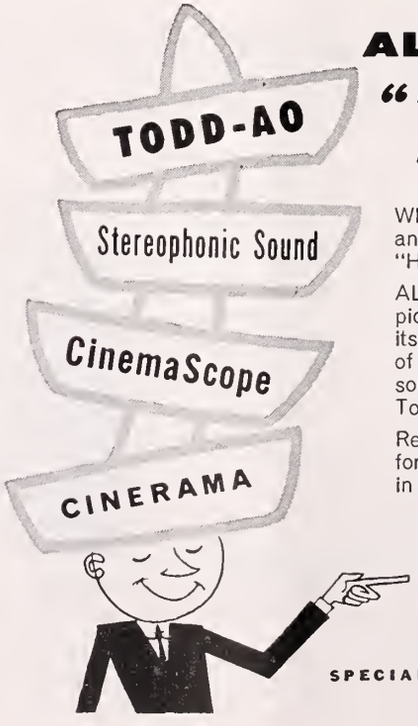
Although the cast of "Oklahoma!" features several talented and well-known personalities, most exploitable of them all is undoubtedly blonde, 21-year-old Shirley Jones, who has already been the subject of many national magazine articles.

In less than two years, Miss Jones, fresh from the coal-mining town of Smithton, Pa. (population: 800) rose fresh out of high school to land the coveted role of "Laurey" in the film.

She is now starring in another Rodgers & Hammerstein musical, "Carousel," currently in production by 20th-Fox.

Others in the cast are Gordon MacRae as "Curly," Gloria Grahame as "Ado Annie," Gene Nelson as "Will Parker," Charlotte Greenwood as "Aunt Eller," Eddie Albert as "Ali Hakim," James Whitmore as "Andy Carnes," Rod Steiger as "Jud," and Barbara Lawrence as "Gertie Cummings."

Rather than being essentially a showcase for established box office names, "Oklahoma!" has had a long history of making stars of its performers. When the stage presentation opened on March 31, 1943, Bette Garde, playing "Aunt Eller," was the only "name." But out of the ranks of "Curlys" and "Laureys," etc., came Howard Keel, Alfred Drake, John Raitt, Celeste Holm, Shelley Winters, Isabel Bigley and many others. Shirley Jones may find that it is now her turn for stardom.



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TO

Joseph M. Schenck and George P. Skouras

FROM

CENTURY THEATRES

Congratulations and Best Wishes

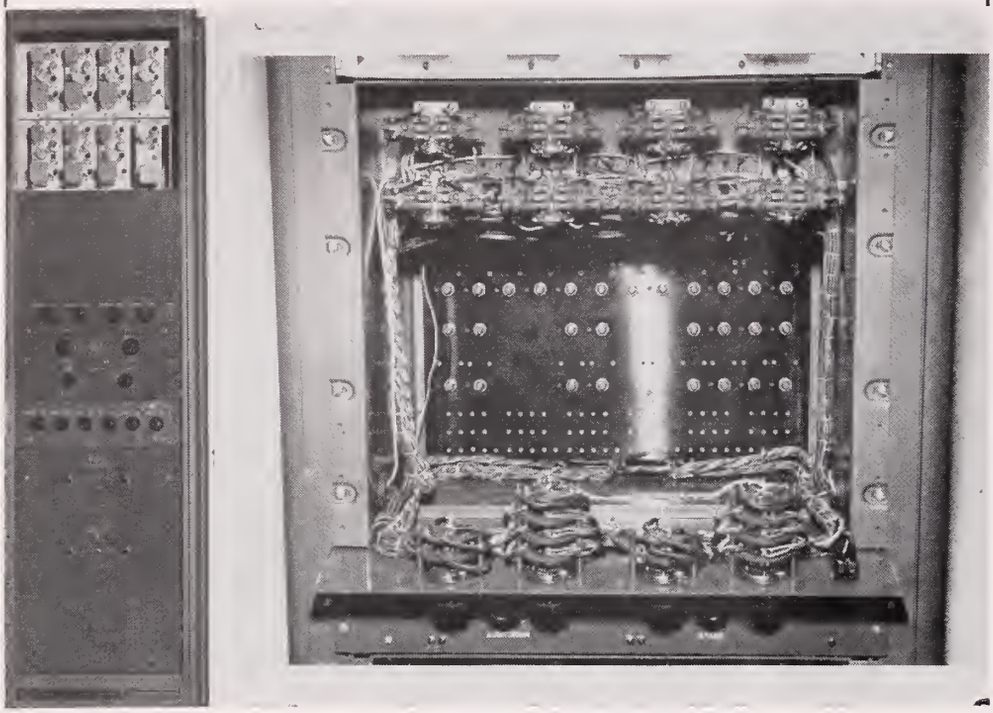
TO

Joseph M. Schenck and George P. Skouras

ASSOCIATED PRUDENTIAL THEATRES, INC.

JOSEPH M. SEIDER

Altec SRE Racks For Todd-AO



Published for the first time is a view of the Altec-designed and fabricated new Switching-Relay-Equalizer rack which will make possible the use of CinemaScope, Perspecta and Optical sound systems with the Todd-AO projection and sound process. 50 of these Altec seven panel racks have been ordered by the Todd-AO organization for delivery during the next few months.

Switching-Relay-Equalizer racks for use with the TODD-AO projection system, which provide complete compatability with all existing sound systems now in use in theatres, have been announced by Altec Service Corp. The racks permit the projectionist to select operation, as the occasion may require, from TODD-AO, CinemaScope, Perspecta or Optical recordings.

The Altec panel provides individual equalization and level balancing controls—screwdriver operated—for 20 magnetic tracks. On a two-projector installation, the facilities allow setting the six TODD-AO channels on each projector for identical quality; likewise the four CinemaScope channels on each machine. In addition, a compact equalizer is provided for adjusting the Perspecta-optical channel response. For a third projector, a somewhat similar panel appears lower on the rack.

The SRE racks were designed under the direction of former chief engineer E. S. Seeley (now chief engineer for Altec Lansing Corp.), and C. S. Perkins, operating manager.

Altec reports that one of the new racks has already been installed at the Rivoli Theatre, New York, where "Oklahoma!" premiered.

Principals—



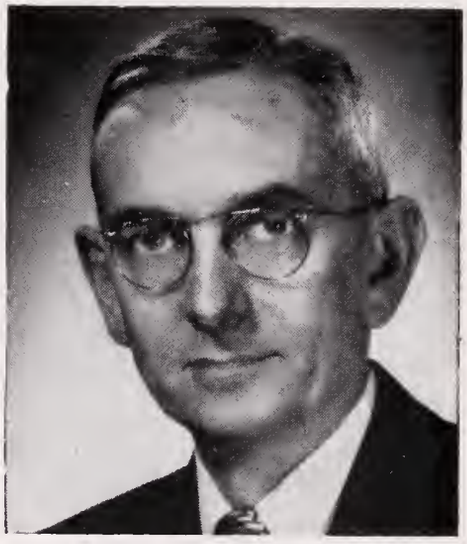
TOP, Left: Malcolm Kingsberg, treas., Magna Theatre Corp.; right: Charles J. McCabe, Magna director; BOTTOM, Left: L. D. Netter Jr., Todd-AO vice-pres. in chg. of theatre equipment; right: Nicholas Matsoukas, ad-pub.-exploi director of Magna, responsible for the big and comprehensive campaign for "Oklahoma!"

Ampex Installation At Egyptian Theatre For West Coast Bow

REDWOOD CITY, CALIF. — Hollywood's Egyptian Theatre will boast the "most complete and flexible sound system ever placed in a theatre" on October 29, when "Oklahoma" has its West Coast premiere there, according to Ross Snyder, theatre equipment sales manager for the Ampex Corporation.

Specially designed to accomodate the new Todd-AO process in which "Oklahoma" was filmed, the system can play six simultaneous sound tracks from either a separate magnetic film or from the same film on which the picture appears. In addition, the system provides complete facilities for sound from standard single-track optical sound-on-film, from three or four track CinemaScope pictures or from two, three or six track magnetic tapes to provide stereophonic intermission music.

Control of the system is far easier than that of many less complex systems, Snyder says. Although push-button control is offered, all relays have been eliminated to provide the utmost degree of dependability.



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RICHARD RODGERS AND OSCAR HAMMERSTEIN II



BRANDT THEATRES

$25,000 Jackpot

Alliance Awards Enterprise; Showmen Split Cash Awards

INDIANAPOLIS. — The 20th Annual Fall Meeting of Alliance Theatre was held here in the Travertine Room of the Sheraton Lincoln. In attendance were all the managers, assistant managers, associates and home office personnel. The meeting was called to distribute the awards for the 19-week drive that is held annually in the Alliance Circuit.

Cash awards totaling $25,000 were distributed. Gene Durr, manager of the State Theatre, Anderson, was named the over-all winner and received the first award of $400.00. Robert Jackson, manager of the Jefferson Theatre, Ft. Wayne, and Otis Bolinger, manager of the North and South Drive-in Theatres in Kokomo, were tied for second place and each received $75.00.

Generous awards were also presented to winners of showmanship, vending, special vending periods and extra revenue. Winners of the showmanship contest were Dan Kerski, manager of the Paramount, Anderson, in the large towns division; and Richard Kammann, manager of the Gala, Garrett, and David Smith of the Miller, Woodstock, Illinois, were tied as winners in the small towns division.

Arveson Wins

A. A. Arveson, District Supervisor for Illinois and Wisconsin, with headquarters in Chicago, was the winning supervisor in the showmanship contest. A special award was presented to Kenneth Boles, supervisor for the Central Indiana district—with headquarters in Marion—for his outstanding work in his district.

The regular vending awards, which cover the best job done in vending cents per person, was divided into 3 groups. The winner in the large towns was Howard Tilley, manager of the State and Roxy Theatres in Logansport; winner in the small towns and sub-runs was Ben Batchfield, manager of the Riviera, Anderson. Winner in the drive-in division was Bolinger.

"Buttercup" For Helson

The "Buttercup" contest cash awards went to Ray Helson, manager of the Roxy and Wallace Theatres in Peru, Indiana, and Lester Lucas, manager of the Allison Drive-in, Vincennes. The cash awards for the jumbo drinks contest went to Richard Lennartz, manager of the North and South Drive-ins in Anderson, and Dan Kerski, manager of the Paramount.

The extra revenue awards, which cover promotional activities during the full 19-week-period of the drive, were divided into three groups. The winner in the large towns was John Isely, of the Fond du Lac, Fond Du Lac, Wisconsin. The winner in the second group—consisting of small town theatres and sub-runs—was Myron Sands of the Knox, Knox, Indiana. Don Hammer, manager of the Starlite Drive-in, Kankakee, Illinois, was winner in the third group, consisting of drive-ins.

In addition to the announcement of the summer drive results and final standings made to the 100 people in attendance at the meeting, S. J. Gregory, general manager of Alliance Theatres, expressed his confidence and optimism in the future of the industry, with its new media, presently in use, and the Cinemiracle and Todd-AO preecesses in the near future. He stated that the Audience Award election was a "must" for every theatre throughout the country, for this is the first time within our industry that the audience can participate in the selection of the best stars, best pictures and most promising personalities.

Westrex Int'l. Managers Hold Hollywood Conclave

Westrex Corporation's subsidiary company managers from nine countries were in Hollywood this week attending a conference on new recording equipment and techniques. They also inspected Westrex's Hollywood division as well as the major Hollywood studios.

Visitors from abroad include F. De Renzis, Westrex Co., Italy; F. C. Hayes, mgr., Westrex Co., Mexico; P. W. Kayser, mgr., Panama branch, Westrex Co., Caribbean; J. L. Monnerot-Dumaine, mgr., Westrex Co., Iberica, Spain; M. Prado, mgr., Peru branch, Westrex Co., Andean; B. S. Rundle, mgr., Westrex Co. New Zealand Ltd.; J. Sanchez, mgr., Ecuador branch, Westrex Co., Andean; J. G. Van Erk, mgr., Westrex Co., Alpine, Switzerland; and G. F. Van Weyenbergh, mgr., Belgium branch, Westrex Co., France-Belgium.

The group was accompanied by New York headquarters' staff members H. B. Allinsmith, vice-president and F. A. Ungro, financial manager.

Closed Circuit Kick-off For Christmas "Salute"

Originating in New York City on Monday, October 17, at 10:30 EST, a nationwide, industry-wide Telephone-Broadcast will herald the 6th Annual Christmas Salute to the Will Rogers Memorial Hospital and Research Laboratories. Participating will be, A. Montague, President, Will Rogers Hospital; Charles Feldman and Moe Silver, National Distributor and Exhibitor Chairmen respectively; and Morton G. Thalhimer, Sr., President, Neighborhood Theatres, Richmond, Virginia.

The Salute will be conducted in the period between Oct. 17 and Jan. 15, 1956.

Bogart Starrer To AA?

Negotiations are nearing completion for Allied Artists to distribute "Underworld, U.S.A." eight-part serial now running in the "Saturday Evening Post" and recently purchased by Mapleton Productions, of which Humphrey Bogart is president, according to an announcement from Harold Mirisch, AA vice-president. Bogart and Lauren Bacall will star in the film, and Walter Wanger will produce.

Italian Import



Latest Italian screen import, lovely Rossano Rory, star of Warner's Europe-filmed "The River Changes" and of many Italian films, on her first visit to America, is enroute to Warner's Burbank Studios to begin her American movie career.

No Allied Show, Says Todd-AO

Because of the pressure of work connected with the premieres of "Oklahoma" in New York, Chicago and California, the Todd-AO Corp. will be unable to discuss their new process at the Allied-TESMA Equipment Forum in Chicago in November, according to Todd-AO vice-president, L. D. Netter Jr.

"It is our intention to have a complete demonstration and exhibit at your next annual convention and if you are kind enough to invite us again to present a paper on Todd-AO and to lead a discussion at your Equipment Forum at that time, we will be pleased to accept your invitation," Netter wrote to the forum officials.

Aussie Censor Says 'No' To Knife, Bottle Fights

SYDNEY.—J. O. Alexander, Australia's chief censor, who has recently taken exception to many American film practices, now will no longer permit the presentation of knife and bottle fighting. The edict is understood to be directed primarily at U.S. films and follows the censor's recently announced intention to ban scenes of "prolonged open-mouth kissing."

Alexander also announced that the DCA release of "I Am A Camera," which was denied an MPA seal, would be shown in Australia with only one cut. The film was "very well acted and directed and the subtlety of its humor prevented a suggestion of sordidness or immorality," Alexander said.

Movie Museum Proposed

LOS ANGELES.—At the suggestion of Cecil B. DeMille, a proposal that Los Angeles County join with the film industry in developing a motion picture museum is now under study by the Board of Supervisors. The suggestion came from Supervisor John Anson Ford after consulting with DeMille.

HOLLYWOOD

. . . on the wire

RICHARD BERNSTEIN, *Editor*
Hollywood Offices:
8245 Beeman Avenue
North Hollywood. Tel.:
ROgers 7-2347

Paramount Pictures announced the purchase of the screen rights to "The Chalk Garden," a new play by Enid Bagnold which Irene Selznick is producing for the stage. The play is an unusual story of a woman who spends 15 years in jail as a murderess. On her release, she finds all doors to lawful employment closed to her. Eventually, she finds a position as companion-governess to an erratic household. In this household, she helps the young granddaughter, who is on the verge of madness, readjust herself to achieve a normally healthy outlook.

* * *

Milner Brothers Productions, headed by Dan and Jack Milner, will shoot the underwater sequences to their feature, "The Phantom From 10,000 Leagues," Kent Taylor-Cathy Downs-Michael Whalen starrer, which Dan Milner is directing and Jack Milner producing, at Catalina Island. The film is based on an original story by Dorys Lukather, with screen play by Lou Rusoff. It will be released by American Releasing Corporation.

* * *

Steve Forrest will co-star with Lilliane Montevecchi in "The Living Idol," which will be produced independently by Albert Lewin for M-G-M release. Lewin will also direct the feature. . . . Rolard Kibbee was signed by Producer Milton Sperling to script "Melville Goodwin, U.S.A.," which will be made by United States Pictures for Warner Brothers release. The film will star Humphrey Bogart and Lauren Bacall and will be directed by H. C. Potter.

* * *

Alexander Singer arrived in Hollywood to serve as associate producer to Producer James Harris and Director Stanley Kubrick on "Clean Break," a United Artists release. Maxwell Setton announced that casting is about to start on "Portrait in Smoke," based on the original novel of that title by Bill Ballinger, which will be the next Film Locations feature for Columbia release. The film will roll in London Nov. 28 with Ken Hughes directing. It is the story of the rise from rags to riches of an ambitious but ruthless girl, who finds that only one man is strong enough to withstand her.



Leaving Hollywood for location at Asheville, N.C. to star in M-G-M's all-star "The Swan" are (r to l) Grace Kelly, Alec Guinness, Louis Jourdan, Jessie Royce Landis, Estelle Winwood, Robert Coote and Leo G. Carroll.

* * *

Ray Milland will shoot "Lisbon" in the new Cinepanorama process, he announced this week. Milland will produce, direct and star in the feature, which will be made for Republic release. Shooting on the film will start Dec. 1 in Portugal. Cinepanorama was developed in France and has been used extensively in Europe. It has been described as similar to CinemaScope. Charles Martin Productions has been formed to make five features. Martin will produce, direct and write the films, the first of which will be "Death of a Scoundrel," a Martin original about a notorious Wall Street international wizard. Herbert Klein will act as associate producer and George Moskov has been signed as production manager. "Death of a Scoundrel" is planned as a CinemaScope-Technicolor production and Dec. 1 has been set as the starting date. No release has been set yet.

* * *

Producer Carl Dudley today signed Marshall Thompson to a five year contract with Dudley Pictures Corporation. His initial starring assignments will be "Assignment Nairobi" and "Assignment Congo." Both films will be produced by Richard Goldstone and directed by Arnold Belgard.

* * *

Jeff Morrow was set for a top role in the Joel McCrea starrer, "The First Texan," which Walter Mirisch will produce for Allied Artists release. The film in CinemaScope will be directed by Byron Haskin. Hal R. Makelim announced that C. A. Dandelake, president of the Theatre Owners Association of North and South Carolina, and owner of the Colonial and Tar Theatres in Tarboro, North Carolina, is selling his theatres and resigning his exhibitor posts to join the Makelim plan. Makelim also announced that Jan Merlin has been signed to play the lead heavy in "The Peacemaker," James Mitchell-Rosemarie Bowe starrer, now before the cameras, with Ted Post directing. Film is shooting at RKO Pathe.

* * *

Yvonne De Carlo was signed to star in "Raw Edge" at U-I. The film will be produced by Albert Zugsmith. No director has been set as yet. . . . Nancy Gates and Marie Windsor were set for the initial Woolner Brothers production, "Swamp Women," which will be produced by Barney Woolner and directed by Roger Corman. . . . Franklin Adreon will direct "And Suddenly You Run," for associate producer Rudy Ralston at Republic. Film rolls Nov. 9.

* * *

Fritz Lang, who just completed direction of "While the City Sleeps," a Bert Friedlob production for United Artists release, is

(*Continued on page* 34)

Japan's Theatre Boom Continues

The building of theatres in Japan is increasing, Nagamasa Kawakita, managing director of Toho Co., Ltd. of Tokyo, stated at a luncheon press conference in Hollywood, where he arrived to discuss co-production for a six-nation feature with an American producer and also discuss the release of his company's feature, "Samurai," narrated by William Holden. At this writing, Japan has 4,700 theatres and Kawakita explained that at the rate that theatres are being constructed, he anticipates within five years, that there will be 7,000 to 8,000 theatres in Japan.

He explained that American rights to "Samurai," have been acquired by Homel Pictures Inc., in which Homel is partnered with Robert Lerner. It was at William Holden's suggestion, while visiting Japan, that the picture is being released in the U.S. Homel was associate producer on the feature, which was shot in Eastman Color and is one of the big hits in Japan. Fine arts Films is handling the release of the film in the U.S.

Kawakita explained that American films do about $20 million a year in Japanese business. He stated that the six major companies in Japan, of which Toho is one, and various independents turned out 370 films last year. The average cost of a Japanese feature is between $200,000 to $300,000 with all pictures being privately financed as banks in Japan consider motion picture production a "risky investment."

Kawakita plans to do a six-nation production to be titled "Jealously," a sequence of the film will be shot in Japan, the United States, France, Germany, Italy and England. Robert Homel will produce the American sequence.

Milestone For DeMille



Examining the original hand-camera he used in making "The Squaw Man" in 1913 is Paramount producer Cecil B. DeMille (right), shown with SPG prexy Samuel G. Engel (left) and Jesse Lasky.

Cecil B. DeMille will receive the Milestone Award for historical contributions to the film industry presented annually by the Screen Producers Guild. The award, recognizing the producer's pioneering efforts, will be bestowed at the SPG Award banquet in the Beverly Hilton Hotel, Jan. 22, 1956. DeMille's first picture, "The Squaw Man," was produced over 42 years ago in 1913.

"New (Dog) Faces" On Horizon? Wildfire Stars In Hoffman Film

By Richard Bernstein

"New faces and new angles give a director the chance to show his stuff," explained Herbert Hoffman, after directing his first full-length feature "The Bar Sinister," an M-G-M release starring the new dog personality, Wildfire, and Jeff Richards, Jarma Lewis and Willard Sage.

Hoffman employed every new device he could use in his first feature effort. One of his striking innovations was the use of Wildfire as narrator of this well-known Richard Harding Davis story. The director feels that there is a renewed interest in dog stories on the part of the public. He pointed to the time when there were many top dog stars who drew high salaries and won heavy popular followings.

Is it hard to work with a dog? No, says director Hoffman. Around the industry it is said that the old devil schedule goes out the window when a director must wait upon the whims of a canine. However, Hoffman testifies, "I came in on the nose, and I had 140 dogs to contend with, so I won't believe it."

About his new star, he says, "the unusual thing about Wildfire is that he is not a trick dog nor a vaudevillean. He gave a straight performance," Hoffman notes, "and I treated him as a character in the picture."

Director Hoffman is a man who respects his audience. "The less you tell your audience, the better off you are. The average audience is smart." He believes that old stories and hackneyed characters do not make money today. The audience knows all the answers to the old questions, and you have to find the material that will shock them and surprise them.

Hoffman was formerly Dore Schary's production assistant and got his directorial experience in filming trailers, and in the writing, directing and producing of short subjects. He was associate producer of "Take the High Ground," "Bad Day at Black Rock," and other Dore Schary ventures.



HERMAN HOFFMAN

Believing in a fluid camera, he employs plenty of movement and new angles in his photographic work. To Hoffman, the screen is like a canvas; he believes that it demands fresh and individual methods from the director.

Hoffman has repeatedly expressed his desire to seek unconventional themes and to treat them imaginatively. He has recently completed work on "The Battle of Gettysburg," which he says is the first true documentary of the Civil War battle, shot in color and Cinemascope. The M-G-M subject was written and produced by Dore Schary.

"The Big Sin" will be his next undertaking. Adapted from the Jack Webb novel, it was written for the screen by Don Mankiewicz, author of the best seller, "Trial," which recently was released in an M-G-M adaptation.

Hoffman points to this next production as an example of the off-beat themes he feels can be successfully treated on the screen. "The Big Sin" deals with the problem of suicide, "the first such story to directly approach it," Hoffman believes. With new ideas and with the star-makers at work, Herbert Hoffman feels that "the future of motion pictures is as bright as ever."



On the set of Republic's "The Maverick Queen," in Trucolor, are (l to r) assoc. prod.-dir. Joe Kane; Gerald A. Fernback, London ad-pub. dir.; stars Barbara Stanwyck and Scott Brady, and company president Herbert J. Yates.

Brando Film Thru Para

Paramount will release a Marlon Brando starrer, made by his own production company, Pennebaker, Inc., according to a Paramount announcement. "To Tame A Land," adapted from the Louis L'Amour novel of the same name, is a drama of the old west, and will be photographed in VistaVision and Technicolor. George Englund has been chosen as associate producer, with other cast members still to be selected.

HOLLYWOOD...

(*Continued from page 33*)

prepping plans to start his own independent film production company again. A few years back, Lang headed his own company and made quite a few successful films.

* * *

Producer-Director William Wyler has signed Robert Swink to an exclusive six year contract as supervising film editor on all Wyler productions. Swink is currently working on Wyler's "The Friendly Persuation" Gary Cooper starrer now shooting in color for Allied Artists release. . . . Cornel Wilde has purchased "Comeback," an original story by James Edmiston, for filming by Theodora Productions which is owned by Wilde and his wife, Jean Wallace. Edmiston has been signed to write the screen play. The story concerns the rise and fall of a major industrialist and will be put into production in 1955.

* * *

Marge and Gower Champion acquired the rights to "Chicago Blues," an original screen play by Blake Edwards, which will launch their first independent film production under the aegis of the pair's newly incorporated company, Champion-Five Inc., it was announced by Al Melnick and George Mercader, members of the Board of Directors.

* * *

Raymond Burr and agent Lester Salkow are forming their own company, Bursal Productions, to produce three independent films starring Burr. The trio of films all based on original stories by Burr, are: "Listen, World," to be filmed in Korea, "The Black Wind" and "The Day The Sky Went Out Of Its Mind." Burr just completed the male lead in "Please Murder Me," for Gross-Krasne.

* * *

Robert Goldstein has purchased "Brass Legend," a western novelette by George Zuckerman and Jess Arnold, and announces it as his next production. . . . Producer Lew Kerner announced the signing of David Dortort, novelist and screen writer, to do the screen play for Kerner's film production of "Studs Lonigan," based on the famous James Farrell novel. . . . U-I announced that Jane Wyman will co-star with Rossano Brazzi in the forthcoming Technicolor production, "Unfinished Symphony." Ross Hunter will produce the film, from a screen play by Daniel Fuchs, based on an original story by James M. Cain. It deals with a school teacher who falls in love with a symphony orchestra conductor. Film will roll sometime next year.

* * *

Rhonda Fleming and MacDonald Carey will co-star in Warwick Productions' "Odongo," which will be filmed in East Africa for Columbia release. . . . Richard Carlson has been signed by Producer Vincent M. Fennelly to script and direct "Counterpunch," his own original story for Allied Artists release. . . . Josh Logan will direct the screen version of the stage hit, "Bus Stop" at 20th Century-Fox. George Axelrod is scripting the feature based on the William Inge stage hit. Buddy Adler will produce.

REGIONEWS

ALBANY

Variety Club's annual Denial Drive for Camp Thacher, slated for Thanksgiving week, has a goal of $20,000. A new crew, to be elected at a meeting in the Sheraton-Ten Eyck on Oct. 17, will serve as aides to Heart Fund chairman Harry Lamont. The U-I branch here exceeded last year's business in the five-week drive honoring dist. mgr. Joe Gins. . . . Morris Klein, who operates the Hi-Way Drive-In at Coxsackie and another outside Hunter, started on a 500-car project between Albany and Ravena. His mother and brother are associated in the venture. Filmrow learned that a second drive-in, nearer Ravena, is planned by an office holder.

Installation of a new concession stand completed the refurbishing of Proctor's in Troy, managed by Dick Murphy. A modern stand was also erected at the Troy, in Troy. Both are operated by Tri-State Automatic Candy Corp. . . . Falls Theatre in Brasure Falls, near Massena, was dismantled. Until recently, it had been operated by Jack Lazar. . . . Norman Contois is new asst. mgr. to Al LaFlamme at S-W's Strand, Albany. . . . Representatives of IATSE Stage Employes Union met with Fabian and Stanley-Warner representatives Philip Harling, Elias Schlenger, James Totman and James Bracken to discuss terms of a new contract.

ATLANTA

Announcement was made in Miami, Fla. of a partnership between Wometco Theas. and George Wilby for operation of the new North Dade Drive-In under construction on the outskirts of Miami, which should be in operation before Christmas. Wometco will operate the 850-car deluxer and Wilby will act as mng. dir. . . . Myron Blank of Des Moines, Ia. was elected pres. of TOA to succeed E. D. Martin, pres. of Martin Theas., who became board chairman. Alfred Starr, Bijou Amuse. Co., Nashville, Tenn., was elected exec. committee chairman. . . . Earle M. Holden of Lucas Theatre and Albert Weis of Weis Theatre, Savannah, were named co-chairman of the March of Dimes drive to be held in Jan.

Paul Hargett transferred from Columbia exchange, Jacksonville, to mgr. of the Atlanta branch, succeeding George Roscoe, who became sales mgr. Martin Kutner, sales rep. in Washington, D.C., was named mgr. of the Jacksonville branch. . . . Mrs. Rose Lancaster returned to her old love, Strickland Film Co., from Beeland-King Films. . . . J. N. Dakos temporarily closed his Ritz Theatre, Clearwater, Fla. . . . A 13-year-old boy admitted burglarizing the Tower Drive-In, Tampa, Fla., and was placed in custody of juvenile officers. . . . CinemaScope was installed in the Midway Theatre, Perrine, Fla., owned by Philip Cohenstein.

L. C. Sipe and Robt. Yoeman are new owners of the Pinecrest Drive-In at New Smyrna Beach, Fla., taken over from Jack Kincheloe. Yoeman, who is Sipe's son-in-law, will manage. . . . A charter of incorporation was granted to Donelson Drive-In, Nashville, Tenn. . . . Patricia McGill, daughter of Howard McGill of Benton Film Express, will be married to Roy Turner of that company on Oct. 18. . . . The No. 1 Drive-In at Apalachicola, Fla. has installed new lamps, twice as powerful as the old ones. . . . Bob Dyches, house mgr. of the Lucas Theatre, Savannah, Ga., married to Gincey Wood. . . . Oscar Hendricks was appointed mgr. of the Clayton Theatre, Clayton, Ala., by owner Olin Atkins.

C. V. McClain is new owner of the Cameo Theatre, St. Augustine, Fla. . . . Charles Thompson was appointed mgr. of Midway Drive-In, Tarpon Springs, Fla., a unit of Floyd Theas. . . . Olin Evans, who recently acquired the Brundidge Theatre, Brundidge, Ala., and the Clayton, Clayton, from McLendon Circuit, added to his staff J. B. Shuman, formerly with Florida State and more recently with Martin Theas.

BOSTON

Wilbur Snaper, pres. of Allied Theatres of N.J., will address the regional convention of Independent Exhibitors of New Eng. on Oct. 25 at Toy Town Tavern, Winchendon. . . . The Boston press has promised all-out support to COMPO's Audience Awards Poll, according to chairman Paul Levi, who with his committee of Jack Saef and Karl Fasick visited editors and publishers to enlist their backing. . . . Joseph P. Liss, S-W dist. mgr., who was critically injured in an auto accident June 20, is out of the hospital and at his Lawrence home. His condition is now considered satisfactory but no visitors allowed for another two months.

This area's newest drive-in, located in Middleton on Rt. 114 off the Newbury Turnpike, was set to open Oct. 15. Owned by Stephen Minasian, Phillip Scuderi, Tom Demaura and Robt. Barsamian, it will accommodate over 1,000 cars and be booked by Daytz Theatre Ents. . . . When the Theatre Guild's pre-Broadway presentation of "The Matchmaker" opens here in Nov., the Charles Morses of Morse & Rothenberg circuit, will be on hand to see their son Robert in a supporting role. . . . Jack Champlain has permanently closed the Bethel Theatre, Bethel, N.H. . . . Robt. Wheeler, who closed his Richmond, Me., theatre, moved to Pittsfield, N.H. to take over operation of the Scenic from Mrs. Helen Irwin. . . . Dave Grover, RKO salesman, entered Beth Israel Hospital for surgery.

Attorneys for Filmakers Releasing Org. of Calif. were granted removal of the bill in equity, filed against them by Federal Film Co. and Albert Swerdlove of Boston, asking that Filmakers be restrained from taking away distribution of "The Bold and The Brave" from the New Eng. franchise holder to be given to a national distributor in this area. . . . It is doubtful if Ira Vincent will renew lease on the Playhouse, Enosberg Falls, Vt., when it expires at the end of October.

BUFFALO

Rochester and Hollywood are in partnership on plans for a big motion picture party on Nov. 19, to be called the Festival of Film Artists, of which Jesse Lasky is chairman. Behind the idea is Rochester's George Eastman House. According to Brig. Gen. Oscar N. Solbert, director of the photographic museum, the fesitval will honor 20 outstanding stars who shared in the pioneering era of 1915-25. . . . Dr. Brian O'Brien, head of the scientific team that developed the Todd-AO process attended the unveiling of "Oklahoma!" at the Rivoli Theatre in N. Y.

Variety Club members Ben L. Kulick and Ben Bush have been appointed co-chairmen of the 1956 March of Dimes campaign. . . . "Seven Cities of Gold," now being shown at the Center Theatre, was preceded by a big campaign to get support of the large Catholic population of Buffalo. . . . Tony Mercurio, Paramount office mgr. and booker, underwent an operation on his nose last week.

CHARLOTTE

Variety Tent No. 24 will hold its annual meeting on Oct. 31, when officers and delegates to the national convention will be elected. . . . Uptown Theatre, Durham, N.C., managed by J. E. Jones, reopened after re-



Entering the Roxy Theatre in New York with Charles Einfeld, 20th-Fox v.p., at preview showing of the company's "Seven Cities of Gold," are Mrs. Einfeld (left) and Mrs. Bert Lytell, widow of the beloved actor.

CHARLOTTE (cont'd.)

remodeling and refurbishing. . . . Pauline Griffith, secy. of N. & S. Car. TOA, suffered a broken hip and is in a local hospital. . . . Filmrow friends were saddened by the untimely death of Mrs. Shirley Crouch Turbyfill, 19, daughter of Mrs. Howard Short of Paramount.

Sept. projeet of the local WOMPI's of which Mrs. Myrtle Parker is pres., was a donation of canned goods to the Alexander Home in Charlotte. New appointees are Mrs. Vera Ledbetter, to replace Mrs. Margaret Baker as coresponding secy., and Mrs. Billie Harris to replace Mrs. Lillian Bolen on the board of directors.

CHICAGO

Essaness Circuit is negotiating 30-year renewal lease on Lake Theatre, Oak Park, owned by Loew's. . . . H&E Balaban are continuing plans to secure first-runs for their deluxe Esquire Theatre. . . . Vic Bernstein was appointed sales mgr. for Allied Artists. . . . First all-Israel film, "Hill 24 Doesn't Answer," gets Chicago premiere at Ziegfield Theatre on Nov. 2. . . . Judge Wm. Knoch set Nov. for Congress Bldg. Corp. anti-trust case against B&K and film companies, for million and half damages. . . . Two free tickets to the 4 Star, Alvin, Crown and Hub are given by the Mid-West Herald, Chicago, to those finding their names and addresses scattered among the ad material of each issue.

Cinema Lodge scheduled its kickoff meeting of the season for Sept. 29 at the Variety Club rooms, Congress Hotel. . . . William G. Methe, veteran B&K mgr., passed away.

Watch These Dates!

Oct. 24-25: Winchendon, Mass.—Independent Exhibitors of New England convention—Toy Town Tavern.

Oct. 24-25: Memphis—Theatre Owners of Arkansas, Mississippi & Tennessee annual convention—Hotel Gayoso.

Nov. 4: New York—Motion Picture Pioneers 17th annual dinner — Waldorf Astoria.

Nov. 5-9: Chicago—Allied States Association convention—Hotel Morrison.

Nov. 6-8: Jacksonville—Motion Picture Exhibitors of Florida annual convention—Roosevelt Hotel.

Nov. 6-9: Chicago—International Popcorn Association convention, Hotel Morrison.

Nov. 6-9: Chicago—Allied States Assn. annual TESMA-TEDA-IPA trade show—Morrison Hotel.

Nov. 11-13: Los Angeles—Colosseum of Motion Picture Salesmen of America convention—Ambassador Hotel.

Nov. 13-15: Charlotte—Theatre Owners of N. & S. Carolina annual convention—Hotel Charlotte.

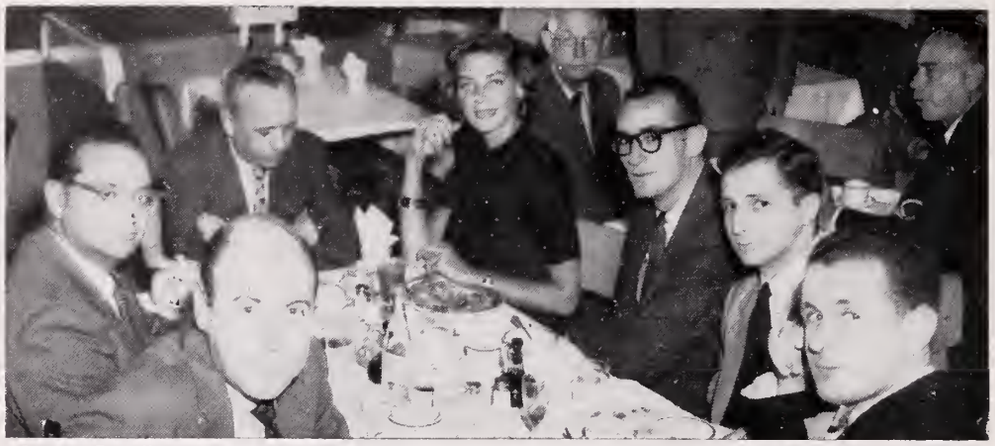
Nov. 17-27: COMPO's first annual Audience Awards Poll—final balloting.

Nov. 21-22: St. Louis — Missouri-Illinois Theatre Owners annual convention — Hotel Chase.

1956

Jan. 22: Los Angeles—Sereen Produeers Guild Milestone Award Banquet, honoring Cecil B. DeMille—Beverly Hilton Hotel.

March 21: Hollywood — 28th Academy Awards presentation.



Lauren Bacall is interviewed by trade press at Lum Fong's famous Chinese restaurant on opening day at the Paramount in N. Y. of Warner's "Blood Alley," in which she co-stars with John Wayne. L to R: Mel Konecoff, M. P. Exhibitor; Bob Wendlinger, new assoc. editor of INDEPENDENT FILM JOURNAL; James Ivers, M. P. Herald; Miss Bacall; Larry Mitchell, Showmen's Trade Review; Lester Dinoff, M. P. Daily; Richard Bretstein, Film Bulletin; Don LaBadie, Film Daily.

. . . Mgr. Lester Stepner is trying out an art policy at the Evanston Theatre, Evanston. . . . Pickwick Theatre, Park Ridge, and the Shumow theatres have joined Allied's booking agency. . . . Della Gallo of Allied booking entered Masonic Hospital for a sinus operation. . . . Some of the profits from Variety's recent golf tournament are being placed in a fund to supply factory worker Joe Swedie with films to show children at LaRabida Sanitarium and other institutions, which he does on his own time. . . . Max Brodsky, Variety Club member, entered St. Francis Hospital, Evanson, for eye surgery.

New managerial appointments: Harvey Shapiro at B&K's Roosevelt; Tom Steuber Oriental Theatre staff; Francis Day, acting mgr. at Carnegie; Jerome Cohen, Will Rogers Theatre; Edward Conrad, Berwyn Theatre, Berwyn. . . . Jones-Liniek-Schaefer, headed by John and Aaron Jones, celebrated its 50th anniversary in exhibition. . . . Sept. Chicago theatre tax collections were $1,500 less than last year, while first nine months total showed an increase of $49,000 over same period last year. . . . Chicago censor board refused permits to Dezel Exchange on "Desperate Women" and to Teitel on "Rebellion of the Hanged." . . . Astor Theatre, which was sold for conversion to a synagogue, will close on Oct. 26. . . . Sam Levinson, theatre seat distributor, celebrated his 25th wedding anniversary.

CINCINNATI

Charles Bowles, Beattyville, Ky., exhibitor, has purchased property there for construction of a drive-in theatre. . . . C. A. Metro installed a CinemaScope sereen in his Eastland Theatre, Portsmouth. . . . C. Jordan reopened his Kenova Theatre, Kenova, W.Va. . . . Phil Borack, son of William Borack, joined the staff of Tri-State Theatre Service. . . . Charles Palmer, W.Va. sales rep. for Columbia, is convalescing at home from major surgery. . . . Wm. Blum, former U-I salesman, has joined Alan S. Moritz in the distribution of Hallmark and other exploitation pictures.

Herbert Gillis, Paramount mgr. who left to assume managerial duties in Washington, D.C., was given a testimonial dinner, attended by over 100 industryites in the territory. . . . Murray Baker, local IFE sales rep., moved his offices to his home at 1050 Covedale Ave. . . . Columbia Theatre, Portsmouth, closed for remodeling, will in future be operated by Vance Schwartz and Chris Velas. Nat Wolf was former operator. . . . Peter Blum, 89, who built the Main Theatre in Mt. Healthy, passed away. He at one time held the offices of Mayor and councilman of Mt. Healthy.

Representatives of nearby IATSE Locals met at the invitation of M.P. Operators Local 327 for the purpose of discussing their common problems and inaugurated a plan for similar monthly get-togethers. . . . Liberty Theatre, Pikeville, Ky., closed for over three years, was reopened by Cumberland Amuse. Co., headed by J. E. Isaac, Sr., after remodeling and installation of modern equipment. . . . Howard Ackerman has taken over the post of gen. mgr. of Ackerman Ents., which operates the Coverdale and Sunset in Price Hill, formerly held by Charles (Bud) Ackerman.

Ben Cohen, operator of Holiday Drive-In, Hamilton, has taken over the Acme Outdoor Theatre, Stockton, from Mark S. Cummins. . . . Realart has acquired "New Mexico," originally produced by UA, for distribution in the Cincy and Indanapolis territories. . . . U-I booker, Rosemary Meyer resigned as she plans to move to Tucson, Ariz. . . . The remodeled Shubert Theatre, formerly operated by RKO, is now being used by the Shubert interests for legitimate shows, taking the place of the Cox and Tafts. . . . Tom Fisher of Mid-West Theatre Supply is recovering nicely from his recent operation. So is Charles Palmer, W.Va. sales rep. for Columbia.

CLEVELAND

Herb Burke is reopening the Savoy Theatre in Toledo, which had been closed for several years. . . . Son of the late Al Mastondrea is making arrangements to reopen the Mayfield Theatre in the near future. . . . Andover Drive-In just went into a weekend only schedule. . . . Max Mink, mgr. of the Palace, announced that Danny Kaye's all star international show is slated for his theatre Nov. 10-13. It will follow the pattern of Kaye's appearance at the Palace in N.Y. . . . Liberace will make a personal appearance at the Allen Theatre on Nov. 9, simultaneously with opening of his picture "Sincerely Yours."

Richard Calvin Kline, mgr. of Lorain Drive-In, Lorain, O., was arrested for alleged admission of a minor during showing of "Teaserama," advertised as 'daring adult entertainment" to which no one under 18 would be admitted. The ozoner is operated by Selected Theatres of Cleveland, headed by Nate Schultz. . . . Loew's Stillman will

CLEVELAND (cont'd.)

hold a special morning show for children Oct. 21, when schools will be closed due to a teachers meeting. . . . Mike Guld, Paramount salesman, is recuperating at Mt. Sinai Hospital after surgery.

DENVER

A. J. Plouff, 41, supervisor of merchandising for Fox Inter-Mountain, was one of the fatalities in the plane disaster which killed 65. Plouff had tried to get passage a day earlier, then turned down a seat on a later plane to accept a vacated one on the ill-fated airliner. . . . Nat'l Thea. Supply is opening a branch at 368 E. First South, Salt Lake City, under mgmt. of Ray Miller. . . . Robt. Selig, Fox I-M div. mgr., was named to the board of directors of the newly formed Denver Improvement Corp. . . . Variety Tent 37 contracted for some $12,000 worth of new furnishings for its new clubrooms, which will be opened in the Cosmopolitan Hotel around Nov. 15, reports chief barker Robt. Hill.

Leonard Leigh, 15 years in theatre mgmt. in Iowa, Neb. and New Mex., has become mgr. of Civic's Oriental Theatre. . . . Lloyd Boring, who resigned as city mgr. for Atlas at Lamar, Colo. to take a similar post with Fox I-M, returned to his former job, succeeding Eddie Specht, who replaced Phil Hile, who resigned, at Golden, Colo. . . . Robert Lotito, former mgr. of the Denham, was named publicity mgr. for Columbia's Denver first runs. . . . Earl Bell, Warner branch mgr., is in St. Joseph Hospital recuperating from a mild heart attack. . . . Beth Crowther, Paramount booking secy., and Jack Busey will be married Nov. 26.

Archie Goldstein leased the Uptown from Harold Cunyas and will close the World, which he has been operating. . . . Robt. Tankersley of Nat'l Thea. Sup., who installed a Simplex projector and sound equipment in the hospital suite occupied by Pres. Eisenhower, received a commendatory wire from Spyros Skouras, who made arangements for showing of "Seven Year Itch" to Mrs. Eisenhower. . . . Paul Lyday, ad-pub head for Fox I-M, was made mgr. of the Denver, succeeding Robt. Bothwell, new mgr. of the Fox, Detroit. Albert Pike now heads advertising; Joe Ann Sherman, special events.

Chas. Allum moved from city mgr. at Larmie, Wyo. to a similar post at Rock Springs, where he succeeds James Auten, who quit to enter advertising. The Laramie job went to Nino Pepitone, mgr. of the Lincoln, Cheyenne. . . . The house and lot, car, groceries, clothes, etc., to be given to winner of the Audience Poll voting, will be awarded by means of a drawing rather than to the one whose vote most nearly coincides with the national choice. . . . Hugh Owen, Paramount v.p., and Neal East, div. mgr., were in for installation of Phil Isaacs as mgr. of the newly formed Rocky Mt. div., which includes Denver, Salt Lake, Omaha and Des Moines. . . . Don Hammer, buyer and booker for Lee Theas., moved to Los Angeles. Hammer plans to stay in the industry.

DES MOINES

Myron N. Blank, head of Central States Theatres, was elected pres. of Theatre Owners of Am. at the recent annual convention in Los Angeles. . . . Sam Watson installed a new projector lens in his Watson Theatre, Graettinger. He recently installed a new wide screen. . . . Clark Theatre in Clarksville reopened under management of David Clark and will show movies on Sat. and Sun. nights. Advance ticket sale to business and professional men and women made reopening possible. . . . Swan Theatre in Mediapolis has discountinued its midweek program and will be open only Fri. to Mon. nights. . . . CinemaScope equipment was installed at the Glidden Memorial Theatre in Glidden through the efforts of its operators, the American Legion. . . . John and Everett Evers announced a slight raise in children's admissions at their theatre in Schleswig.

Mrs. George Miller was named mgr. of the King Theatre in Ida Grove, succeeding Jerry Crawford. . . . Herman Fields, operator of the Pioneer Theatre Corp. houses, is observing his 25th year in the business, while the Pioneer chain is observing its silver anniversary in Iowa. . . . Cascade Theatre in Cascade, which reopened to Tues. and Wed. night showings, will provide weekend attractions if patronage warrants. Sound and projection equipment have been completely rebuilt and electric wiring entirely replaced. . . . CinemaScope equipment was installed in the Capital Theatre, Burlington, according to mgr. Carlyle White.

DETROIT

The remodeled Carleton will reopen as an art house, called The Surf Theatre, on Oct. 19 with a gala invitational preview of its first presentation, "Innocents in Paris." . . . Daniel Bzovi and Thos. Pascu opened the new Holiday Drive-In at Trenton. It will be booked by Bob Buermele, Gen. Thea. Service. . . . Wayne Roberts was elected commander of Theatrical Post of the Am. Legion, succeeding Clifford Vericker. . . . M-G-M branch mgr. Lou Marks has a real tie-in. His new heir was christened Martin Gregg Marks—same initials as his company. . . . Geo. W. Sampson marked his 35th anniversary in the business.

Miss Gerry Kaufman, formerly of the Flamingo, is now managing the Del-The Theatre, succeeding Val Ortman. . . . Gen. Theas. added Margie Connon to its staff. . . . Jae D. Kitchen of the A-K Theatres was the subject of a newspaper feature article describing his invention of a device to keep animals out of farm drains. . . . Hazel Park Theatre, formerly operated by Jack Susami, has been dismantled. . . . Mrs. Sophie Hilke, owner of the Perrien, one of the oldest nabes, has decided to turn it into a church and will limit her activities, because of poor health, to the bakery which she operates next door. . . . Fred DeLodder's Your Theatre has also been converted into a church.



Charles B. Moss (left), exec. dir., B. S. Moss Circuit, welcomes George Weltner, Paramount world-wide sales chief, and Mrs. Weltner to New York premiere of Paramount's "The Desperate Hours" at the Criterion Theatre.

Sam Comella of the Van Dyke Theatre has been named state chairman of Civil Defense. . . . Selber Haartge of the Midtown, retired from office in Theatrical Post of the Am. Legion after being in chairs steadily for about two decades. . . . Juan Morales installed a new screen in the Mexico Theatre and plans showing of Mexican CinemaScope in about four months. . . . The Imperial, formerly owned by George Burgess, is being remodeled into a store. . . . James H. Peck of Atlanta advises that Douglas Thompson is now managing the Veterans Theatre there.

Detroit exhibitors and projectionists have reached an impasse after negotiating for several months, with a strike threatened for the first time in 44 years. . . . Sydney Moss has switched the Van Dyke to a straight evening house, dropping matinee policy in effect since it opened in 1939. . . . Geo. W. Waltensperger, 82, principal owner of Miles Theatre Circuit from about 1902 to 1930, including five major Detroit houses, passed away.

HOUSTON

Franklin L. Jones is new mgr. of the Port Theatre, Port Arthur. . . . Ray Fuller, formerly of Dallas Lisdon and Globe theatres, is new mgr. of the Red Bluff Drive-In here. . . . Jack Farr, Trail Drive-In owner, is home from the hospital but still having no visitors. . . . Hi-Nabor Drive-In and Lindale Theatre mgr. E. H. Moreland has a new son. . . . Photo contest is being held in connection with the coming "I Am a Camera" at the Met. Winner will receive a Polaroid camera. . . . Bill Clayborn is new mgr. at the Galena Theatre.

Bill Brown and Martin Kelly are in Houston making plans with Variety Club bosses for the sports show to be held in March, next year. . . . Underprivileged boys, sponsored by Variety Club, Optimist, Lions, Salesmanship clubs, will benefit from the annual Bill Williams Capon Dinner Oct. 18 in the Coliseum. Williams pays the dinner check for all, with proceeds of dinner and auction going to boys. . . . Jack Ballew is new mgr. of South Houston Theatre. He comes from Lavaca, where he managed another Long theatre. . . . Hazel Pool, longtime mgr. at the Joy Theatre, now working at Gorman Jewelry Co.

INDIANAPOLIS

Strand Theatre at Paoli was sold by Mr. & Mrs. Joe Brauer to Mr. & Mrs. Ray Gardner, local residents. . . . Tower screen of the Starlight Drive-In at Princeton was blown over during a violent wind storm. Owner J. J. Pfiffner plans to replace it for the next season. . . . Royal Theatre, Danville, reopened with a new owner. J. A. Bailey took over from Wm. Rosenthal. . . . Loew's Theatre participated with the Arthur Murray Studio and Radio Station WIRE to plug "Gentlemen Marry Brunettes," and also collect donations for the Indianapolis

INDIANAPOLIS (cont'd.)

Community Chest. Howard Rutherford, Loew's mgr., reports it was most successful.

Variety Club scheduled a stag night for Oct. 17, and on the 21st will honor Boy Scout Troop #83 with a screening at Universal, followed by a buffet supper at the Club. The latter is a yearly event. . . . The National outdoor theatre advertised a "Giant Spookathon," consisting of four horror films.

KANSAS CITY

J. W. Shreve of Shreve Supply Co. sold the Giles Theatre at 39th & Bell to Don Scrivner, who has managed K.C. theatres. . . . Mrs. Winona Allen is partner with John Castner in the 60 Drive-In and Cameo Theatre at Mt. Grove, Mo. Mrs. Allen is the widow of D. Allen, who was Dallas branch mgr. for Nat'l Screen. . . . Leon Hoffnagle is now managing the Missouri in Columbia. . . . Elton Kuhlman, former mgr. of the Crest at Great Bend, Kans., is now in TV work. Clyde Crump succeeded him. . . . Hall Theatre at Columbia, Mo. scheduled an Oct. opening after remodeling.

Bob Wolf, Commonwealth booker, bought the Skylark at Jefferson City, Mo. and renamed it New Bridge Drive-In. Mgr. is Howard Griffin. . . . Judge Allen C. Southern ruled for property owners in a protest against drive-in construction at Noland Rd. & Nickell Ave. in Independence, Mo. Decision reversed a city ordinance which had rezoned the residential area to business. . . . Hal Burright is mgr. at Electric Theatre in St. Joe, Mo. Jim Kibble, former Electric mgr. is now at Belt Drive-In, St. Joe. . . . Durwood's Lyceum, Leavenworth, has new wide screen. . . . Waldo Theatre, K.C., has new carpet.

New lenses were installed at Sunset, Lawrence, Kans.; Aladdin, K.C., and Owen at Seymour, Mo. . . . L. D. Hastie returned to his position at Shreve Supply. . . . 54 and 81 drive-ins at Wichita were remodeled by Consolidated Agencies. . . . Roger Gallup is mgr. of K.C. Vogue replacing Rick Sundenn. . . . Doc Seamans, former Commonwealth dist. mgr., is city mgr. for several theatres in Hope, Ark. . . . New sound equipment and CinemaScope were installed in Chapman, Kans., Theatre by E. C. Arnold.

MEMPHIS

Neil Blount purchased the Lamar and Capitol theatres, Memphis, from Paul Zerilla and Joe Maceri. He also owns the Bristol there. . . . Strand Theatre, Kosciusco, Miss., was reopened by new owner M. A. Connett, who has several theatres in Miss. . . . A. F. Thomas, former mgr. of the Malco Theatre in Helena, Ark., has been named principal of the Barton High School there.

MILWAUKEE

Wisconsin Variety Tent No. 14 held a testimonial dinner for Jack Frackman at the Schroeder Hotel, celebrating his 35 years in distribution. . . . Juno Theatre at Juneau, reopened with Mrs. Hazel Hellstrom as operator. . . . State Convention of the Better Films Council will be held Oct. 26 in Fond du Lac, Film work shops will be part of the program. . . . Robert Mellen is the state representative for Screen Guild here. He also operates the Marion Theatre at Marion. . . . Warner office mgr. Ben Schwenke has retired. . . . Back on the road for RKO after recent illness is William Foley. . . . Joe Wayne, Warner booker, has a baby girl named Cynthia. . . . Joe Coyne, Gay Mills, passed away.

Alex Halperin, zone mgr. for Stanley-Warner, announced that mgr. Al Meskis of the Warner Theatre was winner of a Cinerama watch for the best selling record on Cinerama tickets during the company's recent Spring Festival drive. . . . Better Films Council of Milwaukee, at its opening meeting of the season, conducted a panel discussion by high school students, which noted that they preferred comedies, musicals and historical movies and didn't like the high admissions to downtown theatres. The Council announced that a new high school committee had been set up for the purpose of keeping the student body informed on movies to see.

MINNEAPOLIS

Bob Haugen, former mgr. of Radio City, is the new mgr. of Cinerama at the Century. Replacing him at Radio City is John McCashin, formerly at the nabe Rialto. Leo Vetter, former asst. at Radio City, was named mgr. of the Rialto. . . . Theatre licenses have been increased 20% in St. Paul, according to ordinance recently passed by the City Council. . . . Joe Rosen, Paramount booker, passed out cigars to announce the arrival of a daughter, named Barbara Fran. . . . Sam Idelkope and John Louis will replace Stan McCulloch as bookers at Paramount. McCulloch rejoined RKO as a salesman.

Ralph Green reopened the Hollywood, S. St. Paul, which had been closed since 1953. House was completely refurbished and a wide screen and CinemaScope installed. . . . Marilyn Miller, daughter of Universal branch mgr. LeRoy Miller, is engaged to Bill Diehl, film critic for the St. Paul Dispatch and Pioneer-Press. Another engagement of industry interest is that of Geoffrey Nathanson, son of Gilbert Nathanson, partner in Cloquet Amuse. Co., to Elayne May Nagin of Beverly Hills, Cal.

L. S. Grossman, a Chevrolet dealer who won the 1955 Cadillac raffled off by Northwest Variety Club, directed that it be sold and proceeds turned over to the Heart and Mt. Sinai hospitals. . . . 90 exhibitors attended a recent meeting to get the wheels rolling for participation in COMPO's Audience Awards Poll. Speakers included Ralph Russell, Canton, O., one of the poll's founders. Harry B. French, pres. of Minn. Amuse.; Ben Berger, pres. of Berger Amuse. and No. Central Allied, and Stanley D. Kane, exec. counsel for NCA.



A Hollywood contingent arrives in San Antonio for elaborate campaign heralding the first of the four-city world premiere of Edmund Grainger's "The Treasure of Pancho Villa," an RKO Superscope-Technicolor release. L to R: Grainger; Frank Starz, Interstate Theas. pub. dir.; star Gilbert Roland; Lita Baron (Mrs. Rory Calhoun); Calhoun; and George Watson, Interstate city mgr.

NEW HAVEN

Harry Brandt, N.Y. circuit exec., is listed as pres. of Branmill Theatre Corp., which recently filed incorporation papers in Hartford. The new group has offices at 61 Atlantic St.; Stamford. Other officers are Melvin Miller, v.p. and treas.; George Goldson, secy.; Claire Miller, asst. secy. . . . Conn. participation in the Oct. 1-15 Jimmy Fund campaign included well over 100 theatres, according to co-chairmen I. J. Hoffman, Connecticut Theas., and Harry Feinstein, Stanley-Warner. All proceeds go to the Children's Cancer Research Foundation. . . . The 800-seat Astor Theatre in E. Hartford has been converted into a furniture warehouse.

Ed Lord, independent theatre owner with headquarters in Norwich, has subleased the 1400-seat Loew's Poli in Norwich. . . . Irene Davis was named mgr. of the Parsons Theatre, Hartford, replacing James Kulowski, resigned. . . . Henry Daugaweed was appointed mgr. of E. M. Loew's Riverdale Drive-In, W. Springfield, Mass., succeeding Harold Cummings, named mgr. of Smith Mgmt's Meadows Drive-In, Hartford. . . . Arthur T. O'Brien was named mgr. of L&G's Webb Playhouse in suburban Wethersfield. . . . Alfred Alperin, son of gen. mgr. Mickey Alperin of the Hartford Circuit, is now managing the Rialto, Windsor Locks, replacing David Magliora, resigned.

NEW ORLEANS

"WOMPI—World Wide" was the theme of second annual convention of Women of the Motion Picture Industry, recently concluded at the Roosevelt Hotel here, at which 200 representatives from nine other exchange areas were present. Elected pres. was Mrs. Loraine Cass, New Orleans, who succeeds Verlin Osborne of Dallas, Tex.

The Cil Theatre in Stamps, Ark., owned by Cecil Kelly, closed because of bad business. . . . W. L. Foster, new owner of the Rex Theatre, Prichard, Ala. Arthur Barnette of New Orleans will handle buying and booking.

NEW YORK

Benjamin D. Gladstone, film buyer for Century Theatres, will be honored in his home community of East Meadow at a dinner-dance on Oct. 25, designed to put into high gear the Building Fund Drive of L.I.'s East Meadow Jewish Center, of which Gladstone is pres. and a founder. . . . Ralph Lanterman, mgr. of Walter Reade's Community Theatre in Morristown, N.J., won the $1,000 cash award as first prize in the Jack Harris Drive. Second prize went to Robert Hynes, mgr of the Strand, Plainfield; third to Mike Dorso, mgr. of the Community, Kingston, N.Y., and fourth to John Balmer, mgr. of the Mayfair, Asbury Park.

Loew Hall, a handsome new residence for men at University Hts., was dedicated by N.Y. University to Marcus Loew, father of Arthur M. Loew, '18, whose generosity contributed much toward construction of the

(*Continued on page* 45)

Independent Trade Reviews

"OKLAHOMA"

(Magna) Todd-AO-Eastman Color 145 Min.

Cast: Gordon MacRae, Gloria Grahame, Gene Nelson, Charlotte Greenwood, Shirley Jones, Eddie Albert, James Whitmore, Rod Steiger, Barbara Lawrence, J. C. Flippin, James Mitchell, Bambi Lynn.

Credits: A Rodgers & Hammerstein Presentation; Produced by Arthur Hornblow Jr.; Directed by Fred Zinnemann; Screenplay by Sonya Levien and William Ludwig; Adapted from Rodgers & Hammerstein's musical play, based upon a dramatic play by Lynn Riggs; Dances staged by Agnes De Mille; Production designed by Oliver Smith; Art Direction by Joseph Wright; Costumes Designed by Orry-Kelly and Motley; Music conducted and supervised by Jay Blackton; Director of Photography, Robert Surtees, A.S.C.

The giant screens are coming-of-age. For "Oklahoma," a complete new system—Todd-AO 70mm projector, deeply-curved 66 x 27 foot screen, and a six-channel sound system—has been developed that improves without "upstaging" the material, that does not constantly call attention to itself. You should not expect an overpowering *medium* in Todd-AO—to Todd-AO's benefit. Rather, expect an overpowering *picture*.

Director Fred Zinnemann rarely "shows off" the medium's muscles. True, he opens the film with the camera moving through corn "as high as an elephant's eye," later shows us a lariat thrown into the crowd, a team of runaway horses, and an auctioneer's hammer hurled into the screen—to demonstrate that the medium can compete in depth-presentation with Cinerama—and it very nearly can. His outdoor scenes in the San Rafael Valley, which passes for Oklahoma in the film, are panoramic and beautiful. But mostly Zinnemann is concerned with the simple love story between Curly and Laurey—and the impact of these scenes makes the point that Todd-AO is an *intimate* medium, superior in this respect to the other giant screen processes.

As a work of showmen's magic, Rodgers & Hammerstein's "Oklahoma!" has lost none of its power. The music and lyrics are still unbelievably fresh, undeniably an American classic. As heard on the six-channel sound system devised for use with Todd-AO, the score is thrilling, leaving the audience literally breathless. Never has such a sound-track been heard in a theatre before. It sounded like press-agentry when first published, but Sam Goldwyn's alleged remark after hearing the performance is absolutely correct: "It's better than music." A live performance of "Oklahoma!" did not offer the presence, intimacy, and sheer "envelopment" as characterized in this film.

The performances are nearly as exciting. The biggest surprise of all is Gordon MacRae's flawless singing and acting in the role of the cowboy, Curly. MacRae shows superb understanding and skill in his achievement, and after "Oklahoma!" should be on his way to top stardom. The choice of newcomer Shirley Jones for his farm girl sweetheart could hardly have been improved upon. Blonde, wholesome, and amazingly photogenic, she is a pleasure to watch and listen to. Also delivering first-rate performances are Gene Nelson as Will Parker, and Charlotte Greenwood as Aunt Eller. The casting of Eddie Albert as Ali Hakim, Gloria Grahame as Ado Annie and Rod Steiger as Jud may be debatable, but will not detract from the general enjoyment of the film. Nor will some "bugs" in the system, and the uneven color tinting.

The choreography by Agnes De Mille is styled for popular tastes, and has flashes of the tenderness and wit that have made her Broadway reputation.

"Oklahoma!" is planned for an extended New York run, and the impact of this picture on the industry will undoubtedly be enormous. The potential of the new system has yet to be fully explored.

STORY: When Curly (MacRae) waits until the last minute to invite her to the Box Social, Laurey (Shirley Jones) decides to go with her big, brooding hired hand, Jud (Steiger). Soon regretting her impulsive action, she is unable to break the date with Jud, whom she fears. On the way to the party, Jud tries to kiss her and she forces him out of the buggy. The hired hand arrives at the party in time to bid for Laurey's hamper basket, offering $42.31, all the money he has in the world. Curley outbids him by selling his saddle, pistol and horse. When the furious Jud threatens Laurey, she fires him. Soon afterwards, the sweethearts are married and are given a "shivaree" by their friends, who make them climb atop a haystack on their wedding night. Jud sets fire to another haystack at the end of the field, and when the friends rush off to extinguish the blaze, goes after Curly with a knife. In the fight, Jud is killed. Curly is informally tried for murder and acquitted on grounds of self-defense, and the couple leave on their honeymoon.





Co-starred in the biography of Evelyn Nesbit are Joan Collins and Ray Milland, from 20th-Fox.

"The Girl In The Red Velvet Swing"

(20th-Fox) CinemaScope-DeLuxe Color 109 Min.

Cast: Ray Milland, Joan Collins, Farley Granger, Luther Adler, Cornelia Otis Skinner, Glenda Farrell, Frances Fuller, Philip Reed, Gale Robbins.

Credits: Produced by Charles Brackett; Directed by Richard Fleischer; Screenplay by Walter Reisch and Charles Brackett.

This fine drama tells the story of a dissatisfied, insanely jealous husband who finally obeys his desire to kill his young wife's former lover. A good bet for general audiences, "The Girl In The Red Velvet Swing" is based on a real-life tragedy, and will appeal especially to mature audiences who will recall the well-publicized situation involving Evelyn Nesbitt, Stanford White and Harry K. Thaw at the turn of the century. Fox has given the film a high-calibre production and employed a fine cast in Ray Milland, Joan Collins and Farley Granger. They have fashioned the material into a natural for feminine audiences, who will feel the romantic interludes and heartbreak deeply, and react accordingly. Emphasis is on drama and situation rather than action and settings.

Struggling young actress Joan Collins meets prominent architect Milland while his wife is abroad and they realize from the start that they are in love. This doesn't sit well with wealthy playboy Granger, determined to marry Miss Collins himself. Milland, who won't divorce his wife, claiming he loves her as well, tries to break up with Miss Collins by arranging for her to go to school at his expense. Granger finds her, persuades her to take a trip abroad and then to marry him. Neurotically jealous every time he sees Milland, Granger finally explodes one night and kills Milland before hundreds of diners in a restaurant. At the trial, his lawyer pleads insanity and when Miss Collins testifies in his behalf, the jury returns a "not guilty" verdict. Granger, unbalanced, is sent to a mental institution. Miss Collins' reputation is ruined, and she disdains to accept a token payment offered by his family. Instead she accepts vaudeville bookings designed to cash in on the notoriety of the case.

"Quentin Durward"

(M-G-M) CinemaScope-Eastman Color 101 Min.

Cast: Robert Taylor, Kay Kendall, Robert Morley, George Cole, Alec Clunes, Duncan Lamont, Laya Raki, Marius Goring, Wilfrid Hyde White.

Credits: Directed by Richard Thorpe; Produced by Pandro S. Berman; Screenplay by Robert Ardrey; Adaptation by George Froeschel.

One of those big, colorful medieval adventure yarns that M-G-M does so well, "Quentin Durward" provides action and adventure, suspense-filled battle sequences, romantic tenderness and moments of well-played comedy. The treatment is generally tongue-in-cheek and as a result goes further than a straight melo-



Robert Taylor and Kay Kendall star in M-G-M's "Quentin Durward," CinemaScope-Eastman Color.

drama. Settings and scenery are impressive and in Kay Kendall, beautiful English actress who starred in "Genevieve" and plays opposite Robert Taylor, M-G-M may have a big star of the future. All in all, this entry should please most audiences. With a little selling, it might wind up in the better-than-average category although the title is certainly not a good selling point.

Scottish nobleman Ernest Thesiger sends his nephew Robert Taylor to France to report on Countess Kay Kendall whom he would wed with the blessing of the Duke of Burgundy. The Duke sees a favorable alliance emerging between Scotland and his own forces which could lead to his gaining the throne of France occupied by King Robert Morley. Kendall refuses to accept the arrangements and flees to Morley's protection with Taylor following. The latter begets a job with Morley who assigns him to protect Kendall. They fall in love, with Taylor loath to do anything which might harm the cause of his uncle. When her presence causes embarrassment to Morley he sends her to Liege and sanctuary in the church there but he also makes a deal with an evil duke, to capture her, figuring to annex her lands and get Burgundy off of his back. Taylor upsets the plan by getting her safely through although he is wounded in the process. As he recuperates, the evil duke attacks the church and is about to force Kendall to marry him when Taylor kills him after a strenuous and unusual battle. Morley in turn arranges that Taylor should wed Kendall since Thesiger has meanwhile passed on. They leave with the future indeed looking bright.

"The Second Greatest Sex"

(Univ.-Int'l) CinemaScope-Technicolor 87 Min.



Jeanne Crain and George Nader co-star in "The Second Greatest Sex," from U-I, CinemaScope-Technicolor.

Cast: Jeanne Crain, George Nader, Kitty Kallen, Bert Lahr, Mamie Van Doren, Keith Andes, Kathleen Case, Paul Gilbert, Tommy Rall, Edna Skinner, Jimmy Boyd.

Credits: Produced by Albert J. Cohen; Directed by George Marshall; Final screenplay by Charles Hoffman.

"The Second Greatest Sex" is a gay, sprightly "Western operetta" based on the Lysistrata legend, with hardly a dull moment in its neat 87 minutes of running time. About a country town whose women go on "strike" when their husbands ignore them, the film resembles "Seven Brides for Seven Brothers" in many respects. The resemblance may carry over to the box office receipts. A notch below "Brides" in production values, this Universal offering—set for the Christmas season release—has plenty of compensations: good comedy lines and songs, exciting dancing, and imaginative casting which should appeal to all tastes. Included in the cast are juke-box favorites Kitty Kallen and Jimmy Boyd; comics Bert Lahr (of the stage) and Paul Gilbert (of TV); well-proportioned Jeanne Crain and Mamie Van Doren. George Nader shows a nice flair for comedy. The sneak preview audience at the RKO 86th St. Theatre applauded several times during the film.

Osakawie, Kansas, in 1880, is populated only by women while the men are out battling over a small iron safe containing the county records; the town that gets the records ends up as the county seat. Finally the men return, victorious but tired. The women, especially Jeanne Crain, long engaged to Nader, are angry. Jeanne and George soon marry, but on their wedding night the safe is stolen from his barn. Leaving his wife on her wedding bed, George rounds up the townsmen and they go in pursuit. When they invade a quarantine area, everyone comes down with the mumps. After three weeks they start home, losing the safe finally to the bottom of the river. Meanwhile, the women decide to strike, and barricade themselves in the local fort. They return home only when the men agree to a peace truce, and allow the county seat to be determined by joint representation.

"The Trouble With Harry"

(Paramount) VistaVision-Technicolor 99 Min.

Cast: Edmund Gwenn, John Forsythe, Shirley MacLaine, Mildred Natwick, Mildred Dunnock, Jerry Mathers, Royal Dano, Parker Fennelly, Dwight Marfield.

Credits: Directed by Alfred Hitchcock; Screenplay by John Michael Hayes; Based on the novel by Jack Trevor Story.

Superbly directed and acted, this unusual offering from Alfred Hitchcock is nevertheless a "problem child." A natural for art houses and sophisticated audiences, "Harry" may entertain other audiences as well, and the exhibitor should see for himself before buying. "Harry" is a "suspense farce," photographed in VistaVision and Technicolor in a luxurious autumn Vermont setting, and is concerned with the efforts of some zany characters to dispose of a dead body. The humor is grotesque, as the corpse, killed accidentally, is buried and dug up several times, dragged along the ground by its heels, undressed, bathed, hidden in a bathtub, and generally manhandled. Hitchcock further shocks his audience with his treatment of a dead rabbit and a frog, generally doing violence to our conventional respect for dead things. Some will find this very funny indeed, and the world premiere audience at Barre, Vermont, laughed more and more as the picture was unspooled. Worth watching is Shirley MacLaine, a subtle and unusual comedienne who should become a big star.

When the body of Shirley MacLaine's despised second husband is found in the Vermont woods, both Edmund Gwenn, a retired sea captain, and Mildred Natwick, a spinster, think they have killed him accidentally. They agree



Edmund Gwenn (shown here) co-stars with John Forsythe and Shirley MacLaine in Para's "Trouble With Harry," VistaVision-Technicolor.

to hide the body. John Forsythe, a "modern" artist, agrees to help Gwenn but only after he sketches the dead man. A suspicious deputy sheriff finds Forsythe's sketch, ties it up with a description of the dead man. Meanwhile, Miss Natwick, whose conscience bothers her, wants the body disinterred. Fear of scandal makes Gwenn, her romance, bury it again. Forsythe and Miss MacLaine fall in love and realize that her husband must be legally dead before they can marry. They dig up the body, clean it up. Meanwhile, the body is discovered by a doctor who diaguoses his death as caused by a heart attack, and the body is returned to the woods to be "discovered" a second time.

"Man With A Gun"

(United Artists) 83 Min.

Cast: Robert Mitchum, Jan Sterling, Karen Sharpe, Henry Hull, Emile Meyer, John Lupon, Barbara Lawrence. Ted de Corsia, Leo Gordon.

Credits: Produced by Samuel Goldwyn, Jr.; Directed by Richard Wilson; Screen play by N. B. Stone, Jr. and Wilson.

This is a gunfighter tale of better than average prospects for action audiences. Samuel Goldwyn Jr.'s first production for United Artists release, "Man With A Gun" brings to the screen the efforts of "town-tamer" Robert Mitchum, as his gun gradually briugs law-and-order to a Western town, despite the opposition of his wife. "Man" provides Mitchum with the silent, moody role to which his fans have often responded, and the film's appeal will rest largely upon his popularity. Jan Sterling, as his wife, is an effective romantic interest. Although the pace of the film is uneven, there are bursts of violent action to hold the audience's interest, and some good black-and-white camera work in the bleak "High Noon" fashion.

Mitchum arrives in gang-ridden Sheridan City



Robert Mitchum and Jan Sterling, featured in Sam Goldwyn Jr.'s "Man With A Gun," from United Artists.

in the wild 1870's to settle his affairs with his estranged wife, Miss Sterling. Before he can move on, he and his gun are hired by the town council to drive out the oppressive robber baron, Dade Holman. Unable to give up his career as gunfighter despite his wife's demands, he settles down to work. After killing most of Dade's henchman, and setting fire to his casino, Mitchum and the town are kept in suspense awaiting a showdown. Before Dade's final infamy is thwarted, Mitchum has saved the life of a young homesteader, restrained himself in arousing the affections of the homesteader's fiance, and rekindled the love of his spouse.

"The Twinkle In God's Eye"

(Republic) 74 Min.

Cast: Mickey Rooney, Coleen Gray, Hugh O'Brien, Joey Forman, Don Barry, Touch Connors, Jil Jarmyn, Kem Dibbs, Tony Garcen, Raymond Hatten, Ruta Lee.

Credits: A Mickey Rooney Production; Associate producer, Maurice Duke; Directed by George Blair; Screenplay by P. J. Wolfson.

This film starts off with a fresh approach, having Mickey Rooney play a newly-ordained minister who arrives in a frontier town, to take up where his dead father, a preacher left off many years ago. Rooney is accepted by the audience in his role, a tribute to his acting ability. But the film has overtones of needless melodrama and hokum laid on thick by the scripter. Undoubtedly Mickey Rooney's name plus added exploitation will help sell this film, but it is a shame that a little more thought didn't go into what is one of the shrewdest bits of unusual casting this year.

Mickey Rooney arrives in Lodestone to build a church which was never finished 25 years before when his father was killed in an Indian attack. Hugh O'Brian, who runs the local gambling hall, resents Rooney, but his star entertainer, Coleen Gray, takes a liking to him, as does Joey Forman, organist and assistant to O'Brian. O'Brian is held up by Don Barry and his men and they hide the money in the altar of the church that Rooney is constructing. Rooney wins over the gambler when he returns the money, and the townsfolk, when he tears down the timber of his church that he worked so hard to get, so that it can be used to bolster a mine cave-in. Coleen Gray sings "I'm So Lonesome" with good results and the Eddie Howard Trio effectively sing the title song of the film.

"Lady Godiva"

(Universal) Technicolor 89 Min.

Cast: Maureen O'Hara, George Nader, Edward Franz, Leslie Bradley, Victor McLaglen, Torin Thatcher, Rex Reason, Grant Withers, Robert Warwick.

Credits: Produced by Robert Arthur; Directed by Arthur Lubin; Screen play by Oscar Brodney and Harry Ruskin; Story by Brodney.



Maureen O'Hara is Lady Godiva in the U-I Technicolor offering, George Nader co-starring.

The often-told and still popular saga of the Norman-Saxon clash in 11th century England comes to the screen once again with a new slant in Universal's Technicolor romance, "Lady Godiva," starring Maureen O'Hara in the title role and the newly-popular George Nader as her noble mate. An average romantic programmer, "Lady" should lend itself nicely to good exploitation. It tells the tale of Godiva's effort to stave off civil war and Norman treachery to save the day for Saxon England. Primarily not an action picture, the romance offers Godiva's bareback ride through Coventry streets clad only in her tresses. Even the original "peeping Tom" plays a short bit in the closing minutes of the ride. Thin characterization and cramped photography reduce prospects to second feature category.

Treacherous Normans, having won the ear of peaceful King Edward the Confessor, attempt to spread dissension among the Saxon earls. However, Saxon Lord Leofric, played by Nader, reaches a settlement with rival Earl Godwin through the understanding of Lady Godiva, played by Miss O'Hara. Undaunted Count Eustace, evil Norman, tricks the King into exiling Godwin. When arms are available, Leofric joins the returning Godwin to drive out the Normans. But Godiva and Leofric are captured and the Earl is sentenced to death. The Normans attempt to shame Godiva by forcing her to ride through Coventry naked, as an unfaithful wife. When every Saxon remains behind shuttered windows, the King realizes the popularity of the Earls and of Godiva and the Normans are driven from the isle.

"The Return Of Jack Slade"

(Allied Artists) 79 Min.)

Cast: John Ericson, Mari Blanchard, Neville Brand, Casey Adams, John Shepodd, Howard Petrie, John Dennis.

Credits: Produced by Linsley Parsons; Directed by Harold Shuster; Written by Warren Douglas.

This sequel to "Jack Slade," is a very good action picture that should do good business heading some bills. John Ericson is a standout as the son of Slade, who has to choose between the right and wrong side of the law and decides to work for the Pinkertons. Some very attractive women are written into the script as female outlaws running with the Bunch. Although this is not historically accurate, it comes off well. Word of mouth on Ericson, who is definitely a coming big star, should help grosses too. Added asset for the film is its theme song, which is also sung in the film by Casey Adams, "The Yellow Rose of Texas," which is currently a record hit and getting a lot of disk jockey spins throughout the country. Song offers good tie-in possibilities.

John Ericson, son of the famous Wells Fargo gunslinger of the mid-80's, is hired by Howard Petrie of the Pinkerton Detective Agency to get the goods on the Hole-in-the-Wall gang of Wyoming, better known as the Wild Bunch. In the band are 25 reckless men and women. When the Bunch holds up a train, on which Ericson and John Shepodd are riding and takes his gun, Ericson goes after it. On the way, he meets killer Brand and makes an appointment with him to shoot it out at the Hole-in-the-Wall. His courage impresses leader of the Bunch, Casey Adams, and he is asked to join the band. He meets Mari Blanchard here and they fall in love. When Brand murders Shepodd, who has followed Ericson to the hideout, Ericson swears to kill him. Ericson working with Petrie sets up a train robbery trap for the gang and they are all but wiped out. During the robbery, Mari is wounded and Ericson carries her off to a doctor. He is followed by Brand and Mike Ross, and he kills them in a two men against one duel, then proceeds to get medical help for Mari.

"I Died A Thousand Times"

(Warners) CinemaScope-WarnerColor 109 Mins.



Jack Palance and Shelley Winters star in Warner Bros. "I Died A Thousand Times," CinemaScope-WarnerColor.

Cast: Jack Palance, Shelly Winters, Lori Nelson, Lee Marvin, Gonzalez Gonzalez, Lon Chaney, Earl Holliman, Perry Lopez, Richard Davalos.

Credits: Produced by Willia Goldbeck; Directed by Stuart Heisler; Written by W. R. Burnett.

Most of the characters in this gangster melodrama act pretty tough about everything; a forthcoming robbery, their women, their reputations, etc. The film moves at a fairly rapid pace with the developments unreeling in interesting enough fashion for this type of entry. The cast turns in a good job and the direction and production is a cut above average. The film is reminiscent of a film produced some years ago, "High Sierra." However, on its own, it will stand up well as part of the program although it is a little long. Perhaps with a little exploitation, it could average out a little better than usual.

Jack Palance, ex-convict, is on his way across the desert to a resort for a rendezvous with other crooks to hold up the place when he almost crashes into a jalopy enroute to Los Angeles containing Ralph Moody, Olive Carey and their crippled granddaughter Lori Nelson to whom he is attracted. At the resort, he meets the others as well as moll, Shelley Winters. He wants to send her away but she talks him into letting her stay. When he learns where Lori is staying he arranges for an operation to cure her after finding himself in love with her. She is cured but her love is promised to someone else. He turns to Winters for consolation to the resentment of the other thugs. After the robbery the getaway car crashes. With only Palance and Shelley uninjured. Palance removes a ring to engage himself to Winters. He persuades Winters to go her way separately while he tries to outdistance the police. Palance winds up atop a mountain and after trying to absolve Winters he is shot and killed.

"The Whitetail Buck"

(RKO) Technicolor 27½ Min.

Cedits: Produced by Jay Bonafield Written by Earl Luby; Directed by Larry O'Reilly; Narrated by Thomas Mitchell.

Photographed in Technicolor in the Virginia mountains, this three-reeler, the first in the new RKO Pathe series called "Wildlife Album," registers as satisfactory program-filling material. The narration by Thomas Mitchell is warm and to the point in describing how an adolescent lad learns from his father the right way to hunt the whitetail buck. For those who enjoy hunting wildlife, this film should bear special interest, and also have topical value this fall, when the season for huntsmen is in swing. Together with some vivid footage of the deer and other forest creatures are appealing shots of foliage colored by autumn shades.

: Hollywood Production :

ALLIED ARTISTS

Shooting

THE FRIENDLY PERSUASION
(Eastman Color) (Wide Screen)
(Shooting at Chino, California)
Cast: Gary Cooper, Dorothy McGuire, Marjorie Main.
Producer-Director .....William Wyler

THE FOUR SEASONS
(Eastman Color)
Cast: David Wayne, Keenan Wynn, Jim Backus, James Barton, Marcia Henderson, Myrna Dell, Denver Pyle.
Producer-Director .....Josef Shaftel

THE COME ON
(SuperScope)
Cast: Anne Baxter, Sterling Hayden.
Producers .....Lindsley Parsons and John H. Burrows
Director .....Russell Birdwell

Cutting

BOBBY WARE IS MISSING
Cast: Neville Brand, Arthur Franz.
Producer .....Vincent M. Fennelly
Director .....Thomas Carr

THE TOUGHEST MAN ALIVE
Cast: Dane Clark.
Producer .....William F. Broidy
Director .....Sidney Salkow

WORLD WITHOUT END
Cast: Hugh Marlowe, Nancy Gates.
Producer .....Richard Heermance
Director .....Edward Bernds

COLUMBIA

Shooting

THE EDDY DUCHIN STORY
(CinemaScope) (Technicolor)
Cast: Tyrone Power, Kim Novak, James Whitmore, Victoria Shaw, Rex Thompson.
Producer ..... Jerry Wald
Director .....George Sidney

THE WAY WE ARE
(William Goetz Productions)
Cast: Joan Crawford, Cliff Robertson, Ruth Donnelly.
Producer .....William Goetz
Director .....Robert Aldrich

STORM CENTER
(Phoenix Productions)
(Shooting at Santa Rosa, Calif.)
Cast: Bette Davis, Kim Hunter, Brian Keith, Joe Mantell, Paul Kelly.
Producer .....Julian Blaustein
Director .....Dan Taradash

BLACKJACK KETCHUM, DESPERADO
Cast: Howard Duff, Victor Jory, Margaret Field, Angela Stevens, Robert Roark.
Producer .....Sam Katzman
Director .....Earl Bellamy

SAFARI
Director .....Russell Birdwell
(CinemaScope) (Technicolor)
(Warwick Productions)
(Shooting in Africa)
Cast: Victor Mature, Janet Leigh, John Justin, Roland Culver, Orlando Martins.
Exec. Producers .....Irving Allen and A. R. Broccoli
Producer .....Adrian D. Worker
Director .....Terence Young

Cutting

GAMMA PEOPLE
(Warwick Productions)
(Shooting in Austria)
Cast: Paul Douglas, Eva Bartok.
Exec. Producers .....Irving Allen and A. R. Broccoli
Producer .....John Gossage
Director .....John Gilling

JUBAL TROOP
(CinemaScope) (Technicolor)
Cast: Glenn Ford, Ernest Borgnine, Rod Stieger, Valerie French, Felicia Farr, Basil Ruysdael, Charles Bronson.
Producer .....William Fadiman
Director .....Delmer Daves

SURVIVORS TWO
(CinemaScope) (Technicolor)
(Warwick Productions)
Cast: Jose Ferrer, Trevor Howard, Victor Maddern, Anthony Newley, Peter Arne.
Exec. Producers ....Allen and Broccoli
Producer .....Phil C. Samuel
Director .....Jose Ferrer

JOE MACBETH
(Film Locations Inc.)
Cast: Paul Douglas, Ruth Roman, Bonar Colleano.
Exec. Producer .....Mike Frankovich
Producer .....George Maynard
Director .....Ken Hughes

THE GENTLE SERGEANT
Cast: Aldo Ray, Mitsuko Kinura, Phil Carey, Dick York, Chuck Connors.
Producer .....Fred Kohlmar
Director .....Richard Murphy

MARSHAL OF MEDICINE BEND
(Scott-Brown Productions)
(Technicolor)
Cast: Randolph Scott, Angela Lansbury, Jean Parker, Warner Anderson, Ruth Donnelly, Jeannette Nolan, Michael Pate.
Producer .....Harry Joe Brown
Director .....Joseph H. Lewis

PICNIC
(CinemaScope) (Technicolor)
Cast: William Holden, Rosalind Russell, Kim Novak, Betty Field, Susan Strasberg, Cliff Robertson, Arthur O'Connell, Elizabeth Wilson, Phyllis Newman, Verna Felton, Reta Shaw.
Producer .....Fred Kohlmar
Director .....Josh Logan

1984
(Holiday Productions)
Cast: Edmond O'Brien, Jan Sterling.
Exec. Producer .....N. Peter Rathvon
Producer .....John Croydon
Director .....Michael Anderson

44 SOHO SQUARE
(Film Locations)
Cast: Faith Domergue, Lee Patterson, Martin Benson.
Exec. Producer .....Mike Frankovich
Producer .....George Maynard
Director .....Vernon Sewell

BATTLE STATIONS
Cast: John Lund, William Bendix, Keefe Brasselle, Richard Boone, William Leslie, Eddie Foy III, James Lydon, Chris Randall.
Producer .....Bryan Foy
Director .....Lew Seiler

TAMBOURINE
(CinemaScope) (Technicolor)
Cast: Jane Russell, Cornel Wilde.
Producers .....Howard Welsch and Harry Tatleman
Director .....Nicholas Ray

INVASION BY THE FLYING SAUCERS
(Clover Productions)
Cast: Hugh Marlowe, Joan Taylor, Donald Curtis, Morris Ankrum, Harry Lauter.
Producer .....Charles Schneer
Director .....Fred F. Sears

INDEPENDENT

Shooting

AROUND THE WORLD IN 80 DAYS
(Michael Todd Prods. Todd-AO)
Cast: David Niven, Cantinflas, Martine Carol, Noel Coward, Finlay Currie, Luis Dominguin, Fernandel, Sir John Gielgud, Hermoine Gingold, Trevor Howard, Glynis Johns, Beatrice Lillie, A. E. Matthews, John Mills, Robert Morley.
Producer .....Michael Todd
Director .....Michael Anderson

FIRE MAIDENS FROM SPACE
Cast: Tony Dexter, Susan Shaw.
Producer-Director .....Cy Roth

THE PHANTOM FROM 10,000 LEAGUES
(For American Releasing Corp. Release)
Cast: Kent Taylor, Cathy Downs, Michael Whalen, Helene Stanton, Philip Pine, Rodney Bell, Pierce Lyden, Vivi Janiss, Michael Garth.
Producer .....Jack Milner
Director .....Dan Milner

THE PEACEMAKER
Cast: James Mitchell, Rosemarie Bowe, Jan Merlin, Jess Barker.
Producer .....Hal R. Makelim
Director .....Ted Post

Cutting

THE SUMMER GAME
(Eastman Color)
(Canyon Pictures)
Cast: Arthur Franz, Doris Dowling, Murvyn Vye, Myron Healey, Charles Delaney, Dick Reeves.
Producers Jack Couffer and Conrad Hall
Assoc. Producer..Nicholas Rutgers, Jr.
Director ..... Marvin Weinstein

THE DAY THE WORLD ENDED
(Golden State Prod., SuperScope)
(For American Releasing Corp. release)
Cast: Richard Denning, Lori Nelson, Adele Jergens.
Producer-Director .....Roger Corman

PLEASE MURDER ME
(Gross-Krasne Prods.)
Cast: Angela Lansbury, Raymond Burr, Dick Foran.
Producer .....Donald Hyde
Director .....Peter Godfrey

DAN'L BOONE
(Gannaway-Ver Halen Prods.)
(Shooting in Mexico)
Cast: Bruce Bennett, Lon Chaney, Faron Young.
Producer-directors .....Al Gannaway and Ismael Rodriquez

EXHIBITOR PRODUCED PICTURES
Lippert PICTURES Inc
PRACTICAL PROFITABLE PROGRESSIVE

Cutting

TWO GUN LADY
(Lyon and Bartlett Productions)
Cast: Peggie Castle, William Talman, Marie Windsor, Robert Lowery, Ian McDonald.
Exec. Producer .....Earle Lyon
Producer-Director ....Richard Bartlett

ART GRATIA ARTIS
METRO-GOLDWYN-MAYER

Shooting

TRIBUTE TO A BADMAN
(CinemaScope) (Eastmancolor)
Cast: James Cagney, Irene Pappas, Vic Morrow, Stephan McNally.
Producer .....Sam Zimbalist
Director .....Robert Wise

LUST FOR LIFE
(CinemaScope) (AnscoColor)
(Shooting in France)
Cast: Kirk Douglas, Anthony Quinn, Niall MacGinnis, Pamela Brown, Roger Livesey.
Producer .....John Houseman
Director .....Vincente Minnelli

MEET ME IN LAS VEGAS
(CinemaScope) (EastmanColor)
Cast: Dan Dailey, Cyd Charisse, Oscar Karlweis, Lily Darvas.
Producer .....Joe Pasternak
Director .....Roy Rowland

GABY
(Eastman Color) (CinemaScope)
Cast: Leslie Caron, John Kerr, Sir Cedric Hardwicke, Taina Elg.
Producer .....Edwin H. Knopf
Director .....Curtis Bernhardt

FEARFUL DECISION
Cast: Glenn Ford, Donna Reed, Leslie Nielsen, Juano Hernadez, Robert Keith, Robert Burton, inslee Pryor.
Producer .....Nicholas Nayfack
Director .....Alex Segal

THE SWAN
(CinemaScope) (Eastman Color)
Cast: Grace Kelly, Alec Guinness, Louis Jourdan, Brian Aherne, Agnes Moorhead.
Producer .....Dore Schary
Director .....Charles Vidor

Cutting

THE LAST HUNT
(CinemaScope) (EastmanColor)
Cast: Robert Taylor, Stewart Granger, Lloyd Nolan, Russ Tamblyn, Anne Bancroft.
Director .....Richard Brooks

QUENTIN DURWARD
(CinemaScope) (Color)
Cast: Robert Taylor, Kay Kendall, Robert Morley.
Producer .....Pandro S. Berman
Director .....Richard Thorpe

FOREVER, DARLING
(Zanra Prods.)
(Eastman Color) (Wide Screen)
Cast: Lucille Ball, Desi Arnaz, James Mason, Louis Calhern, Natalie Schafer, John Emery, John Hoyt, Mabel Albertson, Nancy Kulp.
Producer .....Desi Arnaz
Director .....Alexander Hall

BHOWANI JUNCTION
(CinemaScope) (Color)
Cast: Ava Gardner, Stewart Granger, William Travers, Francis Matthews, Abraham Sofaer, Peter Illing.
Producer .....Pandro S. Berman
Director .....George Cukor

DIANE
(CinemaScope) (Eastman Color)
Cast: Lana Turner, Pedro Armendariz, Marissa Pavan.
Producer .....Edwin Knopf
Director .....David Miller

Paramount Pictures

Shooting

THE TEN COMMANDMENTS
(VistaVision) (Technicolor)
Cast: Charlton Heston, Yul Brynner, Anne Baxter, Yvonne De Carlo, Debra Paget, Nina Foch, Edward G. Robinson, Sir Cedric Hardwicke, Vincent Price, John Carradine, John Derek, Oliver Deering, Peter Hanson, Baynes Barron.
Producer-Director ....Cecil B. DeMille

THE PROUD AND THE PROFANE
(VistaVision)
(Shooting in the Virgin Islands)
Cast: William Holden, Deborah Kerr, Dewey Martin, Thelma Ritter, Marion Ross, Ann Morriss, Nancy Sinatra.
Producer .....William Perlberg
Director .....George Seaton

WAR AND PEACE
(VistaVision) (Technicolor)
(Ponti-De Laurentiis Prod.)
Cast: Audrey Hepburn, Henry Fonda, Mel Ferrer, Milly Vitale, Barry Jones, Jeremy Brett, May Britt.
Producer .....Dino de Laurentiis
Director .....King Vidor

THE MOUNTAIN
(Technicolor) (VistaVision)
Cast: Spencer Tracy, Robert Wagner, Claire Trevor, Richard Arlen.
Producer-Director .....A. C. Lyles

THAT CERTAIN FEELING
(VistaVision) (Technicolor)
Cast: Bob Hope, George Sanders, Eva Marie Saint, Pearl Bailey, Al Capp.
Producers-Directors ...Norman Panama and Melvin Frank

Cutting

THE MAN WHO KNEW TOO MUCH
(VistaVision) (Technicolor)
Cast: James Stewart, Doris Day, Chris Olsen, Bernard Miles.
Producer-Director.....Alfred Hitchcock

"YOU'RE THE TOP"
(VistaVision) (Technicolor)
Cast: Bing Crosby, Donald O'Connor, Jeanmaire, Mitzi Gaynor, Phil Harris, Kurt Kasznar, Walter Saunde.
Producer .....Robert Emmett Dolan
Director .....Robert Lewis

THE SCARLET HOUR
(VistaVision)
Cast: Carol Ohmart, Tom Tryon, Jody Lawrence, James Gregory, David Lewis, Scott Marlowe, Jacques Aubuchon, Elaine Stritch, E. G. Marshall, Edward Binns, Maureen Hurley.
Producer-Director .....Michael Curtiz

Hollywood Production

THE BIRDS AND THE BEES
(VistaVision) (Technicolor)
Cast: George Gobel, Mitzi Gaynor, David Niven, Fred Clark, Reginald Gardiner, Harry Bellaver.
Producer .....Paul Jones

RKO RADIO PICTURES

Cutting

THE BRAVE ONE
(King Brother's Production)
(CinemaScope (Technicolor)
Cast: Michael Ray, Fermin Rivera, Rudolpho Hoyos, Joy Lansing.
Producers ....Frank and Maurice King
Director .....Irving Rapper

PORTRAIT OF ALISON
Cast: Terry Moore, Robert Beatty, William Sylvester, Josephine Griffin, Geoffrey Keen, Henry Oscar, Alan Culbertson.
Exec. Producer .....Tony Owen
Producer .....Frank Godwin
Director .....Guy Green

THE WAY OUT
(Todon Prods.)
Cast: Gene Nelson, Mona Freeman.
Producer .....Tony Owen
Director .. ..Montgomery Tully

SLIGHTLY SCARLET
(SuperScope) (Technicolor)
(Benedict Bogeaus Productions)
Cast: John Payne, Rhonda Fleming, Arlene Dahl.
Producer .....Benedict Bogeaus
Director .....Allan Dwan

GREAT DAY IN THE MORNING
(SuperScope) (Technicolor)
Cast: Robert Stack, Virginia Mayo, Ruth Roman, Alec Nicol, Raymond Burr.
Producer .....Edmund Grainger
Director .....Jacques Tourneur

Republic

Cutting

A FOREIGN ADVENTURE
(Trucolor)
(Shooting in Nassau, Bahamas Islands)
Cast: Yvonne De Carlo, Howard Duff, Zachary Scott.
Associate Producer-Director
Edward Ludwig

MAGIC FIRE
Trucolor)
Cast: Yvonne De Carlo, Carlos Thompson, Rita Gam, Valentina Cortesa, Alan Badel.
Producer-Director ....William Dieterle

COME NEXT SPRING
(Trucolor)
Cast: Ann Sheridan, Steve Cochran, Walter Brennan, Edgar Buchanan, Sonny Tufts, Sherry Jackson.
Director .....R. G. Springsteen

TREACHERY
Cast: Marie Windsor, John Archer, Nancy Gates, Patric Knowles, Jil Jarmyn, Richard Crane.
Associate Producer .....Rudy Ralston
Director .....Franklin Adreon

THE MAVERICK QUEEN
(Trucolor) (Wide-Screen)
(Shooting in Durango, Colo.)
Cast: Barbara Stanwyck, Barry Sullivan, Scott Brady, Mary Murphy.
Associate producer-director Joseph Kane

STRANGER AT MY DOOR
Cast: MacDonald Carey, Patricia Medina, Skip Homeier.
Assoc. producer .....Sidney Picker
Director .....William Witney

A SHOT IN THE DARK
Cast: Marjie Millar, Tom Drake.
Assoc. producer..William J. O'Sullivan
Director .....R. G. Springsteen

20th CENTURY FOX

Shooting

CAROUSEL
(CinemaScope) (Color)
(Shooting in Maine)
Cast: Gordon MacRae, Shirley Jones, Cameron Mitchell.
Producer .....Henry Ephron
Director .....Henry King

THRESHOLD OF SPACE
Cast: Guy Madison, John Hodiak, Virginia Leith.
Producer .....William Bloom
Director .....Robert Webb

BOTTOM OF THE BOTTLE
(CinemaScope) (Color)
(Shooting in Nogales, Arizona)
Cast: Van Johnson, Joseph Cotten, Ruth Roman, Jack Carson.
Producer .....Buddy Adler
Director .....Henry Hathaway

Cutting

THE VIEW FROM POMPEY'S HEAD
(CinemaScope) (Color)
Cast: Richard Egan, Dana Wynter, Cameron Mitchell, Sidney Blackmer.
Producer-Director .....Philip Dunne

GOOD MORNING, MISS DOVE
(CinemaScope) (Color)
Cast: Jennifer Jones, Robert Stack, Chuck Connors, Kipp Hamilton.
Producer .....Samuel G. Engel
Director .....Henry Koster

THE LIEUTENANT WORE SKIRTS
(CinemaScope) (Color)
Cast: Tom Ewell, Sheree North, Les Tremayne.
Producer .....Buddy Adler
Director .....Frank Tashlin

THE RAINS OF RANCHIPUR
(CinemaScope) (Color)
Cast: Lana Turner, Richard Burton, Fred MacMurray, Michael Rennie, Joan Caulfield.
Producer .....Frank Ross
Director .....Jean Negulesco

UNITED ARTISTS

Shooting

ALEXANDER THE GREAT
(CinemaScope (Technicolor)
Cast: Richard Burton, Fredric March, Danielle Darrieux, Claire Bloom.
Producer-Director .....Robert Rossen

TRAPEZE
(CinemaScope) (Technicolor)
(Hecht-Lancaster Prod.)
Cast: Burt Lancaster, Tony Curtis, Gina LollibrigiBda, Katy Jurado, Thomas Gomez, Johnny Puleo.
Producer .....James Hill
Director .....Sir Carol Reed

COMANCHE
(Carl Krueger Co.: EastmanColor)
(CinemaScope)
Cast: Dana Andrews, Nester Paiva, Stacy Harris.
Producer .....Carl Krueger
Director .....George Sherman

THE MAN WITH THE GOLDEN ARM
(Carlyle Prod.)
Cast: Frank Sinatra, Eleanor Parker, Kim Novak.
Producer-Director .....Otto Preminger

HUK
(Eastman Color)
(Pan Pacific Pictures Inc.)
Cast: George Montgomery, Mona Freeman, John Baer, James Bell.
Producer .....Collier Young
Director .....John Barnwell

THE BROKEN STAR
(Bel Air Productions)
Cast: Howard Duff, Lita Baron, Bill Williams.
Exec. Producer .....Aubrey Schenck
Producer .....Howard W. Koch
Director .....Lesley Selander

Cutting

THREE BAD SISTERS
(Bel Air Productions)
Cast: Marla English, Kathleen Hughes, Sara Shane, Jess Barker, John Bromfield, Madge Evans.
Exec. Producer .....Aubrey Schenck
Producer .....Howard Koch
Director .....Gilbert L. Kay

FOREIGN INTRIGUE
(Sheldon Reynolds Prod.)
Cast: Robert Mitchum, Genevieve Page.
Producer-Director ...Sheldon Reynolds

STORM FEAR
(Theodora Productions)
Cast: Cornel Wilde, Jean Wallace, Dan Duryea, Lee Grant, Steven Hill, David Stollery, Dennis Weaver.
Producer-Director .....Cornel Wilde

THE INDIAN FIGHTER
(CinemaScope) (Color)
(Bryna Productions)
Cast: Kirk Douglas, Walter Mathau, Walter Abel, Elsa Martinelli, Eduard Franz, Diana Douglas, Lon Chaney, Alan Hale, Jr.
Producer .....William Schorr
Director .....Andre de Toth

NEWS IS MADE AT NIGHT
(Bert E. Friedlob Productions)
Cast: Dana Andrews, Rhonda Fleming, Ida Lupino, George Sanders, Thomas Mitchell, Howard Duff, Vincent Price, John Barrymore Jr., Sally Forrest, James Craig.
Producer .....Bert E. Friedlob
Director .....Fritz Lang

A KISS BEFORE DYING
(Crown Productions)
(CinemaScope) (Color)
Cast: Robert Wagner, Jeff Hunter, Joanne Woodward, Virginia Leith, Mary Astor.
Producers .....Robert L. Jacks and Robert Goldstein
Director .....Gerd Oswald

THE BEAST OF HOLLOW MOUNTAIN
(Nassour Studios)
Cast: Guy Madison, Sarita Montiel.
Producers. William and Edward Nassour
Director .....Edward Nassour

Universal International

Shooting

CONGO CROSSING
(Technicolor)
Cast: Virginia Mayo, George Nader, Peter Lorre, Michael Pate, Rex Ingram, Tonio Selwart.
Producer .....Howard Christie
Director .....Joseph Pevney

Cutting

THE BENNY GOODMAN STORY
(Technicolor)
Cast: Steve Allen, Donna Reed, Beta Gersten, Barry Truex, Harry James, Ben Pollack, Gene Krupa, Lionel Hampton, Teddy Wilson, Sammy Davis, Jr.
Producer .....Aaron Rosenberg
Director .....Valentine Davies

RED SUNDOWN
(Technicolor)
Cast: Rory Calhoun, Martha Hyer, Dean Jagger, Robert Middleton, James Millican, Lita Baron.
Producer .....Albert Zugsmith
Director .....Jack Arnold

A DAY OF FURY
(Technicolor)
Cast: Dale Robertson, Mara Corday, Jock Mahoney, Carl Benton Reid, Jan Merlin, Sheila Bromley, Dayton Lummis.
Producer .....Robert Arthur
Director .....Harmon Jones

A TIME REMEMBERED
(Technicolor)
Cast: Rock Hudson, Cornell Borchers, George Sanders, Shelley Fabares.
Producer .....Albert J. Cohen
Director .....Jerry Hopper

WORLD IN MY CORNER
Cast: Audie Murphy, Barbara Rush, Jeff Morrow, John McIntire.
Producer .....Aaron Rosenberg
Director .....Jesse Hibbs

TARANTULA
Cast: John Agar, Mara Corday, Leo G. Carroll, Nestor Paiva.
Producer .....William Alland
Director .....Jack Arnold

RUNNIN' WILD
Cast: William Campbell, Kathleen Case. Keenan Wynn, Mamie Van Doren, Jan Merlin, Chris Randall, Walter Coy, Richard Castle.
Producer .....Howard Pine
Director .....Abner Biberman

PILLARS OF THE SKY
(CinemaScope) (Technicolor)
Cast: Jeff Chandler, Dorothy Malone, Ward Bond, Keith Andes, Lee Marvin.
Producer .....Robert Arthur
Director .....George Marshall

THE CREATURE WALKS AMONG US
Cast: Jeff Morrow, Rex Reason, Leigh Snowden, Gregg Snowden.
Producer .....William Alland
Director .....John Sherwood

GUN SHY
Cast: Jock Mahoney, Martha Hyer, Lyle Bettger.
Producer .....Howard Christie
Director .....Charles Haas

WARNER BROS.

Shooting

GIANT
(WarnerColor)
Cast: Elizabeth Taylor, Rock Hudson, James Dean, Jane Withers, Chill Wills, Mercedes McCambridge, Judith Evelyn, Paul Fix, Carroll Baker.
Producers .....George Stevens and Henry Ginsberg
Director .....George Stevens

THE SPIRIT OF ST. LOUIS
(CinemaScope) (WarnerColor)
Cast: James Stewart.
Producer .....Leland Hayward
Director .....Billy Wilder

THE OLD MAN AND THE SEA
(WarnerColor) (CinemaScope)
Cast: Spencer Tracy.
Producer .....Leland Hayward

SEVEN MEN FROM NOW
(WarnerColor)
Cast: Randolph Scott, Gail Russell, Lee Marvin, Don Barry.
Producer .....Batjac
Director .....Budd Boetticher

SERENADE
(WarnerColor)
Cast: Mario Lanza, Joan Fontaine, Sarita Montiel, Vincent Price, Vince Edwards.
Producer .....Henry Blanke
Director .....Anthony Mann

Cutting

OUR MISS BROOKS
Cast: Eve Arden, Robert Rockwell, Jane Morgan, Gale Gordon, Gloria McMillan, Richard Crenna, Leonard Smith, Nick Adams.
Producer .....David Weisbart
Director .....Al Lewis

THE LONE RANGER
(WarnerColor)
Cast: Clayton Moore, Jay Silverheels, Bonita Granville, Lyle Bettger, Robert Wilke, Perry Lopez.
Producer .....Willis Goldbeck
Director .....Stuart Heisler

THE DARKEST HOUR
(CinemaScope) (WarnerColor)
Cast: Alan Ladd, Edward G. Robinson, Joanne Dru, William Demarest, Paul Stewart, Perry Lopez.
Director .....Frank Tuttle

THE SEARCHERS
(VistaVision) (Color)
Cast: John Wayne, Jeff Hunter, Vera Miles, Ward Bond, Natalie Wood.
Producer .....Merian C. Cooper
Director .....John Ford

THE COURT MARTIAL OF BILLY MITCHELL
(CinemaScope) (WarnerColor)
Cast: Gary Cooper, Ralph Bellamy, Charles Bickford, Rod Stieger, Herbert Heyes, Fred Clark, Elizabeth Montgomery, Jack Lord.
Producer .....Milton Sperling
Director .....Otto Preminger

GOODBYE, MY LADY
Cast: Walter Brennan, Brandon de Wilde, Phil Harris, William Hopper.
Producer .....Robert Fellows
Director .....William A. Wellman

INDUSTRY AFFAIRS . . IN THE FALL OF THE YEAR . . IN A RELAXED ATMOSPHERE

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NEW YORK (cont'd.)

building. . . . Joseph Rosthal, secy and gen. counsel of Loew's International, passed away following an operation at the age of 56.

OKLAHOMA CITY

John McLeland has purchased and will reopen the Moore Theatre, Moore, Okla., formerly operated by Bill Humphrey. . . . 90-mile winds and rain up to four inches destroyed the Sundown Drive-In at Edmond, Okla. No injuries were reported. . . . Two muffled explosions and a small flash fire brought an unexpected finish to the movie being watched by 400 at the newly remodeled Chief Theatre in Enid, Okla. Thought to be the result of an accumulation of gas, there was no extensive damage and patrons left without incident or injury. Damages were estimated at $5,000.

Raymond Sparks closed his Majestic Theatre in Temple, Okla. . . . Messrs. Brady and McFarland have turned the Gem Theatre, Claude, Tex. back to its former owners, Mr. & Mrs. J. W. Butler. The theatre is now closed for remodeling. . . . Mr. & Mrs. Truman Ellerd have reopened their Ritz Theatres in Blanchard, Okla.

PHILADELPHIA

Bob Shisler, former Paramount salesman and booker, has taken over the Scranton-Wikes-Barre territory, vacated by the resignation of Mike Weiss. . . . Albert M. Cohen, motion picture attorney who is serving as a member of the board of the Bar Association's Committee of Censors, has been appointed exec. vice chairman of the lawyer reference service. . . . Guy Beatty and Ted Vannett, execs. of Wm. Goldman Theatres, went to N.Y. to confer with M-G-M heads on the forthcoming Randolph Theatre opening of "Guys and Dolls."

Acme Investigations, a checking service on theatres to see that distributors are fairly dealt with, has been set up in the Commercial Trust Bldg. . . . Frank Kovaletz, mgr. of the Paramount in Wilkes-Barre, was named to the Concession Division's executive staff at Disneyland in Anaheim, Cal.

PORTLAND

J. Carlyle Ross, a Portland projectionist, has been offered help by the American Civil Liberties Union in his dispute with the AFL union from which he was expelled. . . . George Love, 45, well-known projectionist and a former officer in the Portland local, was found dead in his hotel room, apparently a suicide. . . John Beall was named chief engineer for Evergreen's Oregon and Washington theatres.

ST. LOUIS

At Charleston, Ill. a circuit judge denied a defense motion for dismissal of the $125,000 damage suit filed by John Mullaney, former owner-operator of the Ricky Theatre in Mattoon, Ill., against Frisina Amuse. Co., charged with driving Ricky out of business by lowering admission prices at its theatres in Mattoon. . . . Geo. Barber reopened his Gem Theatre at Villa Grove, Ill. and will operate five nights a week until booking schedules permit a full week. . . . Mrs. John Edmundson, owner of the Edmundson Theatre, Bloomfield, Mo., has a new baby girl.

Mortimer E. Berman resigned as mgr. of the Orpheum at Springfield, Ill. to undergo medical treatment for an illness contracted in World War I, when he received a Purple Heart. Publix Gt. States appointed Geo. Hitch as temporary mgr. . . . J. G. Golladay, veteran midwest theatre mgr., succeeded Wm. J. Soutter as mgr. of the Fox-Lincoln in Springfield, Ill. . . . Art LaPlant, local city sales mgr., was honored by Columbia upon completion of 25 years with the company. . . . Reported that the annual meeting of MITO, Nov. 21-22, will feature few speakers and will stress plans for increasing the income of motion picture theatres.

Reconstruction work, in progress on the Annex Theatre Bldg. at Herrin, Ill. which was severely damaged by fire, will not be completed for several months. . . . Barbara Jean Leonard, daughter of Warner salesman Amos Leonard, became the bride of Air Force Lt. John Geo. Ruehlman. . . . Leon Jarodsky, Paris, Ill. theatre owner, is ill at his home in that city. . . . Jim Hazel, former Manley rep. in St. L., joined the sales organization of Superior Refrigerator Mfg. Co., makers of drink dispensers. . . . A new supermarket opened on site of the old Air Way last of the airdomes of years ago.

F&M's LaCosa Theatre in St. L. County closed temporarily for a CinemaScope installation. . . . A laborer here was given the maximum fine of $500 and six months in jail molesitng an 11-year-old girl in a motion picture theatre. . . . The old National Theatre at Avon, Ill. was opened by Edw. Chatterton Post 579 as a Legion building.

STATEMENT REQUIRED BY THE ACT OF AUGUST 24, 1912, AS AMENDED BY THE ACTS OF MARCH 3, 1933, AND JULY 2, 1946 (Title 39, United States Code, Section 233) SHOWING THE OWNERSHIP, MANAGEMENT, AND CIRCULATION OF

THE INDEPENDENT FILM JOURNAL, published bi-weekly at New York, N. Y., for October 1, 1955.

1. The names and addresses of the publisher, editor, managing editor, and business managers are: Publisher, ITOA Independent, Inc., 1515 Broadway; New York 36, N. Y.; Editor, Morton Sunshine, 3 Arbor Road, Roslyn Heights, L. I., N. Y.; Managing editor, none; Business manager, Herman Schleier, 76-66 Austin St., Forest Hills 75, N. Y.

2. The owner is: (If owned by a corporation, its name and address must be stated and also immediately thereunder the names and addresses of stockholders owning or holding 1 percent or more of total amount of stock. If not owned by a corporation, the names and addresses of the individual owners must be given. If owned by a partnership or other unincorporated firm, its name and address, as well as that of each individual member, must be given.) ITOA Independent, Inc., 1515 Broadway, New York 36, N. Y.; Leon Rosenblatt, 275 Central Park W., N. Y. 25, N. Y.; Herman Schleier, 76-66 Austin St., Forest Hills 75, N. Y.; Morton Sunshine, 3 Arbor Road, Roslyn Heights, L. I., N. Y.

3. The known bondholders, mortgagees, and other security holders owning or holding 1 percent or more of total amount of bonds, mortgages, or other securities are: (If there are none, so state.) None.

4. Paragraphs 2 and 3 include, in cases where the stockholder or security holder appears upon the books of the company as trustee or in any fiduciary relation, the name of the person or corporation for whom such trustee is acting; also the statements in the two paragraphs show the affiant's full knowledge and belief as to the circumstances and conditions under which stockholders and security holders who do not appear upon the books of the company as trustees, hold stock and securities in a capacity other than that of a bona fide owner.

5. The average number of copies of each issue of this publication sold or distributed, through the mails or otherwise, to paid subscribers during the 12 months preceding the date shown above was: (This information is required from daily, weekly, semiweekly, and triweekly newspapers only.)

HERMAN SCHLEIER,
Business Manager

Sworn to and subscribed before me this 30th day of September, 1955.

(Seal)

VIVIAN GRUDER
Notary Public, State of New York
No. 31-6691800
Qualified in New York County
Commission Expires March 30, 1956



M-G-M producers William Hanna and Joseph Barbera accept the Southern California Motion Picture's four-star Certificate of Award for the CinemaScope cartoon "Good Will To Men" from the Council's pres., Mrs. W. A. Burke.

. . . Hi-Y Drive-In at Fredericktown, Mo., owned by L. A. Mercier, will operate Sat. and Sun, only from now on.

SALT LAKE CITY

Harold Fuller, local branch mgr. for Dimension Picts., returned from a business trip to El Paso, Tex. and announced that a deal is pending for him to distribute Roger Corman's product, the first of which will be "Denver." . . . Dick Eupperson, head shipper for Universal, was upped to the company's booking staff, which up to now consisted of Dale Haslam and Dave Wilkins. . . . Since Fox took over the Rialto Theatre, a new policy of double bills has replaced the single first-runs.

Ray Miller, who has been in the theatre supply business in the Intermountain territory for nine years, was named mgr. of the reopened office of Nat'l Thea. supply at 368 E. First South. . . . Hugh Owen, Paramount v.p., and Neal East, div. mgr., were in town conferring with branch mgr. Frank H. Smith and to introduce new div. mgr. Phil Isaacs to the local personnel. . . . The Lyric Theatre, formerly under mgnt. of Favorite Amuse. Co., has become part of Utah Drive-In Corp. . . . John N. Krier, buyer and booker for Intermountain Theas., was named to succeed the late Ray M. Henry, who was v.p. and gen. mgr.

SAN FRANCISCO

Jack Marpole, press guy of Variety Tent No. 32, reports the agenda for the Oct. meeting as nominations for new crew, induction of new canvasmen and prelim report on audience collection totals towards the $55,000 budget of the Tent's Blind Babies Foundation At the club's recent golf tournament, $1,800 was raised for this cause. . . . Neal East, Paramount Film Dist. Corp., is now div. mgr. of L.A., S.F., Portland and Seattle areas. . . . Ownership of Fairoaks, Fairoaks, Cal., changed from O. J. Remington to Mr. & Mrs. John Newton.

The ozoner Mooney Park changed hands. Lippert sold it to Harvey Amuse. Co. . . . Bill Lanney advanced to office mgr. at Columbia and Richard Ivey is new booker. Henry Stark, the new salesman, left for the North Coast accompanied by Mel Klein. . . . Mel Huling, Allied Artists' western div. mgr., displays golf trophy won in California state tournament. . . . Booker Al Chairpotti booked himself at the altar on his birthday and into the S.F. office of United Artists.

NOW CUTTING

ROBERT ROSSEN'S

ALEXANDER THE GREAT



THRU UA

NEW SCREEN EXCITEMENT

GREAT SCREEN ACHIEVEMENT

A MAMMOTH NEW MEASURE FOR SCREEN MAGNITUDE! A MOTION PICTURE AS GIGANTIC IN CONCEPTION, COST, CAST, TIME AND TALENT AS THE WORLD-CONQUERING COLOSSUS THAT GIVES IT ITS NAME!

Filmed in CinemaScope in Color by Technicolor.

THE Independent FILM JOURNAL

DEVOTED to the BEST INTERESTS of the MOTION PICTURE INDUSTRY

In this issue

NEWS

ARBITRATION DRAFT'S PRE-RELEASE PROVISIONS BLASTED BY ALLIED

CINEMA PUTS 16MM MARKET IN PERSPECTIVE

SERVING AS BAIT FOR PRESSURE GROUPS "OUR FAULT"—SCHARY

TOA-ALLIED RIFT WIDENS; SHOS TO "NAME NAMES"

WE NEED FOREIGN PRODUCT: BLANK

TOA OPPOSES CLOSED CIRCUIT WORLD SERIES

REVIEWS

pages 29-31

TO ALL EXHIBITORS:

THE campaign for the Audience Awards Poll should be getting under way at the theatre level next week.

Is your theatre a part of it?

COMPO has provided the machinery and prepared the tools for exhibitor participation. It can do no more. The rest is up to you. Success or failure can only be measured in terms of grass roots support. What are you doing?

It is heartening to learn that every important circuit in the country, including a most substantial group of independents, is going all out to assure the success of the campaign.

Every day brings new evidence of the fact that many enterprising showmen are creating public in-

(See Page 3)

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The remarkable story of Lillian Roth is magnificently portrayed by Susan Hayward

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I'LL CRY TOMORROW

M-G-M has made it into an overwhelming motion picture... starring

SUSAN HAYWARD

RICHARD CONTE · EDDIE ALBERT

JO VAN FLEET · DON TAYLOR · RAY DANTON

Screen Play by HELEN DEUTSCH and JAY RICHARD KENNEDY · Based On the Book "I'LL CRY TOMORROW" by LILLIAN ROTH, MIKE CONNOLLY and GEROLD FRANK · Directed by DANIEL MANN · Produced by LAWRENCE WEINGARTEN · An M-G-M Picture

(Available in Perspecta Stereophonic or 1-Channel Sound)

October 29, 1955
Vol. 36 No. 8

THE Independent FILM JOURNAL

Editor: MORTON SUNSHINE

DEVOTED TO THE BEST INTERESTS OF THE MOTION PICTURE INDUSTRY

To All Exhibitors:

(*Continued from cover*)

terest by various types of promotion.

There are many theatres that have yet to signify their intentions. There is no time to be lost. The actual mechanics of theatre activity must be started.

Pledged theatres in the Audience Awards Poll should be displaying the first of two 40 x 60 lobby posters and exhibiting the first of two trailers contained in the kit two weeks before the actual voting period. That is next week! The second lobby poster and trailer are to be run beginning November 17 for the entire voting period.

Theatres should also make sure they have an adequate supply of ballots on hand and, in general, follow instructions issued by COMPO.

Are you ready to begin your local participation or be classified as a disinterested onlooker?

Do not forget that the poll is a broad public relations program to encourage motion picture attendance at your theatre . . . to keep the public talking about the fine product (and that it is!) . . . to give our audiences a feeling of participation and star-making (and that they do!).

In terms of focussing attention on bright new personalities, the poll is of inestimable value in getting audiences to look for and know new faces.

If the campaign is to yield a big return, it must be handled in a big way. Let's all get into the poll! Let's all get in the vote!

The Public Domain

Early this week, TOA issued a press release in which it objected to closed circuit TV of the World Series stating that "the tradition of watching the World Series on free television is firmly entrenched in American life."

It wasn't too long ago that the F.C.C. and the Department of Justice were virtually ordering the motion picture industry to turn over its theatrical features to free television without regard to compensation . . . or suffer the government's displeasure.

The industry remained firm insisting that it need not be a "sugar daddy" to a rival medium. We insisted that the homeviewing public could not exercise the right of public domain over events capable of transmission over the air waves. There are valuable property rights involved in hit shows, championship fights and dozens of other attractions as well as the World Series. What's more of a national institution than the circus or rodeo? Where do you draw the line? What happens to theatre TV?

The devil with free enterprise—the audience should not be limited to a privileged few—there will be a wave of indignation on the part of the public . . . this is what the TOA press release states . . . and it's pure corn!

We can't go along with this kind of thinking and question the motivation. We doubt if it will mean anything before the F.C.C. in the present proceeding. It sounds more like the statements of politicians than practical business men.

There are many exhibitors who would be very anxious to televise the World Series in theatres and the public has progressed far enough to realize that the law of economics are at work just as it operates in their daily lives, personal and business.

* * *

Aside to S. J. Goldberg, National Director, Wisconsin Allied:

In your recent press release, you accuse the trade papers of saying that everything Allied does is wrong and everything TOA or the film companies do is right.

You're wrong as a two-foot yardstick. We will criticize TOA or Allied if we think they're off the beam. The trouble is that the policy of some Allied leaders for government regulation against COMPO dues, the tax campaign and arbitration efforts has been wrong.

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Serving As Bait For Pressure Groups "Our Fault"—Schary

CHICAGO.—Strongly attacking the notion that the film industry must be "fair bait" for pressure groups and "most everyone who carries a club," M-G-M production head Dore Schary sees a solution in "an active program of constructive thinking in publicity and advertising, with new standards based on a public that has changed."

Rapping certain movie advertising, Schary noted that "the most successful film of all time — David Selznick's 'Gone With The Wind'—managed to get its gross without cheap advertising. It was achieved by the age-old demonstration of deep penetration followed by a quality product . . . but some of our films still bear the imprint of shoddy advertising copy . . . still pursue the customer who cannot be baited except by the promise of something violent or sexy.

". . . while some bad pictures have undoubtedly been hypo'd by cheap and vulgar advertising," he continued, "it is also true that some good one have been hurt by this type of opportunistic exploitation."

"No Armor"

Speaking before a newspaper group at the Audit Bureau of Circulation convention, Schary reminded the newspaper men that the same pressures which work on newspapers work on movies also. But movies, he pointed out, have as yet no such guardian as "freedom of the press."

"Should we concern ourselves with the controversial picture? Does a minority group have a legitimate beef if one of its members is shown in a bad light? Do our religious films weight too heavily toward any particular faith? Do we have a right to take a position on partisan politics? Are we entitled to the same freedom in connection with matters of personal privilege and privacy as is employed by the newspaper profession?", Schary asked. "One day, I hope that we in the picture business will share that invulnerability."

"Our public relations in the main have been a shambles," he said. . . ."In the early days of hyperbolic exploitation and white Rolls-Royces and simple homes of eighty-seven rooms and baths, we fed the concept that besets us now. We needled our stories with exaggerations that took root and spread over our public relations like an unpleasant growth that hides the clean ground that supports it. And most often the reports about us reflect this tendency toward exaggeration, even though we are no longer eager for it and, as a matter of fact, resist it. . . ."

LATE NEWS BRIEFS

Southern California Theatre Owners Association has rejected the industry arbitration draft and conciliation plan put forward by the joint exhibitor-distributor committee.

Allied Theatre Owners of New Jersey will oppose a Loew's Theatres petition for permission to build a drive-in on Route 35, near Keyport, N. J. This marks the first time that a theatre association will protest an acquisition by a divorced circuit.

Distribs Put 16mm Market In Perspective For Defense

"There is not, and never has been, a commercial 16mm film business in the United States," former RKO president Ned E. Depinet testified in the trial of the Government's anti-trust charges against the five majors for restricting 16mm films from TV. Depinet said that "RKO was never opposed to discussing sales with TV," but that theatrical re-issues pulled in profits that 16mm was simply unable to approach.

He was the first representative of a defendant company to take the stand before Federal Judge Leon Yankwich.

Twentieth Century-Fox president Spyros P. Skouras in his testimony denied the Government charge of distributor "conspiracy," and indicated that TV's impact on the film industry several years ago was "nearly fatal." Skouras denied that Fox refused to sell any of its product to free-TV, and said that the prices offered were "ridiculous."

In earlier defense testimony, Stanford economist Alexander K. Beggs gave the court financial background of the film industry's relationship with television. He attempted to prove that the 16mm restrictions were based on sound business practice, made even more urgent by the great theatre losses incurred by the growth of television. Beggs stated that a feature film that sells today for $50,000 on the TV market was worth only $7,000 in 1949. He pointed out that attendance fell from 4,127,000,000 in 1946 to 2,520,000,000 in 1954. Even so, the availability of films for TV has risen 200 percent, he said.

Depinet stated that the motion picture industry is of such a nature that it must control its product. His stand seemed to be reiterated by Judge Yankwich who interjected that motion pictures require special kind of marketing, and he made the distinction between theatre films, which he saw as "entertainment," and TV films, which he saw as "a means of advertising."

Depinet told the court that no conspiracy agreement on 16mm policy was formulated at MPAA or COMPO meetings. Television was discussed, he explained, insofar as it could be a tool of theatres. On 16mm policy, he said, "We have always made our own policy, and I doubt that any other company's policy is or has been the same as ours."

Judge Yankwich, in overruling the objections to the validity of economist's Beggs testimony, declared that the defense was attempting to prove the reasonableness of the deportment of the majors, and that "reasonableness is the most important factor in this case."

After the testimonies of Beggs and Depinet, the court heard Sidney Kramer, former head of RKO's 16mm department. He testified that the company reserved the right to cancellations because one of the objects was to protect licensees of 35mm against 16mm showings."

IATSE-Studios Set Five-Day Week In Collective Bargaining Agreement

An unprecedented collective bargaining agreement has established a five-day week in the motion picture industry. General terms of the new contract between the major studios and the IATSE are effective as of Oct. 26, and the contract will run through Jan. 30, 1959. The five-day week goes into effect Jan. 30, 1956.

The new agreement, announced by Richard Walsh, international president of IATSE, and Charles Borem, Association of Motion Picture Producers vice-president in charge of industrial relations, covers approximately 15,000 workers in the Hollywood motion picture industry. Under the five-day schedule, weekly employees will receive the same pay they have been getting for six days, with reduced schedules of total hours which can be worked without overtime payments.

Sixty-four schedules will be reduced to 54 hours in five days; 54-hour schedules to 48.6 hours; 48-hour schedules to 43.2 hours. Minimum daily calls for 54-hour employees will be nine hours; for 48.6 employees, eight hours; 43.2 employees, seven hours.

Daily workers will receive a 25-cent hourly increase, effective Oct. 26, 1955. Saturday work in the studio will be paid at time and a half during the period Jan. 30, 1956, through Jan. 29, 1957; for the balance of the contract Saturday time in the studio will be paid at double time. On Jan. 30, 1958, both daily and weekly scales will be increased two and one half per cent.

Other important items in the new contract provide for increases in pension plan and health and welfare fund payments. Commencing Nov. 28, 1955, the employer will pay into the pension plan an additional four cents per hour, and the employee will pay an additional two cents. Effective Oct. 26, 1955, the employer will pay an additional one cent an hour into the industry health and welfare fund. There is also provision for three weeks annual vacation for employees after 12 years with one employer.

New Studios Set For Allied Artists

Allied Artists will soon begin construction of "the most modern studio facilities in Hollywood," according to AA vice-president G. Ralph Branson. The studio is now negotiating with the Sherman Park Development Co., headed by Arthur Helwig, for a 26½ acre location in the San Fernando Valley, Branton said.

The new facilities would be leased to the film company on a long-term basis. The plant would have a minimum of 10 sound stages and the most advanced studio equipment. At the present time, the company is using four outside studios in addition to its own plant.

TOA Opposes Closed Circuit Series

Theatre Owners of America has gone on record against a recent proposal "to negotiate with the major league baseball clubs for the television rights to the World Series games, with the obvious intention of making the public pay an admission charge or a fee for the privilege of seeing each televised game.

An organization statement charged that the audience would be then limited to a "privileged few," that organizations connected with such a plan would be doing "a serious disservice to millions of Americans," and that "a wave of public indignation would sweep the nation."

TOA-Allied Rift Widens; Time To Use Names: Shor

Asserting that "it's time to name names," National Allied president Ruben Shor, in anticipation of the forthcoming Allied convention, has pledged to "tell all, so that the independent exhibitors may chart their course with knowledge of the facts." "Once the truth is sifted from the current blasts of hot air," Shor said, "the exhibitors can be relied upon to reject counsels of inaction and despair and to unite on a program of positive action."

Shor's statement supports a widely-held belief that the rift between Allied and TOA will be even wider by the time the convention closes its doors. Relations between the two groups are presently at a low ebb, contrasting sharply with the optimistic statements about "merger" coming from both groups during the talks with distribution earlier this year.

Added Fuel

Other statements which tend to support the belief have come from outgoing TOA president E. D. Martin and Allied general counsel Abram F. Myers. Myers expressed his opinion that the promise that Allied secured from the Department of Justice to give advance notice, through the trade papers, of all proposed theatre acquisitions, has "led to the rupture" between the two organizations.

Martin, taking leave of his office as TOA president, said that his administration had worked hard to bring about better understanding between TOA and Allied, but that the organizational makeup of the two organizations, "not to count the personalities involved," make a merger or newly formed association unlikely in the near future.

Replying, S. J. Goldberg, national director, Wisconsin Allied, said:

"I was sure glad to hear that that guy Martin from Atlanta said that TOA and Allied could never get together. He was absolutely keerect. We just don't think alike. We're just trying to stay in business. We're fighting for our lives. They're fighting too, but to try to make more than they're already making."

Goldberg's ironically-phrased statement

(*Continued on page* 11)

ArbitrationDraft'sPre-Release Provisions Blasted By Allied

WINCHENDON, MASS.—Again blasting industry pre-release and clearance practices, Abram F. Myers this week charged that solutions to these problems as outlined in the new arbitration draft would merely serve to "legalize" such abuses and would be defintely injurious to exhibitors.

Speaking at the convention of the Independent Exhibitors of New England, the National Allied general counsel charged that the deletion of a definition of clearance which was contained in the 1952 arbitration draft, coupled with the retention of the provision permitting the pre-releasing of two pictures per company per year constitute "a deliberate attempt to legalize the pre-releasing practice with all the disruptions and injustices that it entails."

He expressed his amazement that exhibition representatives, and specifically Theatre Owners of America, could have accepted the new arbitration draft under these conditions.

"Evades Decree"

The "fast-growing practice of re-releasing pictures," Myers said, "in its essence is nothing more or less than a palpable attempt to evade the provisions of the decrees in the government's anti-trust case." Claiming that both Stanley Barnes, who heads the anti-trust division of the Department of Justice, and the Senate Small Business Committee have given pre-releases what amounts to their wholehearted approval, Myers singled out Paramount and two of its pictures for special criticism.

"Strategic Air Command," he said, was given a preliminary run in seven selected theatres and then another special run, ahead of the regular first runs, in 601 selected theatres, the latter known as a "merchandising engagement." "The Desperate Hours," he continued, was given a special pre-relase run in 128 theatres.

"How," he asked, "does Paramount, and how can the Department of Justice, reconcile this hand-picking of theatres . . . with the provision common to all the decrees which enjoins all the defendants 'from licensing any feature for exhibition upon any run in any theatre in any manner than that each license shall be offered and taken theatre by theatre, solely upon the merits, without discrimination in favor of affiliated theatres, circuit theatres, or others?'"

Hits Unreasonable Clearances

Myers told the convention that, at his request, the 1952 draft contained an amendment that was calculated to protect subsequent-run and small town exhibitors against unreasonable clearance of the kind not noted in contracts.

The original clearance definition, Myers said, read as follows: "Clearance means the period of time stipulated in license contracts between runs of the same feature within a particular area or in specified theatres."

Recalling the cases under the old consent decree arbitration plan of 1940 in which the distributors "took the position that there was no arbitrable clearance because it was not specified in the contracts," Myers said he insisted that the following clause be added: "— or which regularly occur between the prior and subsequent runs in competing theatres in the absence of any express contract provision describing the same."

The amendment is missing in the current draft, Myers noted.

Other speakers at the convention included Irving Dollinger, a national Allied leader, who called for a $200,000 fund to combat distributors' "illegalities," and Sam Pinanski, president of American Theatre Corp. and honorary board chairman of TOA.

Pinanski told the exhibitors that "the shortage of product is frightening and horrible. There is no sense," he said, 'in continuing to ask the production companies to make more pictures. In their own opinion, the producers are making enough product and are satisfying their stockholders, disregarding the ultimate result to exhibitors who must try to exist on the ridiculous starvation diet."

We Need Foreign Product: Blank

ROME.—Myron Blank, TOA's newly-elected president, has issued a call for continental product slanted more directly toward the U.S. audience. Addressing a convention of the Union Internationale de l'Exploitation Cinematographique, Blank said that foreign producers could earn $50 million annually from 12 good pictures. He cited statistics to show that U.S. movie-goers would have bought more tickets in 1954 if more good films had been available.

Blank denied a "conspiracy" against foreign films, and said exhibitors will play any money-making prospect. "If you better understand the types of pictures that will be successful," he said, "you will develop an industry . . . stronger than anything we have in Hollywood." The Des Moines exhibitor predicted that Hollywood production would continue to decrease as long as the divorcement laws are in effect.

Box-office building was named as one of Blank's objectives during his tenure of office in a statement issued after his election. Other aims are to make the new system of arbiatration work; bring about a single exhibitor organization; prevent theatre closings because of unfair film rentals, and to help bring about more good pictures.

No Soft Pedal For Hot Issues

"Hot issues that will not be soft-pedalled or ignored" will highlight the National Allied's annual convention scheduled for Chicago, Nov. 7-9. Combined TESMA, TEDA and IPA trade shows will share the spotlight.

A seven point agenda set to produce fire works will include film prices, government regulation, circuit expansion, arbitration, admission taxes, COMPO and showmanship problems. Clinics, reports and on-the-floor discussions have been planned.

Some of the problems up for airing will be: COMPO's role as an agent of exhibitor organizations; Benefits derived from last year's tax cut; Circuit expansion and action to halt it; Film rental regulation.

Disney Sets 10 For Release In Greatest Production Period


WALT DISNEY


ROY DISNEY


LEO SAMUELS


NED CLARKE

Marking the greatest production activity in the history of the studio, Walt Disney Productions has announced 10 feature presentations for distribution in the next eighteen months. Distributed by Buena Vista Film Distributing Co., the films comprise the largest program the Disney subsidiary has handled since it was organized in 1953.

The entire program is in color, with one production completed, four in production, three in preparation, and two re-releases. The completed feature, "The Littlest Outlaw," stars Pedro Armendariz and Joseph Calleia. In production is "The Great Locomotive Chase," a CinemaScope civil war drama with Fess Parker, "Secrets of Life," fourth in the True-Life Adventure Series, "Perri," a true life fantasy, and "Davy Crockett and the River Pirates."

In Preparation

In preparation is "Light in the Forest," in CinemaScope, "Toby Tyler," and an untitled production based on Mary Jane Carr's "Children of the Covered Wagon." Scheduled for re-release is "Song of the South" and "Fantasia."

Holding their first national convention since their formation in July 1953, sales and exploitation personnel of Buena Vista Distribution Co. met at the Walt Disney Studios in Burbank, Calif., this week. Conventioneers of the distributing arm of the Disney organization received the 1955-56 outline of the largest releasing program Buena Vista has ever handled.

The distributing organization's members traveled from seven principal districts of the U.S., from the home offices in N.Y. and from major cities throughout the nation. They observed several Disney productions in progress, screened footage of forthcoming films and made a tour of Disneyland.

Leading the contingent of convention delegates from the home office of Buena Vista in New York were Leo F. Samuels, president and general sales manager; Irving Ludwig, vice-president and domestic sales manager; Ned Clarke, vice president in charge of foreign sales; Albert Margolies, ad-publicity-exploitation director; Jesse Chinich, home office sales supervisor; James O'Gara, special sales rep.; Morton Meyerson, art director; Louis Gaudreau, Joseph Burke, Howard Hein, Robert Dorfman, Stephen Keller, Charles Raffaniello and Philip Raue.

District sales supervisors of Buena Vista from various parts of the country included Warren K. Laird, southeast; Herbert Schaefer, northeast; Harris Dudelson, midwest; Leo Greenfield, east central; Douglas Desch, southwest; Marvin Goldfarb, Rocky Mountain; Wendell Bjorkman, Pacific Coast; and Morton Magill, east.


IRVING LUDWIG


AL MARGOLIES

Metro Handling Foreign Sale Of AA-Wyler Pic

Metro-Goldwyn-Mayer will handle most of the foreign distribution of the latest Allied Artists release, "The Friendly Persuasion," William Wyler's first production for the studio, it was announced jointly by Arthur M. Loew, president of Loew's International Corp. and Steve Broidy, AA's president.

The Gary Cooper-Dorothy McGuire starrer will be distributed in the U. S., Canada, Brazil, Mexico, Panama, Argentina and the Caribbean area by AA. Metro, which has a large financial interest in the film, will handle the balance of the overseas market.

Ad Cites 'Oscar's Girl'

"Oscar's Girl Friend" is featured in the 55th COMPO ad on film subjects to appear in "Editor & Publisher." Revealing a statuette of a woman reaching for a star, the ad asks editors to come up with a name for the "girl friend," who will be awarded to the first Audience Awards winners. "Some day," the ad states, "she will take her rightful place beside the world famous Oscar of the Academy of Motion Picture Arts and Sciences."

COMPO Ballots Name Audience Poll Nominees

With final nominations made by the country's theatre operators for COMPO's first annual Audience Awards election already announced, exhibitors are taking a lead from the Academy Awards campaigns and preparing to re-book winning pictures and candidates during the generally slow pre-Christmas season.

The winners of the election, which will be held from November 17 to 27 at a probable 8,000 theatres, will be announced at elaborate ceremonies in Hollywood approximately two weeks after the final ballots are cast. Thirty million ballots are expected to be cast.

Announcing the final group of nominations, Elmer C. Rhoden, national chairman of the industry's Audience Awards committee, said that the "most promising newcomer" category was of special interest to theatre men and film producers, as the vote in this category will reveal public preference regarding new personalities.

Best Picture: "The Bridges of Toko-Ri," "Battle Cry," "Blackboard Jungle," "Country Girl," "Interrupted Melody," "The Long Grey Line," "Love Me or Leave Me," "Love Is A Many Splendored Thing," "A Man Called Peter," "Mister Roberts," "Not As A Stranger," "Rear Window," "Sabrina," "Seven Year Itch," "A Star Is Born," "Strategic Air Command," "There's No Business Like Show Business." "To Catch A Thief," "20,000 Leagues Under The Sea," "White Christmas."

Best Performance by an Actor: Marlon Brando, "Desiree;" Humphrey Bogart, "Left Hand of God;" James Cagney, "Love Me or Leave Me;" Gary Cooper, "Vera Cruz;" Bing Crosby," The Country Girl;" James Dean, "East of Eden;" Tom Ewell, "Seven Year Itch;" Henry Fonda, "Mister Roberts;" Glenn Ford, "Blackboard Jungle;" Glenn Ford, "Interrupted Melody;" William Holden, "Bridges of Toko-Ri;" William Holden, "Love Is A Many Splendored Thing;" Burt Lancaster, "Vera Cruz;" James Mason, "A Star is Born;" Tyrone Power, "The Long Grey Line;" James Stewart, "The Man from Laramie;" James Stewart, "Rear Window;" James Stewart, "Strategic Air Command;" Richard Todd, "A Man Called Peter;" Spencer Tracey, "A Bad Day at Black Rock."

Best Performance by an Actress: June Allyson, "A Woman's World;" June Allyson, "The McConnell Story;" June Allyson, "Strategic Air Command;" Leslie Caron, "Daddy Long Legs;" Dorothy Dandridge, "Carmen Jones;" Doris Day, "Love Me or Leave Me;" Doris Day, "Young at Heart;" Olivia DeHaviland, "Not as a Stranger;" Ava Gardner, "The Barefoot Contessa;" Judy Garland, "A Star is Born;" Susan Hayward, "Untamed;" Audrey Hepburn, "Sabrina;" Jennifer Jones, "Love Is A Many Splendored Thing;" Grace Kelly "Country Girl;" Grace Kelly, "To Catch a Thief;" Marilyn Monroe, "The Seven Year Itch;" Maureen O'Hara, "The Long Grey Line;" Eleanor Parker, "Interrupted Melody;" Jean Peters, "A Man Called Peter;" Elizabeth Taylor, "Last Time I Saw Paris."

Most Promising New Personality—Male:

(*Continued on page* 28)

HERBERT J. YATES
presents

RAY MILLAND

in a distinguished motion picture

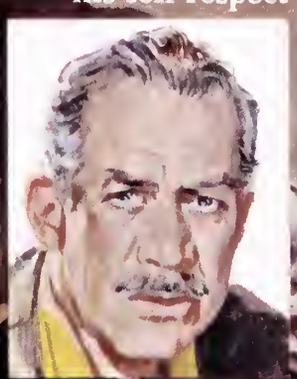
in one of the
finest roles of a
great career as
WES STEELE
the man who seeks
refuge from a
notorious reputation

and co-starring in
equally exciting performances

MARY MURPHY
as NADINE CORRIGAN
. . . a lonely and loveless
girl unwittingly harbors
a desperate fugitive



WARD BOND
as GIL CORRIGAN
. . . he gambles his
life to retrieve
his self-respect



WES STEELE says:
"Mesa is a rotten little town—with
more rotten people than it's worth—
but for once you're going to
listen to the truth—"



A MA

in TRU

Directed by R. MILLAND Screenplay by JOHN TUC



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R BATTLE Story by MORT BRISKIN A REPUBLIC PICTURE

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An extravaganza of top entertainment

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NOVEMBER 4TH, 1955
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DRESS INFORMAL

Pioneers! Rush your reservation now to:
Motion Picture Pioneers, 729 Seventh Avenue, New York City.

MEMBERSHIP IN THE MOTION PICTURE PIONEERS IS OPEN TO THOSE HAVING 25 YEARS OR MORE IN EXHIBITION, PRODUCTION, DISTRIBUTION OR LABORATORY THROUGH APPLICATION TO THE ORGANIZATION AT 729 SEVENTH AVENUE, NEW YORK CITY

Open Letter

The following letter was sent by Harry Brandt, president of the Independent Theatre Owners Association of New York, to Alfred E. Starr, chairman of the TOA executive committee on October 26th:

"In its coverage of the recent TOA convention in Los Angeles, the New York Times of October 10th published brief excerpts of remarks attributed to you, in closed session of the meeting, about CinemaScope.

"Since the reliability of this great newspaper is beyond reproach, and since I have seen no denial on your part of the accuracy of the reporter, I can only assume that your statements were planned before you spoke your piece and that you did not 'throw away the script' and plunge into an unpremediated diatribe.

"According to reliable information, you could not possibly have arrived at your conclusion based on your own experience.

"Just About Done"

"The Times story quoted you as telling your colleagues the anamorphic lens system of projection, used in such processes as CinemaScope, is 'just about done.' Only a few days later, on October 13th, the trade press quoted Mr. Spyros P. Skouras, president of 20th Century-Fox, as saying that there are already in the United States alone 15,750 CinemaScope installations, and that the current rate of additional installations is from 90 to 100 per week.

"All of these exhibitors couldn't possibly have such dulled vision for the future of their business to make these investments if there were any possibility of your being right. What folly is it that has resulted in 15,750 installations out of a possible 23,000 situations? Is it possibly because Mr. Skouras' honor and stature in the motion picture industry carry more weight with theatre owners than the crystal-ball gazing of Alfred Starr?

"What Cynical Explanation?"

"What cynical explanation can there be, Mr. Starr, of the fact that over 40 foreign countries already boast more than 13,000 CinemaScope installations out of a possible 17,500 situations featuring American films? Obviously, these overseas exhibitors must know something. For instance, they must know that the CinemaScope process has caught the imagination of people everywhere. Even in countries where television is not as vital a competitor as in the United States, even where there apparently has not been raised a hue and cry for something new and different, CinemaScope installations are proceeding apace. Even where television has not yet reared its multi-dialed head and boxoffices were thriving, the impact of CinemaScope has been nothing short of sensational.

"May I humbly offer the suggestion that the answer lies simply in the towering superiority of CinemaScope over the old-style 2-Ds.

"Do you recall, Mr. Starr, the grim, dark days and years from 1948 to the early part of 1954, when perhaps 6,000 American theatres alone were forced to close, careers displaced and livelihoods destroyed?

"Do you recall the new vitality that infused the industry with the advent of CinemaScope, on which Mr. Skouras admittedly risked the future of his company and, indeed, his own shirt?

"Do you recall the gratitude of exhibitors whose boxoffices suddenly came alive with the installation of CinemaScope? And the increased attendance even at theatres without CinemaScope because it was CinemaScope which revived interest everywhere in motion pictures and once more restored it to its rightful place as the world's best and most popular entertainment?

"You predicted, the Times said, an end to wide-screen systems using anamorphic lenses because of a "built-in disability and because Hollywood directors hate CinemaScope, since they cannot compose their pictures properly with it."

"Spare The Time"

"Can you spare the time from your speechmaking, Mr. Starr, to confer with the scientifically-trained engineers and technicians of Bausch & Lomb and 20th Century-Fox, and chastise them in person for their sloppy blueprints and unfruitful formulae? I am sure they would welcome your mathematical advice and experience.

"But before you pack your optical computations, I would appreciate it if you would compose a list of Hollywood directors who hate CinemaScope, or, indeed, a list of leading directors who have not made pictures in CinemaScope. As for the proper composition of pictures in CinemaScope, I know of no anti-CinemaScope resolutions on record from directors, cinematographers, exhibitors or the paying public.

"The facts, Mr. Starr, speak for themselves. Obviously, too, you are speaking for yourself for I hear no second to your motion. Parliamentary procedure, sir, would dictate that you withdraw it for the common good of all of us who depend on the boxoffice for the sustenance of those we love."

Allied Convention To 'Name Names'

(*Continued from page 5*)

also criticized Mitch Wolfson, Pat McGee and Harry Brandt, and took most industry trade papers to task for opposing Allied policies. "How cum all the little guys keep on reading that stuff that you trade papers put out," Goldberg wanted to know.

"It's just too bad that there's only one independent writer in our racket," Goldberg said. "Peter Harrison is the only guy that can say what he wants without worrying about somebody taking an ad away from him. Maybe I'm jumping at conclusions but it sure seems funny that everything Allied does is wrong and everything TOA or the film companies do is good. I wish you guys'd be more careful or you'll give us Allied fellows an inferiority complex," he concluded.

Meanwhile, the United Theatre Owners of Oklahoma, headquartered in Oklahoma City, has taken the unusual step of applying for membership in both TOA and Allied.

Bernard McKenna, vice-president, and E. R. Slocum, executive secretary, will represent UTO at the Allied convention in Chicago, where the conclave is expected to act favorably on their application for membership.

The Oklahoma organization has already received an invitation from TOA to affiliate with that group and reportedly will accept the offer at their next meeting on Nov. 14.

UA Signs Grable

United Artists has announced further expansion of its production roster with the formation of Betty Grable's first production company, which will film at least three Grable starrers for UA release. Arrangements have also been concluded with the producer-directing team of Arthur Gardner, Jules Levy and Arnold Laven for UA finance and distribution of three major films, under their Gramercy Pictures label.

Goldwyn Hits Majors' TV Films



Marlon Brando and Samuel Goldwyn sign autographs as they emerge from a sneak preview of Goldwyn's "Guys and Dolls." Inside the Santa Barbara theatre, Jean Simmons, co-star with Brando, sits with husband Stewart Granger awaiting the screening.

Samuel Goldwyn this week slammed the TV film experiments of the major studios as being deterrants rather than stimulants to the movie business. "You can't make a good show for only $65,000 and expect to spend a good part of that time plugging your own pictures," he said.

According to the veteran producer, the "movie habit is gone," and only good films will get the public to the theatres. "For bad pictures, they can stay home and watch bad television." He added that the new processes are less important than a really good story. "A bad story on a wide screen is twice as bad," Goldwyn said.

Goldwyn expressed his belief that television should be done on film where it can be "re-worked." Calling TV the "greatest thing that has happened in my time," the producer indicated that it is nevertheless impossible to provide 16 hours of good entertainment daily. The stories and the talent just aren't there, he said.

A New Star



Dana Wynter, newly-hailed star of 20th-Fox's "View From Pompey's Head" is greeted by Robert C. Rothafel, new managing director of the Roxy Theatre, at the premiere of "The Girl in the Red Velvet Swing" another Fox release.

Kansas Blue Law Ban Upset By "Moon" Ruling

WASHINGTON.—The Kansas ban on "The Moon Is Blue" this week was overturned by the Supreme Court. The highest court gave no reason for its action, but did cite previous decisions in the "Miracle" and "M" cases in which censorship was defeated on the grounds of vague and indefinite statutes. Since the original ban on "Moon," Kansas had revamped its censorship laws in an attempt to conform with the Supreme Court decisions in the cases cited.

The film was censored as "obscene, indecent and immoral." Holmby Productions took the case to the courts and the ban was voided by the District Court, which cited the Supreme Court decisions. The Kansas Supreme Court reinstated the ban, while refusing to view the film on the grounds that it could rule only on whether the censors acted arbitrarily and could not substitute its opinion for that of the censors.

Holmby then successfully asked the U.S. Supreme Court to overrule on a number of grounds, including lack of judicial review of the opinions of the censor, unconstitutionality of advance censorship of films, and the lack of clarity and exactness in the Kansas censor statutes.

Eudy Heads Tri-State

MEMPHIS.—Charles Eudy, Houston, Miss., was elected Tri-State Theatre Owners Association president succeeding Nathan Flexer, Waverly, Tenn., who presided over the 46th annual convention. Elected also were vice-presidents Leon Rountree, Holly Springs, Miss.; Alton Sims, Memphis, and Doyle Branscom, Harrison, Ark. Roy L. Cochran, N. Little Rock, Ark., was elected secretary-treasurer.

Ornstein ATOK Prexy

LOUISVILLE, KY.—E. L. Ornstein has been elected president of Allied Theatre Owners of Kentucky. At the first annual election of officers and directors, Joseph M. Reiss was chosen vice-president and Fred Switow, secretary and treasurer.

. . . NEW POSITIONS

MERVIN HOUSER has been appointed director of publicity for the RKO Radio Studio. Houser, who was formerly executive assistant to Perry Lieber at RKO, is a veteran of 20 years has also been eastern director of ad-publicity-exploitation for RKO.

MANNY REINER has been named general sales manager of Italian Film Export Releasing Corp. Formerly vice president in charge of sales for Guild Films, Reiner succeeds Bernard Jacon, recently resigned.

IRA TULIPAN has been named to the post of publicity manager for 20th-Fox. He has been a member of their advertising and publicity staffs since 1942. MEYER HUTNER has vacated his position of publicity mgr. for 20th-Fox to fill the post of account exec. in charge of promoting the new CinemaScope "55" process.

CHARLES COHEN has been named to the newly-created position of assistant Eastern advertising and publicity mgr. of Allied Artists. Cohen recently resigned as 20th-Fox assoc. adv. mgr.

CHARLES L. LEVY has been appointed national magazine publicity contact for 20th-Fox, succeeding Lowell Benedict, resigned. Levy served as publicity and exploitation director for Walt Disney for 12 years.

KENNETH EVANS, former associate story editor of Columbia Pictures, has been elevated to the post of studio story editor.

ROBERT KIRSTEN has been named New York editor of Walt Disney's Mickey Mouse Newsreel.

RUDI FEHR will fill the newly created position of post-production executive for Warner Bros., coordinating music, sound, lab, special effects and inserts departments.

DR. ROBERT LEBARON, former Deputy to the Secretary of Defense for Atomic Energy, has been retained as consultant on Cinemera's projected "Atoms For Peace" film.

DAVID HANNA has been signed as head unit publicist for Stanley Kramer's "The Pride and the Passion."

FRANK GREENFIELD, formerly with the William Morris Office, has joined the sales staff of Mel Gold Productions.

MORT SIEGEL, formerly with RKO as foreign legal and operations executive, has joined Sol Lesser Productions in an executive capacity, devoted to foreign operations.

LEON FELDUN, formerly a member of UA's foreign executive staff in their home office, has been elevated to general sales manager in Germany, with offices in Frankfort.

SIDNEY COOPER assumes command of United Artists' Central district as branch mgr. Formerly he served as Washington mgr. for the studio. ALBERT M. KANE has been promoted to succeed Cooper as Washington branch mgr. Kane served in various key managerial positions for Paramount in the past 30 years.



SID COOPER



AL KANE

TERRY TURNER of General Teleradio has been named special consultant to work with Perry Lieber and his staff on RKO's "The Conquerors."

High Court Rules Out Jury In Percentage Suit

WASHINGTON.—The Supreme Court has refused to review lower court decisions denying a jury trial to exhibitors in a consolidated case involving charges by the major distributors of percentage fraud, and the following counter-suit alleging distributor antitrust violations. Narragansett Pier Amusement, Artcraft Pictures and the Stanzler Brothers, all of Rhode Island, asked for a trial before a jury. Meanwhile the Federal District Court referred the case to a special master, and the trial has been proceeding while the appeal for a jury has been in progress.

UA-Figaro Set Nine

Arthur B. Krim, president of United Artists and Robert Lantz, exec. vice-president of Figaro Inc. this week announced an agreement under which Figaro will make nine features for UA release during the next four years, five of which will be produced, directed and written by Joseph L. Mankiewicz. At least two of the properties will be produced initially as stage plays.



Seymour Poe (center), executive vice-president of the Italian Film Export Releasing Corp. introduces to the press IFE's new general sales manager, Manny Reiner (left). Eastern division sales mgr. Seymour Schussel is seated at Poe's left.

Warners Announces Sales Force Realignment



Ben Kalmenson, Warner Bros. vice-president, congratulates studio sales executives involved in promotions and realignments. L to R: John F. Kirby, new midwest sales mgr.; Roy Haines, head of new West Coast division; Kalmenson; W. O. Williamson, Jr., southern sales mgr.; and Grover Livingston, new southeastern sales mgr.

"The way is open to a truly golden era for the motion picture industry," declared Maj. Albert Warner at the closing session of his studio's home office meeting of sales executives. Warner forsaw a "continued climb of the industry's business barometer" as long as his and other companies produced and distributed top quality films.

The WB vice-president pointed to "those pessimists who saw only dire things in this business' future" and surmised that they weren't around in the dark days of the late 1920's or in the hard times of the 1930's. For each time, he said, "this and other American industries defied the signs of the times and came out with renewed strength."

With the establishment of a west coast division with Roy Haines as the division's sales manager, Warner Bros. has announced a realignment of its sales force executives. Haines will have six major offices under his supervision in Denver, Portland, Los Angeles, Seattle, Salt Lake City and San Francisco.

Promotions and realignments are to take effect immediately, according to Ben Kalmenson, WB vice-president in charge of distribution. Kalmenson told a gathering of the company's sales executives that the realignment was made to increase over-all efficiency in national distribution.

John Kirby has been promoted from southern division sales manager to the post of mid-west sales manager. Kirby heads offices in Chicago, Detroit, Milwaukee, Des Moines, Minneapolis, Omaha, St. Louis and Kansas City.

W. O. Williamson, formerly south eastern district manager, will replace Kirby as south division sales manager. Grover Livingston was appointed to replace Williamson. Livingston was formerly Atlanta branch manager, and his replacement will be appointed shortly. Jules Lapidus continues in his post of eastern sales manager.

Coyne Rebuffed By House Group

WASHINGTON.—Robert W. Coyne, COMPO general counsel, has had the unusual experience of having Congressmen refuse to let him thank them on a job well done. It happened when Coyne attempted to read a prepared statement to a House Ways and Means Subcommittee which is currently studying technical matters relating to excise taxes.

COMPO's spokesman had barely gotten seated when subcommittee chairman Aime Forand (D., R.I.) asked whether he had come to discuss rates or technical problems. Coyne answered, "I'm here to ask for nothing. We feel a responsibility to report to you as to the effects of some of your prior actions."

"You are talking about rates," Forand interrupted. "I must insist that unless you have some administrative or technical problem, the subcommittee cannot hear you." He told Coyne that the thanks should be delivered instead to the full Committee. Rep. Noah Mason (R., Ill.) agreed that Coyne had chosen the wrong time and place but agreed with Forand that it was nice to hear praise for a change.

This is what Coyne attempted to tell the subcommittee: Since the admission tax changes the Treasury had received $30 million more from the film industry in combined admission and business taxes than it would have received under the old tax rates.

RKO Announces Net

RKO Pictures Corp. reported a net profit of $150,811 in the nine months ending Sept. 30, including $50,537 in the last three months. Since March 1954, RKO Pictures assets have consisted solely of cash.

Kingsley Tops Columbia Foreign Sales Setup

Columbia Pictures this week announced the establishment of a special Sales Division to handle United States distribution of imported films, having finalized an agreement with Edward L. Kingsley to head up the new operation. Kingsley, who is president of Kingsley International, also retains his present association and will continue to operate his own independent distribution company.



EDWARD L. KINGSLEY

"We will offer U.S. exhibitors only the very finest films from abroad, merchandized and launched in a hand-tailored manner," said a Columbia spokesman." The studio said that further announcements would be forthcoming regarding the actual organization of the new distribution arm.

Two Trans-Lux Subsids Formed For Foreign Pix

"Sales resistance to foreign films has increasingly diminished in recent years," declared Harry Brandt, veteran circuit head, in a press meeting held to announce the formation of two new Trans-Lux Corp. subsidiaries.

They are the Trans-Lux Pictures Corp., for the purchase of exhibition rights to first class foreign productions in the Western Hemisphere and for the financing of a limited number of overseas films, and the Trans-Lux Distributing Corp., for national distribution of these pictures. Present at the meeting were Richard Brandt, president of TLDC and vice-president of TLPC; George Roth, vice-president of the distribution subsidiary; and Harry Brandt, a major stockholder in the new ventures.

Harry Brandt pointed out that the current success of foreign films is largely a result of the acute shortage of U. S. product. He added that foreign pictures can build star attractions out of foreign personalities along the lines of Lollobrigida and Mangano. The presence of U. S. stars, he added, was not essential to commercial success here.

Questioned on TLDC's attitude toward Code approval, Harry Brandt noted that principles of good taste will always be observed, but that the distributing agency "does not want to limit itself to the extent that the outmoded Production Code limits itself." He pointed to the current drive for Code revision which would enable us to compete with the rest of the world for an enlightened view of life."

Twelve releases a year are eventually expected by TLDC, distributed through branches in New York, Chicago, Atlanta, Minneapolis, Washington, Dallas, Los Angeles and San Francisco, and then through sub-distributors.

At present, Richard Brandt said, Trans-Lux plans to release three films through the new subsidiary. Trans-Lux Pictures is also prepared to enter into pre-production deals, and to back its interest in exhibition rights with dollars, he said. Negotiations are now under way with George Minter, producer of "Svengali," Brandt said.

AB-PT Reveals 68% Net Rise Over '54

Reporting a 68 percent rise in estimated net operating profit for 1955 over the previous year, American Broadcasting-Paramount Theatres announced net figures for the first nine months at $5,254,000 or $1.20 per share on 4,137,993 shares outstanding. In 1954, for the same period, net profit was $3,127,000 or 68 cents per share on 3,967,493 shares.

Leonard H. Goldensen, president of the corporation, revealed that theatre earnings were slightly ahead for the first nine months. Business was good in July and August, he said, but disappointing in September. As a result, the full quarter was not equal to the record level of business of last year which was the third best quarter for the theatres since 1950.

20th

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in
Good Morning, Miss Dove



co-starring
ROBERT STACK
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VIVIEN LEIGH • KENNETH MORE
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THE DEEP BLUE SEA
by Terence Rattigan



co-starring
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Produced and Directed by ANATOLE LITVAK
Screenplay by TERENCE RATTIGAN

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The Stars of "The Seven Year Itch"
and "How To Be Very, Very Popular"
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TOM EWELL • SHEREE NORTH
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co-starring
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HOLLYWOOD

. . . on the wire

RICHARD BERNSTEIN, *Editor*
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U-I made two important announcements. The first was the announcement of the acquisition of motion picture rights to "Emperor Jones." Studio purchased the rights from New York impresario Jac Thall, Clifford Cochrane and the estate of the late Eugene O'Neill. The property, which was a hit stage play in 1920, was made into a successful motion picture in 1934, released by United Artists. U-I plans to make the film on a large scale. In a second commique, the studio revealed that Merle Oberon will co-star with Lex Barker in "Cry Innocent," which Howard Christie is producing and Abner Biberman directing. Film rolls this week.

* * *

Rod Steiger, Max Baer and Jersey Joe Walcott has been added to the cast of Columbia Pictures' "The Harder They Fall," which will star Humphrey Bogart and introduce Mike Lane. Philip Yordan is producing from his own screen play based on the Budd Schulberg best seller, Mark Robson will direct. . . . Producer Hal R. Makelim has purchased "Desperate Men," a sea adventure yarn by Hal Richards, and placed it on the production slate of the Makelim plan. Currently shooting under the Makelim plan is "The Peacemaker," James Mitchell-Rosemarie Bowe starrer, with "The Case of Julia Walton" and "The Gay Primitive" on the ready line. . . . Henry Sucher is writing an original story and screenplay for a western set in the period of the Civil War. Edward Finney will produce for Adventure Pictures.

* * *

Paul Kohner concluded a deal with Parisian film producer George Koly on behalf of Yvonne De Carlo, who will play the femme star role in "The Castle of Lebanon." Trevor Howard and Claude Pascal will co-star with Miss De Carlo and Walter Kapp will direct. The film will be made on location in Lebanon in the Mediterranean, with interiors to be shot in Paris.

* * *

Sam Bischoff and Dave Diamond disclosed their acquisition of "The Trek," an original story hy Montgomery Pittman, and its scheduling as a high budget production on their Bischoff-Diamond Inc. slate. They announced the signing of Sherry Jackson, for one of the starring spots. The story concerns a covered wagon group penetrating hostile country, who hide their children in a cavo and aro alternately confronted with Indians, bad weather and other hardships. Some of them sacrifice their lives so that a few can ultimately reach the sanctuary of a fort manned hy Americans. Pittman authored Republic's Steve Cochran-Ann Sheridan starrer, "Come Next Spring." Donna Corcoran and Richard Eyer have also heen signed for the film.

* * *

Italian actress Rosana Podesta will co-star with Alan Ladd in "Santiago," which is based on the forthcoming novel by Martin Rackin, who will produce the film for Warner Brothers. Screen play is being written by Rackin and John Twist. The story takes place in Cuba during the time of the Spanish American War. . . . At Paramount, Robert Parrish was signed to direct "to Tame A Land," which will be made by Marlon Brando's own independent company, Pennebaker Inc., and which will star Brando. The film will be released by Paramount. Brando will play a western badman in the feature, a desparado who dislikes killing. Story is by Louis L'Amour with Niven Busch writing the screen play. George Englund will be associate producer.

* * *

Frank Sinatra's initial production under his Kent Productions banner, "Johnny Concho," for United Artists release, will roll Nov. 28 at California Studios. Don McGuire, who collahorated on the screen play with David Harmon, will direct. William Conrad has been signed to play the lead heavy in the film. . . . Don Siegel will direct "Crime in the Streets," John Cassavettes starrer, at Allied Artists. Producer Vincent M. Fenne'ly has signed Mark Rydel for one of the top roles in the film, which is hased on a television play hy Reginald Rose, who also write the screen play. Film rolls Nov. 3.

* * *

Allied Artists is nearing completion of negotiations with Alpine Productions Inc. for the distribution of "Confession" in the western hemisphere. The film stars Sydney Chaplin, Audrey Dalton and John Bentley. It was produced by Alec Snowden and was directed by Ken Hughes.

* * *

Carl Dudley, president of Dudley Pictures Corp., announced that all experimental work on the anamorphic film process, Super-Vistarama, has been completed and Vistarama Inc. would shortly announce its avai'ability to all producers. Dudley revealed that the process employs the new 65mm cameras, equipped with modified Vistarama anamorphic lenses, using EastmanColor negativo film.

* * *

Robert Wilke has been signed for a featured role in "Raw Edge," U-I picture starring Yvonne De Carlo, Rory Calhoun and Neville Brand. Wilke will play a heavy in the film. . . . Columbia is teaming Judy Holliday with Paul Douglas in "The Solid Gold Cadillac." This will be the first screen teaming of the twosome, which starred in "Born Yesterday" on Broadway. The film will be produced by Fred Koh!mar and directed by Richard Quine. "The Solid Gold Cadillac," was written by Howard

(*Continued on page* 17)

African Locales Cited By Mayer

"The western picture does well, hecause it is adventurous and exciting, hut the public knows that the days of the Old West are gone and that what they are seeing is synthetic," producer-director Gerald Mayer said in Hollywood. "On the other hand," he said, "present-day adventure still exists in Africa."

Mayer has just returned from 3 months on that continent, where he headquartered in Johannesberg, and made "African Drumheat," for African Film Productions Inc., which starred Kevin McCarthy. The project was made in conjunction with the John Schlesinger Organization which partnered with African Film Productions Inc. Executive producer was Edward Dukoff and writer was Larry Marcus. Mayer produced and directed.

"We used some South African actors and imported some actors from London," Mayer said. "Because there is a small picture industry in South Africa enough equipment and technicians were available for us to complete our work."

This was his first chore as a producer-director and he stated that he plans to fill the same roles when he enters independent production in Hollywood. "It makes it easier, you just have to please yourself," he said. Mayer directed "Bright Road," the Dorothy Dandridge - Harry Belafonte starrer at M-G-M and also "The Marauders," which starred Dan Duryea, hefore he went to Africa.

Ahern Named RKO's Production Coordinator

HOLLYWOOD.—Fred Ahern will join RKO Radio Pictures, Inc., this week as Production Coordinator of the RKO Radio Studio in Hollywood, it was announced by Charles L. Glett, Executive Vice President of RKO. Ahern, who resigned last week from his executive post at CBS-TV where he has heen Director of West Coast Television Operations since 1951, will report directly to Glett and will act as liaison between the back lot and Glett's office in all production matters.

Ahern is an expert on European production. He functioned in Europe as production manager for Alfred Hitchcock for three years (1947-1950) and for two years (1938-1939) for Alexander Korda. From 1940 to 1947, Ahern was assistant production manager for David O. Selznick.



Eva Marie Saint and Bob Hope greet Radio City Music Hall president and mng. director Russell V. Downing, on the set of Paramount's "That Certain Feeling." L to R: Melvin Frank and Norman Panama, co-producer-director team, Downing, Miss Saint, Hope, Mrs. Downing and Don Hartman, Para. production head.

Harry Tatelman Picks Top Talent For Cinematic "Wedding of Minds"

By Richard Bernstein

One of the best story minds in the business, Harry Tatelman, producer of the latest Russ-Field film, "Run For The Sun," emphasized how vital director-screen writer teamwork is by pointing to his choice of Roy Boulting, top English director, (Seven Days to Noon) and Dudley Nichols, scripter for many Hollywood hits, for his Richard Widmark-Leo Genn starrer.

"Here is a wedding of minds," Tatelman said, "the ingredients of a spine chilling melodrama."

Tatelman turned producer after being an agent with Music Corporation of America. Later his story sense and motion picture knowledge attracted attention as the head of RKO's story department. From this post, he was elevated to producership, a position in which his early experience with stories and actors, he feels, has proved valuable.

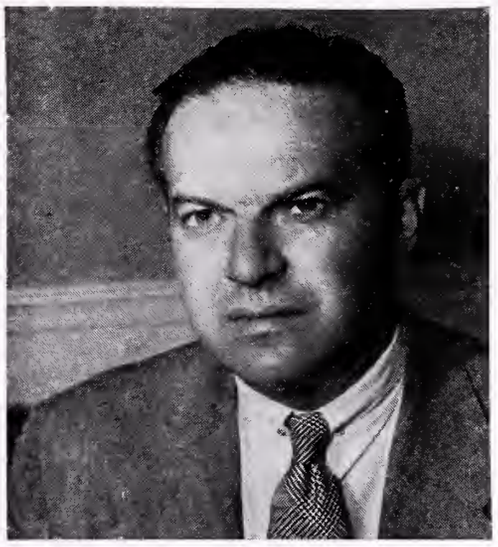
"Throw Away That Crutch"

As a producer, Tatelman believes that a good story takes work in order to be shaped into a top notch movie product. "When ideas are not supported by the right kind of direction, you can forsee a lot of narration as a crutch. It's not a crutch I believe in."

Prior to reporting to Russ-Field, he co-produced "Tambourine" at Columbia with Howard Welsch. Jane Russell and Cornell Wilde starred and it was directed by Nicholas Ray. Tatelman described it as an "exciting theme."

"It's the story of gypsies and it tells the tale of the younger brother of the Gypsy King who doesn't want to replace the ailing ruler as head of the tribe. The King figures that if he can settle his brother in marriage, all will be well. He buys the brother (played by Wilde) a wife. Wilde shuns the woman, who is played by Jane Russell. She attempts to seduce him and then throw him over, but the plan boomerangs when she falls in love with him herself.

Tatelman, who produced one of RKO's top grossers of all time, "Underwater," an innovation in underwater camera work, believes that "a quality picture will automatically make money, and by quality, I mean, in terms of wide audience appeal, a film that will intrigue and delight."



HARRY TATELMAN

The producers of "Tambourine" provide a climactic whip dance in which husband Wilde tames fiery wife Russell. Tatelman is a great believer in the use of music to enhance the mood of a scene, and that the "score plays a bigger part in motion pictures than ever before."

In his new project, "Run For The Sun," executive producer and husband of Miss Russell, Bob Waterfield, selected Mexico's Isthmus of Tehuenetpac for location after many months of search. The Nichols script is based on a story by Richard Connell.

The producer is under a non-exclusive contract with Russ-Field Productions. At present he is slated to supervise production of "The Big Play." Afterwards he will activate his own independent production company with a top director and screen writer.

"If you try to make the best and you miss a little," Tatelman said in summing up, "you've still got something pretty good. But you can't substitute anything for the very best."



George Nader (left) greets Jeff F. Hardin and his wife on the Universal set for "Congo Crossing." Hardin, city manager of the Wallace Theatres in Lovelland, Texas, won a trip to the recent Los Angeles TOA convention in a circuit contest.

HOLLYWOOD...

(*Continued from page* 16)

Teichman and George S. Kaufman, and was a hit the 1953-54 season on Broadway and since has been touring the U. S.

* * *

"Mr. Adam," the story of a shy man who finds that he is the only man in the world who can be a father, has been purchased by the King Brothers and will be put into production in Dec. for RKO release. It will be distributed by RKO under the present distribution agreement existing between the King Brothers Productions, Inc. and RKO. "Mr. Adam" is the best selling novel by Pat Frank, which was published by J. B. Lippincott Co. and which to date has sold over a million copies.

* * *

"Gun For A Coward," an original screen play by R. Wright Campbell, was bought by Universal-International, and William Alland has been assigned to produce the psychological western drama. The story, set in the West of the 1880's, deals with a rancher's son who becomes branded a coward because he avoids fights.

* * *

"Les Girls," a gay, romantic story of four beautiful show girls and their loves and careers in Paris, has been purchased by Sol Siegel as one of his first major productions for M-G-M. The picture will have an all-star cast headed by Leslie Caron, Cyd Charisse and Carol Haney, and Siegel hopes to sign Jean Simmons as the fourth member of the quartet.

"Oscar" Governors OK 17 New Memberships

Seventeen new memberships in the Academy of Motion Picture Arts and Sciences have been approved by the board of governors, George Seaton, president, has announced. Invitations will be issued to Mel Blanc (actors branch); Robert Burks, Boris Kaufman, and John F. Warren (cinematographers); Jay Blackton and Leonard Rosenman (music); Samuel Goldwyn, Jr. (producers); Paul Simqu (public relations); Nicholas George, William B. Justice, Alex Lovy, Denis Sanders, Terry B. Sanders, Paul J. Smith, and Gilbert H. Turner (short subjects); Jack A. Barry and Harlan Wilkinson Phillips (members-at-large). The board also voted associate membership invitation to James L. Saphier. Carl Schaefer (executive branch) was approved by the board for reinstatement.

Museum Theatre Blends Old Classics And New Films

HOLLYWOOD.—The newly reopened Carmel Museum Theatre will open its 25th anniversary celebration Nov. 3 with an unusual festival which combines film classics with new releases. The first bill brings back Mack Sennett's famous "Tillie's Punctured Romance" and a major recent release.

The museum opened its doors with Richard Barthelmess in "Classmates." Charles Tarbox, manager of the landmark theatre, is the owner of one of the largest private silent film libraries in the world. Sennett's comedy will mark the first playing of a silent film in the one-time Fox West Coast house since the advent of sound film.

The film program will go back to the Edison collection days, 1895-1900. Included in the repertoire is E. V. Porter's "The Great Train Robbery," Selig's "Jimmy Hayes and Muriel," with Tom Mix, Vitagraph's "The Sawmill," D. W. Griffith's "Enoch Arden" and others with Mabel Normand, Fatty Arbuckle, Gloria Swanson, Ben Turpin, Wallace Beery and Mary Pickford.



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THE DESPERATE

co-starring

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Produced and Directed by WILLIAM WYLER · Screenplay by JOSEPH HAYES · Adapted from

"Not since 'The Petrified Forest' does Bogart show the ferocity he spreads on the screen in 'The Desperate Hours'."
—NEW YORK TIMES

"Bogart scores in the type of role that first zoomed him to stardom."
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"Bogart is chillingly evil...in one of most nerve-wracking thrillers ever written."
—LOS ANGELES HERALD & EXPRESS

"Bogart ruthless as a serpent . . . in a memorable picture."
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"Suspense never lets up!"
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"Sure to be up for Academy Award."
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"The thriller-diller of the year."
—TIME MAGAZINE

"Super's the word for such thrill-chills. Super-super-super."
—LOS ANGELES EXAMINER

"Fierce, exciting entertainment."
—BOSTON HERALD

"Year's top suspense thriller."
—HOLLYWOOD CITIZEN NEWS

"Click pic all the way."
—VARIETY

"A money picture."
—HOLLYWOOD REPORTER

"Tremendous 'want to see' potential in top grossing film."
—BOXOFFICE

"Sensational piece of entertainment."
—FILM BULLETIN



HOURS

OUNG · MARY MURPHY

el and play by Joseph Hayes

VISTAVISION

MOTION PICTURE HIGH-FIDELITY

REGIONEWS

ALBANY

Harold Gabrilove, pres. of RTA Distributors, was elected chief barker of the local Variety Club, to succeed George H. Schenck, mgr. of Tri-State Automatic Candy Corp. Jules Perlmutter of Perlmutter Theas. and Norman Jackter, Columbia mgr., will be delegates to the International convention in N.Y. next May. Variety is now in its new quarters at the Sheraton-Ten Eyck. . . . Co-chairmen Ray Smith, Warner mgr., and Elias Schlenger, Fabian div. mgr., set their sights on $5,000 in the 6th annual Christmas Salute to the Will Rogers Memorial Hospital. . . . Mrs. Ottile Fearing resumed her duties as mgr. of the S-W Avon in Utica, following a maternity leave. She recently gave birth to a daughter. . . . Reported that Joseph Liss, regular S-W dist. mgr., has been permitted to leave the hospital in Worcester, Mass., where he was being treated for serious injuries received in an auto accident. . . . Irwin Ullman, supervisor of area drive-ins for Fabian, welcomed a new daughter, his second.

ATLANTA

The Ritz, Tallahassee, Fla.'s only art theatre, opened for its 1955-56 season. Specializing in foreign and off-beat product, it will run Mon. thru Fri. . . . Blair Theatre, Blairsville, Ga., recently taken over by Preston Henn, will receive a CinemaScope installation in Dec. . . . James M. Attaway and Donald Hanna acquired the Glades Theatre, Moore Haven, Fla., from R. E. Burchard. . . . Tos Drive-In, Claxton, Ga., purchased a new insect fogging machine. . . . W. P. Riggins, owner of the Strand, Jasper, Ga., bought an all-acre tract for a new ozoner, to be the second for that city.

Mrs. Claude Lumley was appointed mgr. of the Dixie, Wrightsville, Ga. Front of the theatre will be redecorated and the interior improved. . . . Proceeds from the local WOMPI's Hallowe'en party, held at Variety Club headquarters, were set aside to start a fund for the national convention, scheduled for Atlanta, Oct. 4-5, 1956. . . . M. C. Moore is new owner of the Coosa Theatre, Gadsden, Ala. . . . Henry W. Fancher, owner of the State, Ft. Lauderdale, Fla., has taken over the Ridge Theatre at Sebring. . . . Bobby Cobb plans to open his new ozoner at Tuscaloosa, Ala. on Nov. 19.

Mgr. Marvin Bewton and projectionist Bill Emerson, charged with exhibiting obscenity in showing of "Garden of Eden" at Twin Drive-In, Pensacola, Fla., were acquitted by a jury which deliberated only 17 minutes. . . . Paramount's Memphis branch office has been transferred from supervision of the Dallas office to division headquarters in Atlanta. . . . Carlton Bowden, mgr. of the Arcade Theatre, Ft. Myers, Fla., was appoitned finance campaign mgr. for the Salvation Army's annual fund drive. . . . Crescent Amuse. Co. was upheld by the Ala. Supreme Court in its appeal from a $2,333.33 verdict in a damage suit filed in Decatur, Ala., which grew out of a wreck in front of the Sunset Drive-In in 1953.

Twilight Drive-In, W. Palm Beach, Fla., installed CinemaScope, also the Municipal Theatre, Apoka, Fla. . . . Gov. Folsom of Ala. appointed Dan Davis of the Norwood Theatre, Florence, to the State Docks Board, representing the 8th Congressional District. . . . Harold Fischer, long time with Compco Corp. of Chicago, Ill., resigned to enter his own film company in Orlando, Fla. . . . Doris Moore, former booker for Howco Films, became the mother of a boy in Miami, Fla. . . . Johnny Davidson, former Warner sales rep., now with WAGA-TV, has a new baby girl.

BOSTON

Elihu Glass leased his Majestic Theatre, W. Springfield, to Murray Lipson of Holyoke, who has been a projectionist in that area. Affiliated Theas. is handling buying and booking for the new management. . . . Joe Tuttle, mgr. of the Saxon, Fitchburg, was rushed to the hospital for an emergency appendectomy the same week his wife gave birth to a daughter, their second child. . . . Marshall Swartz, nephew of Benjamin Sack, owner of the Beacon Hill Theatre, is training to become asst. to mgr. Harry Harding. Swartz, who is studying business administration at Boston U., replaces Ozzie Klatskin, who resigned to continue his engineering studies at Northeastern. . . . Clarence Hastings, projectionist at 20th-Fox passed away.

Ernie Warren, owner of the Paramount, Needham, added a new gimmick to his Jimmy Fund drive with excellent results. He lined up 40 youngsters between ages of 8 and 12, gave them Jimmy Fund cans and offered them two passes if they returned a can filled with money; one pass if only half filled. . . . Joseph E. Levine, pres. of Embassy Picts. who has world-wide distribution of "Wiretapper," is flying to Europe to set up deals in England and France and to look over new foreign product. . . . Clayton Hazelwood, former mgr. of the Puritan, Roxbury, was appointed asst. mgr. to Nick Lavidor at the University, Cambridge. . . . Mel Davis, Republic Head booker, was married to Glenys Blumenthal on Oct. 30.

The three millionth patron of the Cinema Theatre, Framingham, will receive a season pass, and 40 other lucky customers gifts from local merchants in honor of the occasion, which mgr. Lloyd Mills expects to happen early in Nov. Incidentally, Mills is receiving congratulatons on the birth of his fifth child, named Andrea. . . . Francis Perry, Jr., who operates the Orpheum, Foxboro, for his father, has turned over buying and booking to Daytz Ents. . . . Al Arzigian, operator of the Park, Montello, for four years, decided not to reopen after summer closing and is disposing of the projection equipment.



The five men most responsible for bringing Rodgers and Hammerstein's "Oklahoma!" to the screen in the Todd-AO process gathered at the Rivoli Theatre in N. Y. during the week-long celebration inaugurating its long run. L to R: George P. Skouras, pres. of Magna Theatre Corp., whose business genius supplied the financing; Fred Zinnemann, who directed the first picture in Todd-AO; Richard Rodgers, who created the music; Dr. Brian O'Brien, who invented Todd-AO, and Oscar Hammerstein II, who wrote the words and lyrics.

BUFFALO

A committee of city executives has been named to raise funds for a painting of Elmer F. Lux, head of Elmart Theatres, to be presented to him upon his retirement as president of the Common Council on Dec. 31. . . . Louis Sanell is operating the Masque, one of Buffalo's oldest community theatres, on a part-time basis. . . . Murray Whiteman, past chief barker of Variety Tent 7, is recovering from a mild heart attack in Millard Fillmore Hospital. . . . Lou Levitch, mgr. of Schine's Granada, reported an entire row of seats slashed by young hoodlums. He has arranged to have a couple of cops in the theatre Friday nights, which seems to be a favorite for property damage activities.

CHARLOTTE

A 25-acre site, two miles north of Raleigh, N.C., has been purchased by Consolidated Theas. for construction of a $250,000 drive-in to accommodate 1,200 cars. . . . Exchange employees of Local F33 and B33 resumed their meetings and activities this month. Columbia's Rosaline Hutton and Warner's Thelma Culp are business agents. . . . W. Frank Harris of Harris Theatre Supply, a member of the executive committee of the local branch of the Foundation for Infantile Paralysis, is back from a meeting at the Warm Springs, Ga. hospital. . . . Sunday motion pictures have been authorized by the City Commissioners of Mt. Airy, N.C. . . . Starlite and Century drive-ins at Lincolnton, N.C., and the Lester Theatre in Cherryville, were taken over by Stellings-Gossett Theas.

CHICAGO

Jack Kirsch, gen. chmn. of Allied's 1955 National Convention, announced that Ruben Shor, pres. of Allied, will make the keynote

CHICAGO (cont'd.)

address on Nov. 7 at the Morrison Hotel. . . . B&K attorney Arthur Goldberg was in Rockford, Ill. to complete deal for acquisition of Great States' Auburn Theatre there by Johnson theatre interests. . . . Raymond G. Ross and Tyrus Anderson named co-mgrs. of Pickwick Theatre, Park Ridge, with John Sabis as asst. mgr. . . . Lee Afblack is new mgr. at the York Elmhurst. . . . B&K gives up its lease on the 3,200-seat Belmont Theatre on Nov. 1, to be operated by an independent group headed by Jack Bullis of Melrose Park.

Deal for use of the McVickers Theatre for run of "Oklahoma!" is under discussion. Jones-Linick-Schaefer, lessees, are conferring with the Board of Education, owners of the property, regarding modernization to make possible the Todd-AO installation. . . . Ken Pritchet named mgr. of Schoenstadt's Piccadilly following retirement of Herb Ellisburg because of ill health. . . . Elizabeth Wetter, oldest active employe on film row and secy. to Universal branch mgr. L. R. Berman, is at home convalescing from her recent illness. . . . B&K starting stage shows at the southside Regal on Nov. 25, using stars of hi-fi records. . . . Dave Barrett, mgr. of the Carnegie Theatre, is in London on business.

Dave Wallerstein, B&K gen. mgr., back from Hollywood conferences on forthcoming premiere of "Guys and Dolls" at the Chicago Theatre, Nov. 11, minus stage show. Evening admission will be $1.80; matinee $1.25. . . . Royal Theatre reopened under management of Clyde Winans. . . . John Balaban and wife are due back from a European vacation on Nov. 15. . . . Hanns Teichert, theatre decorator, completed jobs for Great States' Paramount, Aurora, Ill.; Granada and Palace, South Bend, Ind.; Essaness' Woods Theatre, Chicago. . . .Richard A. Kubick, asst. mgr. at the Highland Theatre became engaged to Maureen Curren.

Watch These Dates!

Nov. 4: New York—Motion Picture Pioneers 17th annual dinner — Waldorf Astoria.

Nov. 5-9: Chicago—Allied States Association convention—Hotel Morrison.

Nov. 6-8: Jacksonville—Motion Picture Exhibitors of Florida annual convention—Roosevelt Hotel.

Nov. 6-9: Chicago—International Popcorn Association convention, Hotel Morrison.

Nov. 6-9: Chicago—Allied States Assn. annual TESMA-TEDA-IPA trade show—Morrison Hotel.

Nov. 11-13: Los Angeles—Colosseum of Motion Picture Salesmen of America convention—Ambassador Hotel.

Nov. 13-15: Charlotte—Theatre Owners of N. & S. Carolina annual convention—Hotel Charlotte.

Nov. 17-27: COMPO's first annual Audience Awards Poll—final balloting.

Nov. 21-22: St. Louis — Missouri-Illinois Theatre Owners annual convention — Hotel Chase.

1956

Jan. 22: Los Angeles—Screen Producers Guild Milestone Award Banquet, honoring Cecil B. DeMille—Beverly Hilton Hotel.

March 21: Hollywood — 28th Academy Awards presentation.



Burt Lancaster and Gina Lollobrigida, stars of United Artists' "Trapeze," discuss telecast plans with Ed Sullivan in Paris' famed Cirque d'Hiver, where circus scenes for the Hecht & Lancaster CinemaScope production are being filmed.

CINCINNATI

Anna Bell Ward, pres. and gen. mgr. of Somerset Amuse. Co., backed up her belief in future of the industry with an investment of $10,000 for a face lifting job on the lobby alone of her Virginia Theatre, Somerset,Ky., plus added interior renovations. Her Kentucky Theatre is also being renovated. . . . Tom Fisher is back on the job at Mid-West Theatre Supply, recovered from his recent operation.. . . James Abrose, Warner branch mgr., and James W. McDonald, mgr. for Theatre Owners Corp., area chairmen for the Will Rogers Memorial Fund drive, scheduled a meeting for Nov. 1 in the office of Bob Wile, secy. of ITOO, Columbus, and one in the 20th-Fox screening room for Nov. 2, to brief exhibitors on how to successfully conduct this worthy drive.

O. G. Roaden, Ky. circuit exhibitor, took over operation of the Viv Theatre, Corbin, from James Booze. . . . George Buckner, who operates theatres in Vicco, Blue Diamond, and the Family Drive-In, Somerset, Ky., has taken over the Leatherwood Theatre, Leatherwood, Ky. . . . Gil Reusch, M-G-M's head shipper, is doing nicely at Jewish Hospital after removal of a cataract. . . . Charles Schroeder, Warner's W.Va. sales rep., is handing out cigars on arrival of a third son.

Theatre Owners Corp. has assumed booking and buying for Charles Purvis' Starglo Drive-In, Monroe, O. . . . Phil Fox, Columbia mgr., while on a business trip to W.Va., visited with W.Va. salesman Charles Palmer, who is convalescing at home from an operation. . . . Homer Snook, pres. of Mid-West Theatre Supply, receiving congratulations on arrival of a new granddaughter. . . . Mrs. Carrie Delaney, 58, was in fair condition in Christ Hospital following an auto accident in which her husband John, 65, was killed. The Delaneys own the Jo Ann Theatre, Sardinia, Ohio. . . . Arthur Fine, 47, owner of the Empire and Main theatres, Cincinnati, died of a heart ailment; also the brother-in-law of Max Millbauer, who operated the concession booth at his Belmont Auto Theatre, Dayton.

CLEVELAND

Sheriff Carl Finegan of Elyria, O. declined to serve as movie censor at preview of a film to be booked by Frank Gidlin, operator of the Tower Drive-In. The request followed arrest of movie operator Richard Kline for showing a film which arresting officers said "tended to undermine the morals of youth." Kline is to be tried Nov. 3. . . . Over 30,000 student discount tickets were distributed among school superintendents before opening of "Ulysses" at Stanley-Warner's State Theatre, resulting in excellent attendance.

Variety's "Light a Life" campaign for the Cerebral Palsy Fund now has 500 locations cooperating, according to chief barker Jack Silverthorne. . . . Paramount personnel is making plans for its annual Christmas party, which will be a dinner at Luccioni's on Dec. 19. . . . Oct. 15 marked the kickoff for Columbia's "Jack Cohen Sales Drive." . . . Michel Gould, Paramount salesman, is out of the hospital and back at work with the aid of crutches.

DENVER

Tom Brennan, 41, Northern dist. mgr. of Fox Inter-Mountain and a brother-in-law of pres. Frank H. Ricketson, died in a Laramie, Wyo. hospital following a heart attack suffered while watching a college football game. As a result, the districts in company headquartering have been reshuffled, with Ray Daivs, mgr. of the Metropolitan district, taking over the Northern, to which theatres in No. Colo. have been added; the subsequent houses in Denver added to the Southern district, managed by Harold Rice, and Denver first-run houses supervised by div. mgr. Robt. Selig.

Ralph Batschelet, formerly with Fox I-M as a theatre mgr., has rejoined the organization as mgr. of merchandising, replacing A. J. Plouff, who was killed in a recent plane crash. . . . Gloria Pinney, secy. at Allied Rocky Mountain Ind. Theas., and B. I. Noble, Jr. will be married Dec. 3 in Hastings, Neb. . . . Burl E. Lingle has closed the Star, Estancia, N.M. . . . Gale Poland, mgr. of the Hot Springs, Hot Springs, S.D., was married to Phyllis Kurtsch. . . . Frank H. Ricketson, Jr. was named to the Denver Centennial Celebration Commission, which will plan for the 1958 city centennial. . . . Clarence Olson, former United Artists branch mgr. who has been with radio for some time, was made Rocky Mountain dist. mgr. for United Film Service and will headquarter in Denver.

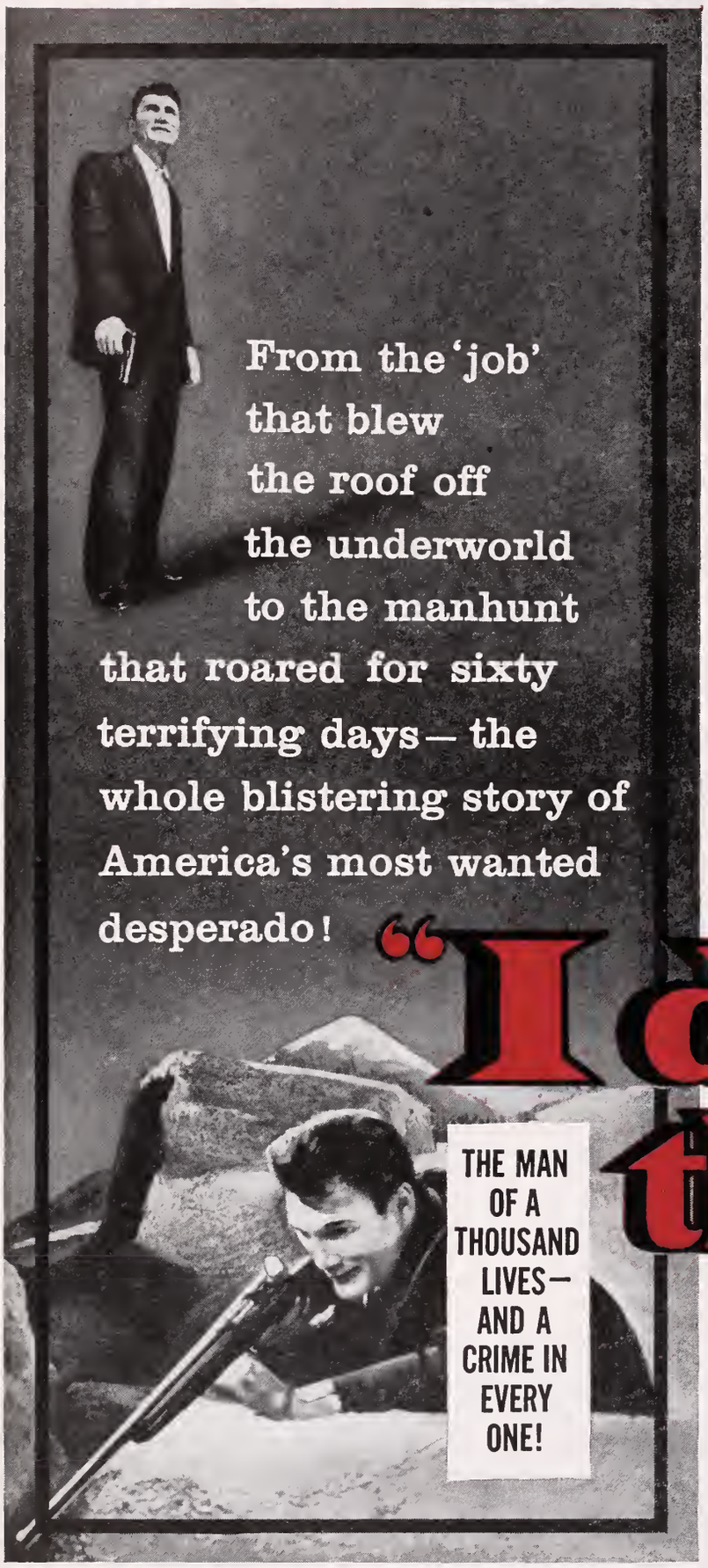
DES MOINES

Some 400 children attended the annual Christmas toy show held at the State Theatre in Washington and sponsored by the local Junior Chamber of Commerce, who will repair and recondition the toys collected for distribution among the needy. . . . Hardin Theatre in Bedford opened Oct. 25 under management of Mr. & Mrs. Wilbur (Dutch) Young, who installed new Simplex XL machines, a Walker screen, and new American body-form seats. The winter program will include a series of 12 free kid shows, starting Saturday afternoon, Nov. 5, sponsored by local businessmen. . . . Walt Rasmussen closed his Star Theatre in Parkersburg to accept a government post in St. Louis, Mo.

Consolidated Theas. closed the Odeon Theatre in Marshalltown, managed by Neal Houtz. It will be used for concerts and special bookings. . . . Pioneer Theatre Corp. is marking its 25th anniversary with free movie days in its theatres. Local merchants are cooperating with special bargain days. . . . Marland Theatre in Marcus will complete in-

(*Continued on page* 24)

REAL! ROUGH!



From the 'job' that blew the roof off the underworld to the manhunt that roared for sixty terrifying days— the whole blistering story of America's most wanted desperado!

'Mad-Dog' Ear

"I died a thousan times"

THE MAN OF A THOUSAND LIVES— AND A CRIME IN EVERY ONE!

CINEMASCOPE
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STARRING JACK PALANC

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RELEASE NOV. 12!



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DES MOINES (cont'd.)

stallation of a new screen and equipment in early Nov. . . . The Empress in Malvern, managed by Mrs. Lela Pace, has a new wide screen and new projection equipment. . . . CinemaScope equipment was installed in the Breda Theatre, Auburn, managed by Mr. & Mrs. A. J. Neumayer. . . . With installation of new equipment at the Strand, managed by Richard Myers, all theatres in Mason City are now equipped to show CinemaScope.

DETROIT

Michigan Allied will hold a directors' meeting, open to all members, outside the state for the first time, at a breakfast session on Nov. 8, at the Morrison Hotel, Chicago. . . . Charles (Dick) Darby, mgr. of the East Side Drive-In, has been upped to city mgr. by the Philip Smith Circuit, to succeed Charles Zack. . . . The Jack Krass Circuit sold the Dix Theatre, which they have operated since 1938, to a church group. Ted and Marvin Krass will now assist in management of the Arc and Main theatres. . . . Mrs. Phyllis Dezel becomes one of the few feminine exhibitors in the area with opening of her Surf Theatre, formerly the Carlton, as an artfilm house.

Directors elected by Variety Club include exhibitors Irving Belinsky, Bill Wetsman, Ernest Conlon, Alden Smith, Bill Clark, Walter Norris and Lew Wisper. . . . Cooperative is adding the Esquire and Grand, operated by Sterling-A&W Circuit, to its books. . . . Alan Newman, son of David Newman, counsel for Cooperative, is engaged to Susan Pelton of Rochester, N.Y. . . . Roland Eugenio, just out of Army service in Frankfort, Germany, is joining his father's business. Anthony Eugenio did the redecorating job on the Surf Theatre.

Jack Zide, past chief barker of Variety, was scheduled for surgery at Mr. Sinai Hospital. . . . Frank Wetsman, partner in Wisper & Wetsman Theas., progressing favorably at Harper Hospital following a heart attack. . . . Ed Burke of the Main Theatre in Royal Oak is convalescing in Veterans' Hospital in Dearborn. . . . Max Chetkin's former Joy Theatre has become a supermarket site. . . . M. A. Duffoure of the Music Hall is convalescing at home following a stroke.



Jersey Joe Walcott (center), former World's heavyweight boxing champ, who has been signed by Columbia for a key role with Humphrey Bogart in the boxing film, "The Harder They Fall," is shown here with producer Philip Yordan (left) and director Mark Robson.

HOUSTON

Recently elected officers of Variety Tent No. 34 are: Paul Boesch, chief barker; Augie Schmitt, 1st asst.; Dick Gottlieb, 2nd asst.; Mike Conti, dough guy; John Paul Goodwin, property master. Board of directors, in addition to the officers, are Kenny Bagwell, Tom Johnson, Jerry Kirby, Sid Balkin, Addie Marks and James Hill. Mack Howard, Bruce Layer and Paul Boesch are the delegates, with Fred Nahas as alternate. . . . Jefferson Amuse. Co., Beaumont, has promoted Irving Cohen to supervisor of dirve-ins, and moved Marty Marks up into Cohn's old job as purchasing agent.

Houston Popcorn Co.'s Augue Schmitt and Donald George have a new company operating within Houston Popcorn, called A&D Restaurant Suppliers Unlimited Co. George is gen. mgr. of that division. . . . Houston Theatre Assn. members made plans at their last meeting for a complete reorganization. Pres. Lowell Bulpitt, Boulevard Theatre mgr., appointed a committee headed by Dick Wygant of the Heights Theatre, to draw up bylaws, to be presented for approval at a meeting on Nov. 15 at 10 a.m. in the Frontier Inn.

Jeff F. Hardin, Sr. and his wife, mgr. and asst. of the Wallace stand in Levelland, are winners of the company's attendance contest. . . . Latest report on the Bill Williams charity Capon Dinner is that it topped the $100,000 hoped for. Proceeds go to underprivileged children. Variety Club's Fred Nahas read a tribute to recently deceased fellow members T. K. Dixon and Bruno Bagnoli, and the Dixon Memorial Fund, established to assist institutions if and when normal channels fail, received $18,000.

INDIANAPOLIS

Employees of film row are busy planning a Christmas party, to be held at the Variety Club Dec. 15, from 3 to 7 p.m. . . . Henry Smith has bought the English Theatre at English. . . . Emerson Theatre, Indianapolis, plans to reopen the first week of Nov. . . . The Douglas Theatre here and the Rem in Remington have reopened. . . . "Marty" stayed for five weeks at the Esquire Theatre in Indianaplois. . . . CinemaScope equipment was installed in the Oriental Theatre. . . . Spyros Skouras, pres. of 20th-Fox, will speak at the Fall convention of Allied Theatre Owners of Indiana on Nov. 15-16.

KANSAS CITY

E. C. Rhoden, Jr. and Richard O. Orear have been made v.p's. of Commonwealth, Inc. Rhoden, who has been asst. to mgr. Robt Shelton will assume duties of Shelton while he is recovering from illness. Orear will assist Rhoden. Leon Hoffnagle of Commonwealth's home office went to the eastern div. as asst. to Doug Lightner. . . . Jerry Hale, former UI salesman, has joined Business Music, Inc., Dallas. . . . New lenses have been added to the Admiral, K.C.; Plaza, Great Bend, Kans., and the State, Manhattan, Kans. . . . Lester Culp is new mgr. of the Glen in Joplin, succeeding Jim Farrell, now mgr. of Dickinson's Lux Theatre.

Ed Hartman of M.P. Booking Agency has designed a booking book for circuit mgrs. . . . J. Earl Hayes, mgr. of Mainstreet, Lexington, Mo., who is retiring, was honored at a dinner by Fox Midwest mgrs. in session in



Gregory Peck, star of 20th-Fox's "The Man In The Gray Flannel Suit" in CinemaScope, obliges Lee Ann Meriwether, the former Miss America, with an autograph.

K.C. . . . Bill Souttar resigned as mgr. of the Lincoln at Springfield, Mo., where Jack Galladay is now mgr. Eugene Kincaid replaces Galladay at Kirksville, Mo. . . . Jack Langan resigned as mgr. of Universal's K.C. branch because of ill health. . . . Grand Theatre, Garden City, Mo. opened under mgmt. of Joseph Jones. . . . Harry Gaffney of Dixie Ents. will handle distribution of "Corn's a Poppin'" in K.C.

A coaxial cable between Municipal Auditorium and the Southwestern Bell office here is being installed to carry closed circuit and special TV programs. . . . At a recent Fox Midwest meeting, Elmer Rhoden, Sr. said Audience Awards TV show will have no commercial sponsors, its purpose being to promote movie-going. . . . David Dallas, city mgr. for Mid-Central Theas., Manhattan, Kans., has joined the home office there as dir. of adv. and public relations. . . . J. B. Harper plans to remodel the Missouri Theatre in Campbell, Mo., which he recently bought. . . . The Hub Club, assisted by merchants of Lebanon, Mo., plans to operate the Pic Theatre, there.

MEMPHIS

Charles J. Feldman, v.p. and gen, sales mgr., headed a list of Universal executives who attended opening ceremonies of the company's new exchange building at 138 Huling Ave., which is headed by branch mgr. Richard C. Settoon. . . . Louis Shumake was appointed mgr. of the 6 Drive-In, Conway, Ark., replacing Matthew A. Pope, who transferred to Belzoni, Miss. . . . Lloyd Hutchins is new owner of the Maxie Theatre at Truman, Ark., which he took over from Zell Jaynes. . . . C. Carpenter, owner of Sunset Drive-In, Hamburg, Ark., was killed in a plane crash.

Malco Theatres paid $90,000 for three parcels of land in E. Memphis. . . . New arrival at the home of Universal booker Huffstutler is Fred Lowell Huffstutler. New booker at Universal is Frederick Agraham. . . . Projectionists for the Skyvue and Lamar drive-ins failed to show up for work recently in what was reported to be an unauthorized walkout for higher wages. Strike lasted only one day. . . . Dick Stern of Bijou Amuse. Co. was one of the speakers at the Tri-State Theatre Owners Convention. . . . R. R. Clemons reopened his Missouri Theatre at Palmer, Mo.

(*Continued on page* 26)

"He has a brooding truculence that reminds one of Marlon Brando."
—HOLLYWOOD REPORTER



John Ericson

ALLIED ARTISTS

brings him to you in the picture Motion Picture Daily said "FIGURES TO MATCH UP WITH OR OUTDRAW THE FIRST 'JACK SLADE'!"

The RETURN of JACK SLADE

SUPERSCOPE

starring

JOHN ERICSON • MARI BLANCHARD • NEVILLE BRAND

Associate Producer, JOHN H. BURROWS • Directed by HAROLD SCHUSTER • Screenplay by WARREN DOUGLAS

A Lindsley Parsons Production



featuring

The Nation's No. 1 Song Hit

"THE YELLOW ROSE OF TEXAS"

MIAMI

Keith Hembee is the new city mgr. for Wometco in Fort Lauderdale. . . . The Claughton offices announced that the Embassy would go on first run. . . . Herbert Copeland had Joe Hornstein equip and install the latest innovations in his 800-car Cine Auto Vento, a first for a Cuban ozoner. Refreshment stand will feature the American hot dog. . . . Wometco, Claughton and Florida State ad depts. will handle promotion of the Audience Awards in the Miami and Miami Beach areas. . . . Carlton D. Fanbrough is new asst. mgr. at the Embassy.

MILWAUKEE

Many parties are being planned for Gordon C. Hewitt, who has been here for the past 11 years and who took over as gen. mgr. for Fox-Wisconsin when Harold Fitzgerald resigned in Aug. 1954 . Hewitt is returning to the coast in a post as yet not announced. . . . At a public meeting of the Planning and Zoning Commission of St. Francis, 125 residents opposed the building of a $250,000 drive-in planned by Barney Sherman on a 31-acre site southeast of E. Bolivar and S. Clement Ave. Comments, both pro and con, were taken under advisement by the Commission. . . . Larry Beltz, mgr. of the Grand Theatre in Wausau, obtained wonderful cooperation from all his contacts in putting over his campaign for "Bar Sinister." . . . Eugene Ling, a writer of note, has joined the staff of Al Kvool of Standard Theas. to assist in exploitation for this territory.

Jack Frackman, Republic branch mgr. here for over 20 years, was honored at a testimonial dinner, sponsored by Wisc. Variety Tent No. 14, in the Empire Room of the Schroeder Hotel. A gold inscribed watch was presented to Frackman plus an album containing mementos of the event. . . . John Mednikow is flying to N.Y.C. on Nov. 4 to attend a dinner at the Waldorf-Astoria, honoring National Screen's Herman Robbins as "Pioneer of the Year."

MINNEAPOLIS

W. R. Frank reopened his neighborhood Avalon as an art house after complete refurbishing. A section of the balcony has been glassed in for a refreshment lounge and a TV set will be a feature of the lounge. . . . Only 20 percent of the theatres in this film territory, Minn.—N. Dak., S. Dak. and western Wisc.—are now without CinemaScope, but installations are going ahead steadily. . . . Clifford Luzar is the new booker at Warners. . . . Tillie Smith is building a drive-in at Long Prairie, Minn. and work on the stand will be started this fall. . . . Orlin Nehring, former asst. mgr. at the Lyric, is now asst. mgr. of Radio City, replacing Leo Vetter who was named mgr. of the neighborhood Rialto. Marlow Windbeger replaces Nehring at the Lyric. All are MACO houses.

Allen Paulson and Raymond Batko, operators of the Sky-Vu Drive-In, Warren, Minn., and their associate Sam Segal, owner of Projection Service, Mpls., announced that they are definitely going ahead with their drive-in at Thief River Falls, Minn., and preliminary grading was started on the 350-400 car stand. Home Theas. also announced plans for an ozoner at Thief River Falls. . . . Allied Theatres, owners of Northwest Minn. Amuse. Co., and RKO Theatres launched their "National Awards Poll" public relations ideas at a recent Variety Club luncheon.



Edna Ferber (center) chats with Rock Hudson and Elizabeth Taylor on the set of "Giant," her epic novel of Texas, which George Stevens is producing for Warner Bros. in WarnerColor.

NEW HAVEN

Lord's Circuit, Norwich, has subleased the 1,400-seat Loew's Poli in Norwich and renamed it Lord's Midtown. Joseph Comrack, former mgr. of Lord's Norwich, will handle the situation, with Mrs. Lillian Coughland assuming management of the Norwich. . . . At New Britain, the Perakos circuit reopened the 900-seat Arch St. Theatre, on lease from the Glackin and LeWitt interests, with John Perakos as mgr. . . . Attys. for the Frederick Petremont estate, Shelton, Conn., disclose that a group of unidentified persons are interested in building a drive-in theatre on the property, with plans dependent on proposed Zoning Code amendments.

The only shuttering in Hartford because of water damage from the recent floods was Smith Mgmt's Meadows Drive-In. . . . James Laudino, mgr. of the Perakos Hi-Way Theatre, married Rosemary Drab. . . . Hugh J. Campbell of the Central Theatre marked his 40th wedding anniversary. . . . G. Malcolm Clark, asst. mgr. at Brandt's Portland (Conn.) Drive-In, transferred to the circuit's ozoner at Groton, to succeed Ernest Grecula as mgr. Grecula, who resigned, did not disclosed future plans. . . . Seymour Levine of the Bowl Drive-In, West Haven, submitted plans for doubling its 900-car capacity to State Police Headquarters.

Otto Esposito, formerly associated with Loew's Poli and Strand Amuse. Co., has returned to Brideport as mgr. of the Strand Theatre. . . . The Lyric, Bridport, is being razed for use as a parking lot. . . . Bernie Menschell and John Calvocoresci, partners in the 1,200-seat Parsons, Hartford, which has a new first-run policy, are offering weekend matron service to take care of the youngsters. . . . Community, Fairfield started new dinnerware giveaway, with 10¢ service charge. . . . Nicholas Dandio, mgr. of the Guilford Theatre, New Haven, died of a heart attack.

NEW ORLEANS

The new exchange building, a modern, one-story edifice at 210 S. Liberty, will be occupied solely by United Artists, whose former offices were at 147 S. Liberty. . . . At the recently concluded midwinter meeting of officers and representatives of Variety Clubs International, held here, C. J. Latta of London was designated the only official source for the formation of new Variety Chapters outside the continental limits of North America, thus concluding the work done by John Haskell as a missionary to European and Asian cities. . . . Nathalie Odom, former M-G-M booker, replaces Claire Tremorel at Universal, who resigned.

Woolner Bros. Picts., 10 S. Liberty, motion picture distributor, was granted a charter of incorporation. . . . M. Campbell closed his Lex Theatre, Elberta, Ala. . . . Richard Guidry, Galiano theatre owner and associate owner of Jet Drive-In, Cut Off, La., was appointed campaign mgr. for New Orleans Mayor deLesseps S. Morrison in his forthcoming campaign for Governor. . . . N. Solomon Theas. of McCombs, Miss., have taken over the Jim Theatre, Monroe, La. from McElroy circuit. . . . Star Theatre, Lafayette, La. reopened after extensive remodeling and installation of CinemaScope. J. G. Broggi of N.O. will handle buying and booking. . . . Claude W. Clay was appointed mgr. of M. A. Connett's Strand Theatre, Kosciusko, Miss. . . . Joy N. Houck is new owner of the Lark Drive-In at Villa Platte, La.

PHILADELPHIA

Lewis Goffman, Variety Club chief barker, announced that proceeds from the recent benefit held at the 1956 Ice Capades will go to Tent 13's Summer Camp for Handicapped Children. Peter Tyrell, mgr. of the Arena Theatre, helped make this annual affair possible. . . . Samuel I. Oshiver, local architect, revealed that a group of investors plan to erect a "fantasia-land" about a mile from the Snowball Gate sector of Levittown. The 36-acre site will include a 1,000-car parking lot and a drive-in theatre. . . . Buena Vista moved into the quarters at 1321 Vine St. vacated by Exploitation Prods., who moved into the Screen Guild quarters. Jack Greenberg moved to 311 N. 13th, the former home of Buena Vista. . . . Sam Friedman of Pottsville, who has never been in the industry, is planning to build a drive-in at Deer Lake near Schuylkill Haven.

PITTSBURGH

Charlie Mason resigned from Dinty Moore's office on Film Row to become head booker for the Basle-Laskey circuit. He succeeds Joe Fecheck. . . . David Wald quit the 20th-Fox sales staff to run the Pittsburgh office of Buena Vista. . . . Jim Alexander of Film Row underwent major surgery at the Allegheny General Hospital. . . . Squirell Hill Theatre thrilled over their nine week run of "Marty." They never expect to surpass it. . . . Rudoph and Samuel C. Navari of the Eastwood Theatre charging that the major movie companies have been delaying release of movies to independent theatres. Case is now in court.

PORTLAND

S. D. Maizels, owner of the Walunt Park Theatre, Portland, was winner of a Luxuria seamless screen given away by Stewart Trans-Lux Corp. at the recent Los Angeles TOA convention. . . . An NLRB Board trial examiner in San Francisco has recommended that the complaint of projectionist J. Carlyle Ross against the local AFL Operators Union, be dismissed. Ross has charged that he was unjustly transferred by union order from a

(*Continued on page* 28)

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SCREEN

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- ☐ 2. SPECIAL TRAILERS — *Operation and Policy Trailers; Institutional Trailers; Exploitation Trailers*
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LOBBY

- ☐ 1. SILK SCREEN COLOR DISPLAYS — *30 x 40; 40 x 60; 24 x 82 and 24 x 60 banners for sock selling*
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- ☐ 4. HOLLYWOODS and CUSTOM DISPLAYS — *beautiful, eye-catching "Shadow Boxes"; special "sign shop" jobs made to your custom order*

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- ☐ 1. BANNERS — *colorful show-sellers for current and advance ballyhoo*
- ☐ 2. DOOR PANEL INSERTS — *to make your big attractions even more important*
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- ☐ 4. LITHO and SILK SCREEN DISPLAYS — *full-color posters and 40 x 60's, and 30 x 40's to catch the passers-by*

AWAY FROM THEATRE

- ☐ 1. DISPLAYAWAYS — *in five sizes to sell on counters, in lobbies, terminals*
- ☐ 2. WINDOW CARDS — *cover the town!*
- ☐ 3. HERALDS — *for throwaway or mailing, with room for local imprint*
- ☐ 4. TRAVEL-AD — *the great, new car top advertising frame and service!*



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NATIONAL Screen SERVICE
PRIZE BABY OF THE INDUSTRY

PORTLAND (cont'd.)

joh at Evergreen's Hollywood Theatre to a lesser paying joh at Ray Grombacher's Esquire. . . . Bids for construction of a theatre building at Larson Air Force Base will be opened Nov. 15.

John Parker, son of the J. J. Parker chain head, announced formation of Wolf Parker Productions, an independent film company. He will co-produce "Panic," first VistaVision drama to be made by an independent. . . . Equipment of the United Artists Theatre was sold at auction and the house turned over to commercial interests. . . . Reported that the Egyptian Theatre is for sale. . . . Ted Austin, mgr. of the Elsinore Theatre, Salem, is recovering from injuries received in an auto accident, in which he suffered four broken face bones. Liberty Theatre, Oregon City, was damaged by fire which destroyed the stage, curtain and sound equipment. Mgr. Al Meyers estimates losses upwards of $10,000.

ST. LOUIS

Leon Hofnagle was named asst. to Doug Lightner, eastern div. mgr. for Commonwealth at Columbia, Mo. Rex Barrett was named mgr. of the company's reopened Hall Theatre there, and Byers Jordan transferred from Columbia to Washington, Mo. . . . A series of free Saturday films for school children got under way at the St. L. County Puhlic Library with showing of Errol Flynn's "Robin Hood." . . . Liberty Theatre at Murphysboro, Ill. reopened after being shuttered about a year following a fire. . . . David Arthur, chief harker of the local Variety Club, announced that the third annual Harvest Moon Festival for benefit of the Day Nursery Care Program will be held Nov. 26 at the Missouri Theatre, Sneak preview of a top film will be one of the highlights.

Realart of St. L. hit the first-run jackpot with "I Am A Camera" moving into the Pageant and Richmond theatres for an extended run, and "Simba" at the Orpheum. . . . Mrs. Zelma Unger succeeded Louis Magner, who resigned as mgr. of Dickinson's Belasco Theatre, Quincy, Ill. . . . The annual "Toys for Tots" matinees will be held Nov. 19 at many area theatres in cooperation with the Better Films Council, Board of Religious Organizations and U.S. Marines. . . . Johnny Dugan, local mgr. for Buena Vista, is home from the hospital. . . . Mike Nash, pioneer St. L. exhibitor, is in the hospital.

Williard Lemke is new mgr. of the Granada at W. Salem, Ill., which is again being operated by its original owner, Luther R. Ausbrook. Theatre will be open four nights a week, with three changes of program. . . . Dave Nelson reopened his State Theatre at O'Fallon after brief closing for installation of wide screen and other improvements. . . . Joan Crawford will be in town Nov. 2-3 in connection with the local showing of her latest film, "Queen Bee." . . . A Walker wide screen and X-300 ultra panatar lenses were installed in Frisina's State Theatre at Springfield, Ill.

Bill Earle, National Theatre Supply mgr., became a grandfather for the seventh time with birth of a son to his daughter, Mrs. Richard Galleano. . . . Arch H. Hosier, owner and gen. mgr. of St. L. Theatre Supply, passed away at the age of 53; also James R. Thompson, 76, who with his wife formerly operated the Community Theatre in Raymond, Ill. . . . The son of Bud Mercier, Fredericktown, Mo. theatre owner, sustained an arm injury which may end his football playing for Missouri U. this season. . . . Sam Levin, part owner of the Norside and Esquire theatres here, is doing nicely after undergoing surgery at Jewish Hospital.



Allan Miner (left), producer-director-photographer of "The Naked Sea," soon in release from RKO, talks sales with Herbert H. Greenblatt, RKO's domestic sales mgr. Miner filmed the color film documentry off the coast of South America, portraying the struggle for existence of American tuna fisherman. He financed the film solely on his own capital.

SALT LAKE CITY

Thomas MacMahon, in charge of the recently established Buena Vista office at 206 E. 1st South, reports that "African Lion" is booked for an early showing at the Tower in suburban Salt Lake City. . . . Lou Sorensen, mgr. of the Utah Theatre, is starting a series of two-hour cartoon bills, to be shown with the current feature, on Saturday mornings. . . . Munson Hineman, Intermountain booker and huyer, is busy making plans for the 7th annual show of the Barbershop Quartet, of which he is pres., scheduled for Nov. 19. . . . Installation of a wide screen is the first move in a program which will include redecorating and remodeling of Irving Gillman's World Playhouse at Sugarhouse.

A farewell testimonial, hosted by Mr. & Mrs. Geo. Zshank, was tendered to Matt Knighton, who has managed the Lyric Theatre for the past four years and is headed for California to choose from several offers he has there. Geo. Zshank is gen. mgr. of the Utah Drive-In Corp., which recently took over lease on the Lyric theatre from J. J. Rosenfield. The Lyric is now heing managed by Henry Fretwell. . . . Several of the newly organized Fox Wasatch theatres are presenting Cartoon Festivals, and attractive concession stands have been installed in all.

SAN FRANCISCO

The Film Colony, a local organization of women with 30 years service in the industry and affiliated with Variety Tent No. 32's project, the Blind Babies Foundation, is raising funds this year thru the sale of Christmas cards. Mrs. Paula Grustick donated her salary as booker of the trailer used for audience collections in 20 N. Calif. theatres. Mrs. Ione Baratte, 20th-Fox booker, is pres. . . . George B. Archibald, Arch Buying & Booking Service, flew to Guam to plug the Buena Vista (Disney) product. . . . World premiere of the Lew Ayres' documentaries, "The World's Great Religions," scheduled for the Geary Theatre here Oct. 31.

Costumes from "Girl in the Red Velvet Swing" will be worn by S.F. socialites at the Jewel Ball Nov. 5. Don Yarbrough, Fox West Coast Theas. publicist, secured the tie-in to benefit the Stanford Convalescent Home. . . . Charlie Gray, new hooker for UA, has been in exhihition for 20 years, handling both circuit theatres and his own. Murray Lafayette, pub., same office, is in hospital. . . . Melody Theatre, Highway City, will reopen under ownership of C. A. Clark. . . . Pix Theatre, Oakland, has heen sold to M. Johnson by Mr. Sayegh. . . . New booker-huyers are John Bowles, Reo Theatre, Rodeo, and Robert Rogers, Brisbane Theatre, Brisbane. Rogers owns the Brisbane.

Eugene Bryant, Warner booker, resigned to resume chicken farming in Maine. He is succeeded by Robert Chambers, upped from shipper. Ed Averell, booker in same office revealed his marriage of six weeks. . . . At invitation of the State Dept. of Education, Hulda McGinn, public relations, N. Cal. Theatre Assn., attended a meeting of School Superintendents in San Diego and showed them "The Great Adventure." . . . Filmrow was saddened by the accidental death of Warner salesman Frank Noege in a head-on collision. He was 42. . . . Harold F. Borreson, new mgr. of the S.F. Paramount, transferred from the midwest. . . . S. J. Gardiner was appointed branch mgr. at M-G-M. . . . The Balboa Theatre cut admissions for "senior citizens," 65 or over. . . . The Showboat, ozoner at Tracy, closed indefinitely; the Marco Theatre at Watertown, closed permanently.

SEATTLE

Bud Saffle was eleted chief barker of Variety Club of the Northwest for the year starting Jan. 1956. Other offices elected were Ed Cruea, 1st asst.; Art Greenfield, 2nd asst.; Art Greenfield, dough guy; C. B. Gustafson, property master. It was voted to accept the Children's Heart Clinic of the Orthopedic Hospital as the Variety charity. The first fund raising function will be a Bingo Party with prizes to be given at the New Washington on Nov. 7.

Joe Rosenfield has sold his Lyric Theatre to the Utah Drive-In Corp., of which Robert Benton is gen. mgr. . . . G. N. Torgeson purchased the Chief Theatre in Tonasket, Wash. from Mr. & Mrs. T. P. Smith. . . . The new Sky-Line Theatre at Moses Lake, owned by Pat Tappan, has a 500-car capacity. . . . Glenn Haviland of 20th-Fox, who suffered a second heart attack, is reported to be recovering at his home in Seattle.

Awards Nominations

(*Continued from page 6*)

Harry Belafonte, Ernest Borgnine, Rossano Brazzi, William Campbell, John Derek, Richard Egan, John Erieson, Tom Ewell, Tim Hovey, Tab Hunter, Brian Keith, Jack Lemmon, Dewey Martin, Cameron Mitchell, George Nader, Fess Parker, Jack Palance, Russ Tamblyn, James Whitmore and Gig Young.

Most Promising New Personality—Female: Anne Bancroft, Betsy Blair, Marge Champion, Joan Collins, Mara Corday, Dorothy Dandridge, Dianne Foster, Anne Francis, Peggy Lee, Dorothy Malone, Cleo Moore, Terry Moore, Rita Moreno, Mary Murphy, Lori Nelson, Sherree North, Kim Novak, Barbara Rush, Milly Vitale and May Wynn.

Independent Trade Reviews

"The Tender Trap"

(M-G-M) CinemaScope-Eastman Color 111 Min.

Cast: Frank Sinatra, Debbie Reynolds, David Wayne, Celeste Holm, Jarma Lewis, Lola Albright, Carolyn Jones, Howard St. John, Joey Faye, Tom Helmore.

Credits: Produced by Lawrence Weingarten; Directed by Charles Walters; Screenplay by Julius Epstein; Based on the play by Max Shulman and Robert Paul Smith.

A warm-hearted and airy sophisticated comedy about a happy bachelor who finally gets trapped into marriage, M-G-M's "The Tender Trap" offers a typically lavish Metro production, bright dialogue that generates plenty of chuckles, several beautiful girls, and strong box office stimulants in Frank Sinatra, Debbie Reynolds, David Wayne and Celeste Holm. It all adds up to excellent fare for the entire family. Photographed in EastmanColor and CinemaScope, in handsome settings of the Gotham theatre world, "Trap" was adapted from a Broadway stage play. The film presents Sinatra as a theatrical agent who doesn't want to get married (he's got more women than he needs), and Miss Reynolds as a singer who wants only to get married. Several very funny scenes occur as a spoiled Sinatra is pursued by gorgeous gals such as Jarma Lewis, Lola Albright, and Carolyn Jones, before he is finally captivated by Miss Reynolds' detailed plans for marriage, home and family one decade in advance. Wayne, as a best friend attempting a trial separation after 11 years of marriage, and Miss Holm, as a career girl who waited too long to get married, provide excellent foils for the principals. Opening and end titles plug the title song in an engaging manner.

Charlie (Sinatra), target for dozens of marriage-minded girls, including Sylvia (Miss Holm), is envied by old pal Joe (Wayne), who remembers his home in Indiana—wife Ethel with wall-to-wall carpeting on her mind; and three children with braces on their teeth. Then Charlie meets wacky Julie (Miss Reynolds), who doesn't consider Charlie a candidate for matrimony until at a Home Show he fits into the decor of an apartment she hopes to have. When she tries to change his carefree bachelor habits, they break up. On the rebound, Charlie asks Sylvia to marry him and before the engagement party gets underway, realizes his mistake. The damage is done, however, as Julie finds out. Hapless Charlie leaves for a long trip abroad, returns to attend Sylvia's wedding to another man, finds Julie as a spectator, and decides to take the plunge.



Frank Sinatra, Debbie Reynolds, Celeste Holm and David Wayne star in M-G-M's "The Tender Trap," CinemaScope-Eastman Color.



The late James Dean stars in Warner's CinemaScope-WarnerColor "Rebel Without a Cause." Natalie Wood co-stars.

"Rebel Without A Cause"

(Warner Bros.) CinemaScope-WarnerColor 111 Min.

Cast: James Dean, Natalie Wood, Jim Backus, Ann Doran, Rochelle Hudson, William Hopper, Sal Mineo, Corey Allen, Dennis Hopper, Edward Platt.

Credits: Produced by David Weisbart; Directed by Nicholas Ray; Screenplay by Stewart Stern; Adaptation by Irving Shulman; from a story by Ray.

A powerful and often terrifying melodrama about wild kids in Southern California, Warner Bros.' latest film is in the same controversial vein as "Blackboard Jungle." Deliberately shocking, and generating tremendous tension in spots, it's the story of a boy from a "nice" family who gets mixed up with a gang of high school toughs, mainly because of the inadequacies of his parents. Highly exploitable on these grounds, "Rebel" has the makings of a really big picture, despite the lack of a big name star. Adults and youngsters alike will argue loud and long about how much truth is contained in this portrait of "respectable" U.S. parents and children. Box office grosses will also be helped by the presence of the late James Dean ("East of Eden"), whose acting gives the film so much of its rough power. "Rebel" has many flaws—including some implausibly unsympathetic portrayals by the parents involved, but these should add to the controversy. Certain nightmarish scenes are difficult to erase from memory, such as a "chickie run"—a test of courage where two boys drive stolen cars toward the edge of a cliff and tumble out seconds before the cars plummet to the rocks below. Contrasting with many scene of violence are tender scenes between Dean and Natalie Wood, as youngsters trying to understand the meaning of love.

Jim (Dean), just moved into town, is already in trouble with the police on a drunkenness charge, torn between feelings of love and hate for his bickering parents. He tries hard to make friends, but is rejected by both Judy (Natalie Wood) and the local school gang. Only lonely Plato (Sal Mineo) tags along. After a planetarium lecture, the gang leader picks a switchblade fight with Jim, and challenges Jim to a "chickie run" that kills the other boy. Conscience-stricken, Jim confides in Judy, but is unable to get guidance from his father, and unable to find a friendly policeman. Hounded by gang leaders who want to silence him, Jim with Judy and Plato hides in a deserted mansion. The hoodlums find them and Plato wounds one boy. Plato is tracked down by the police into the empty planetarium. Jim heroically tries to save Plato's life but is unsuccessful. Finally he is reconciled with his parents.

"The View From Pompey's Head"

(20th-Fox) CinemaScope-De Luxe 97 Min.

Cast: Richard Egan, Dana Wynter, Cameron Mitchell, Sidney Blackmer, Marjorie Rambeau, Dorothy Patrick Davis, Rosemarie Bowe, Jerry Paris.

Credits: Produced and directed by Philip Dunne; Screenplay by Dunne; from the novel by Hamilton Basso.

On the basis of her performance in 20th-Fox's highly dramatic romance about the American South, Dana Wynter is surely slated to become one of Hollywood's top feminine stars. Appearing for the first time on U.S. screens in this atmospheric CinemaScope-De-Luxe Color adaptation of Hamilton Basso's best-seller, the sensuously beautiful and arresting performer gets a splendid showcase for her physical and acting talents. She is topcast with two other "new stars"—Richard Egan and Cameron Mitchell—and for best returns, exhibitors would be wise to promote this trio heavily. "Pompey" tells the twin story of an expatriate Southerner's journey home on a mysterious mission, and his love affair with a beautiful Southern belle who is doomed to unhappiness because she is rooted in memories of the past. Excellently acted and produced, the film has some torrid love scenes, and one especially striking portrait by Sidney Blackmer as a "famous American writer" who brings Hemingway, Faulkner and Thomas Wolfe to mind.

Anson Page (Egan), a lawyer, leaves his family in New York and returns to Pompey's Head, his birthplace, to investigate a strange demand for money by famous writer Garvin Wales (Blackmer). Wales had claimed $20,000 which he said was embezzled by his late friend and agent. Anson learns that Dinah (Miss Wynter), in her teens when he left town, had since entered a loveless marriage with a rich businessman (Mitchell) from the other side of the tracks, in order to maintain her ancestral mansion. Anson finds himself falling in love with Dinah, and soon wants to divorce his wife and marry her.

Soon Anson learns Wales' painful secret: that the money was not stolen but paid in installments to Wales' mother—a Negress. Dinah meanwhile asks her husband for a divorce in order to marry Anson, but her husband refuses, knowing she wants her mansion more than any man. Convinced, Anson returns to New York and his family.



Cameron Mitchell, Richard Egan and newcomer Dana Wynter are top-cast in 20th-Fox's CinemaScope-DeLuxe Color "The View from Pompey's Head."

"All That Heaven Allows"

(Univ.-Int.'l.) Technicolor 89 Min.

Cast: Jane Wyman, Rock Hudson, Agnes Moorhead, Conrad Nagel, Virginia Grey, Gloria Talbott, William Reynolds, Jacqueline De Wit, Charles Drake, Leigh Snowden, Merry Anders.

Credits: Produced by Ross Hunter; Directed by Douglas Sirk; Screenplay by Peg Fenwick; Based on the story by Edna L. Lee and Harry Lee.

After Universal's success with "Magnificent Obsession," it is not surprising that the studio has paired Jane Wyman and Rock Hudsou in another romantic drama. These two box-office draws, a slickly-contrived script, haudsome New England settings, and beautiful Technicolor photography, have combined to make a very good woman's picture which should make the cash registers tinkle. Ladies will find it hard to resist the story of a rich society widow who falls in love with a youthful gardener, and brings upon herself the wrath of neighbors, friends, and children. Miss Wyman and Hudson come aeross with their usual eharm, and the supporting east is excellent. Dashes of psychology and philosophy (Freud and Thoreau) spice the story as the barn-dwelling gardener argues for the virtues of the simple country existeuce against the "lives of quiet desperation" in the success-driven city. Discriminating audiences may find the presentation superficial, but others won't mind at all. Television-harassed theatremen will appreciate the film's subtle propaganda against TV which is depicted as the last resort for a woman too old and unattractive to get a man to entertain her.

Jane Wyman, a lonely widow in a wealthy New England community, admires her gardener's simple way of life, finally finds herself in love. When he proposes, she hesitates, afraid of social ostracism. Her college-age children, hearing her plans to marry, accuse her of disgracing them. After her society friends snub Hudson at a party, Janes decides it is all over between them. Lonely again and beset by headaches, she learns that her daughter will soon marry, and that her son will work overseas. She realizes that her sacrifices have been in vain, and that she will soon be completely alone. Given courage by her doctor, who explains that her headaches result from her resentment at obeying the wishes of others, she goes to Hudson's farm. She cannot bring herself to knock and leaves. From a distance, Hudson sees her, and approaching is buried in an avalanche. Bedded with a concussion, he is visited by Miss Wyman, who decides that her place is by his side.



Jane Wyman and Rock Hudson co-star again in "All That Heaven Allows," Universal Technicolor drama.

"Sincerely Yours"

(Warner Bros.) WarnerColor 115 Min.

Cast: Liberace, Joanne Dru, Dorothy Malone, Alex Nicol, William Demarest, Lori Nelson, Lurene Tuttle, Richard Eyer, James Bell, Herbert Heyes.

Credits: An International Artists Ltd. Production; Directed by Gordon Douglas; Produced by Henry Blanke; Associate Producers: John R. Jacobs Jr. & Seymour N. Heller; Screenplay by Irving Wallace.



Liberace debuts in Warner Bros. musical drama, "Sincerely Yours" co-starring Joanne Dru in WarnerColor.

For Liberace's first motion picture, Warner Bros. has fashioned a strong sentimental drama with music that is an excellent showcase for this uuique personality. Aided by his popularity and the tremendous controversy surrounding his name, this handsome WarnerColor presentation should become one of the year's big grossers. Derived in part from the old George Arliss starrer, "The Man Who Played God," "Sincerly Yours" tells the compelling story of a tremendously popular pianist, about to debut in Carnegie Hall, who finds himself (like Beethoven) going deaf. Faced with deciding between permanent disability and a dangerous operation, he disconsolately learns lip-reading aud from his penthouse apartment overlooking Central Park takes to observing park visitors with biuoculars. Soou he becomes the benefactor of a crippled boy and a shattered family and thus regains his faith in himself. Liberace's well-known piano playing (both classical and jazz) and irridescent costuming are very much in evidence in the film. He also sings the title song, dances, composes and gets kissed —which should delight his fans. Dorothy Malone, as a rich girl temporarily fascinated by Liberace's musical genius, and Joanne Dru as the faithful secretary whom he finally grows to love, form an effective romantic triangle. The backgrounds of night clubs, museums, concert halls and a plush New York apartment are lavish and tasteful.

Shortly before his audition for his long-awaited debut in Carnegie Hall, Liberace falls in love with wealthy Dorothy Malone, who in turn is pursued by an unsuccessful composer, Alex Nicol. During Liberace's audition, deafness strikes and his doctor advises that only a dangerous operation can cure him. His secretary, Joanne Dru, tries to bolster his courage but he loses interest in music uutil from his penthouse apartment he observes troubled park visitors through binoculars and becomes involved in their lives. As he is soon to marry Miss Malone, Miss Dru leaves his employ. Soon afterward, he sees his fiancee in the park with Nicol, and realizes that they are in love but don't want to hurt him. Liberace ends the relationship, has the operation which restores his hearing, and Miss Dru returns to him as he finally debuts in Carnegie Hall.

"Three Stripes In The Sun"

(Columbia) 93 Min.

Cast: Aldo Ray, Phil Carey, Dick York, Mitsuko Kimura, Chuck Connors, Camille Janclaire, Henry Okawa, Tatsue Saito.

Credits: Produced by Fred Kohlmar; Directed by Richard Murphy; Screen play by Richard Murphy; Adapatation by Albert Duffy, Based on E. J. Kahn, Jr.'s magazine article, "The Gentle Wolfhound."

"Three Stripes In The Sun" is a very well made picture dealing with the true story of a war-hardened American sergeant, who at first doesn't like Japanese, but finally is instrumental in arranging for the actual construction of an orphanage for Japanese children, and marries a Japenese girl. The three leads, Aldo Ray, Phil Carey and Dick York, all turn in outstanding performances that give the film a human tug and will aid it at the box office, where it should do okay with strong selling. The film also introduces a very attractive Japanese star, Mitsuko Kimura, who comes through with a performance of great depth and feeling. Shot in Japan, the film captures a lot of the color of the country and this phase of the film will be of great interest to American audiences also.

A sergeant, who has fought the Japanese on many fronts, Sgt. Aldo Ray has difficulty being tolerant of them when he arrives in Japan for occupation duty. Buddy York and commanding officer Carey aid him in unfreezing toward the Japanese people. The first step takes place when Mitsuko Kimura, an interpreter at the Army base, takes him to a run-down orphanage housing nuns and Japanese orphans. A former orphan himself, Ray takes to the kids and starts a collection to build a new orphanage. He also falls in love with Mitsuko, who is counseled by her father that mixed marriages do not work out. Ray gradually learns that his prejudice was wrong and proposes to Mitsuke, who agrees to marry him. They head for the altar and then for the United States.

"Queen Bee"

(Columbia) 94 Min.

Cast: Joan Crawford, Barry Sullivan, Betsy Palmer, John Ireland, Lucy Marlow, William Leslie, Fay Wray, Katherine Anderson, Tim Hovey.

Credits: Produced by Jerry Wald Directed by Ranald MacDougall; Screen play by Ranald MacDougall; Based on the novel by Edna Lee.

Columbia's "Queen Bee" is a very smooth and elegant romantic melodrama which gives Joan Crawford a meaty role as a selfish woman, who likes to dominate everyone around her. Her sting is quite similar to that of the queen bee of the beehives. Miss Crawford gives one of her finest performances in recent years in this vehicle, and is hard pressed for acting honors by Barry Sullivan, Betsy Palmer, and John Ireland. Chiefly a "woman's picture," "Queen Bee" will get its best response box office-wise from a strong campaign slanted toward this audience. Crawford fans will flock to this one and enjoy it and there should be word of mouth on it. There is a lot of sharp dialogue in the film and it has a crispness that holds interest all the way. Miss Crawford is given a varied wardrobe in this film and the



Joan Crawford as the "Queen Bee," Columbia release with Barry Sullivan (above) and John Ireland. Also featured are Betsy Palmer and Lucy Marlow.

ladies will also enjoy this facet of the film.

Lucy Marlow goes South to visit Joan Crawford and finds her to be married to a drunk, Barry Sullivan, and surrounded by people who hate her, Betsy Palmer, John Ireland and William Leslie. Lucy sides with Joan, until she watches queen bee Joan try and prevent the marriage of John Ireland, who was once her lover, and Betsy. This move results in Betsy's committing suicide and stirs Sullivan and Ireland to action, both set on destroying Joan. Sullivan pretends that his love for Joan is rekindled and she is taken in. Ireland aware that it is a ruse to set Joan up to be killed, sees that Lucy can be happy with Sullivan, and tricks Joan into going for a ride with him. The ride in an automobile ends in death for both of them and leaves Lucy and Sullivan together for a chance at happiness.

"Frisky"

(DCA) ITALIAN 97 Min.

Cast: Gina Lollobrigida, Vittoria DeSica, Marisa Merlini, Roberto Risso, Virgilio Riento, Tina Pica.

Credits: A Titanus Production; Produced by Nino Misiano; Directed by Luigi Comencini; Screenplay by Marcello Girosi; Story by E. M. Margadonna and Comencini.

Gina Lollobrigida as "Frisky" again provides moments of great charm, wit and sex appeal in this Italian export. A sequel to "Bread Love and Dreams," "Frisky" is a romance of love and gossip which gives the popular Gina ample opportunity to demonstrate her provocative song and dance talents. Aided by Vittoria DeSica's warm comic portrayal of the local Lothario who innocently disrupts the village maiden's romance, it adds up to a good bet for art houses and general audiences as well. Lollobrigida's renowned beauty, accentuated by some marvelously appealing costuming, provides the theme for exploitation. Some bright folk music and highly humorous vignettes offset the occasional lapse in pace. Titling offers no distraction to the viewer.

Frisky, played by Lollobrigida, is the village beauty desired by all. Her fiance, a soldier, is sent from the town because local laws forbid soldiers to serve in the same town as their lovers. In order to raise money for her wedding dress, Frisky becomes a maid to the Marshal, the town's great Lothario. Though she is faithful to her fiance, and resigned to wait for him, she is persecuted by town gossip. The Marshal too is engaged, but through a series of community misunderstandings, both their lovers break the engagements. Both the Marshal and Frisky fall under the influence of wine at a christening feast, and are confronted by their respective lovers as they finish a rousing waltz. With the village against her, Frisky runs off, threatening to become a tramp. A band of traveling entertainers and minor earthquakes finally set life and love straight again, with Frisky joining her soldier and the Marshal freed to make love to all womankind.



Gina Lollobrigida returns as "Frisky" in the DCA release also starring Vittoria DeSica (not shown). Gina is shown here with Roberto Risso (left) and Virglio Riento.

"Teen-Age Crime Wave"

(Columbia) 79 Min.

Cast: Tommy Cook, Mollie McCart, Sue England, Frank Griffin, James Bell, Kay Riehl, Guy Kingsford, Larry Blake.

Credits: A Clover Production; Directed by Fred F. Sears; Screenplay by Harry Essex and Ray Buffum; Story by Ray Buffum.

This well-done little melodrama, follows the pattern of "The Desperate Hours" and "The Night Holds Terror" in story line. This time teen-agers take over a farmer's house and hold his family at bay, while they are dodging a murder rap. The film, which will probably end up on the bottom of a double bill as a programmer, due to its lack of marquee power, gains most of its strength from the work of capable newcomers. The picture has an exploitable title and in some cases can get by as a companion feature with strong selling. Fred Sears' direction is exceptionally good.

Mollie McCart, Tommy Cook and James Ogg are a teen-age gang, using Mollie as bait to lure middle-aged men out of bars so they can roll them. Sue England, unaware of the trio's criminal activities, dates Ogg and is a witness to a robbery-beating. When she refuses to name Cook and Ogg as the man's attackers, she is sent to girl's reformatory with Mollie. En route to the correction institution, Cook intercepts the sheriff's car, kills the sheriff, ties up the matron, and takes Sue and Mollie with him. They seek sanctuary in James Bell's farmhouse, where they hold his wife, Kay Riehl and Frank Griffin, his son, as hostages. Cook has Griffin send a coded message to Ogg to pick them up via the telephone. Before Ogg arrives, the police get curious. Cook gets jumpy and shoots a neighbor, Sydney Mason, who comes to visit. Ogg is caught by a police roadblock and killed. When the police close in, Mollie is shot down and Cook flees to a planetarium near by in an effort to escape with Griffin in pursuit. Griffin is about to toss him over the side when the police arrive and capture Cook.

"Apache Woman"

(American Releasing Corp. Pathecolor 83 Min.

Cast: Lloyd Bridges, Joan Taylor, Lance Fuller, Morgan Jones, Paul Birch, Jonathan Haze.

Credits: A Golden State Production; Executive Producer, Alex Gordon; Produced and Directed by Roger Corman; Screenplay and story by Lou Rusoff.

"Apache Woman" is a hard hitting outdoor drama, both off-beat and exploitable. Film is very imaginatively produced and deals with a half-breed lawyer and his sister trying to find their place in a society where they are shunned by both Indians and whites. Cast topper Lloyd Bridges, Joan Taylor and Lance Fuller all give high grade performances. The Pathecolor photography is some of the best yet in that process. Film has a highly exploitable sequence of Miss Taylor swimming nude in a lake. Although not censorable, the sequence has exploitation possibilities.

A small Arizona town, near an Apache Indian reservation, is up at arms at the murders and raids committed near its border. The raids are believed to be by Apaches and Lance Fuller, a half-breed, and his sister, Joan Taylor, also a half-breed are suspected. Lloyd Bridges, a Government trouble shooter, is sent to town to prevent what can become another Indian War. Bridges manages to hold off the townsfolk who threaten to attack the Apaches, who they believe guilty too, until he finds out Fuller and some followers have been pulling the raids and making it look like Apache work. Joan, who has fallen in love with Bridges, helps him get the goods on her brother, when she realizes if she doesn't help him it will cause countless deaths.

"Naked Sea"

(RKO) Color 70 Min.

Credits: Produced, directed and photographed by Allen H. Miner; Written by Gerald Schnitzer; Narrated by William Conrad.

This RKO color documentary about men against the sea has several tremendously exciting scenes. A realistic record of a four-month search for tuna fish by 14 men in a wooden boat, the film clearly details the patience and skill which go into the capture of the tuna, a fish whose whereabouts and habits are still largely a mystery to fisherman. From the boat's home port in San Diego, the fishermen diligently suffer disappointments in the Pacific waters off Panama and the Galapagos, until they finally are able to reach their goal of 300 tons of fish off Peru. Highly dramatic are the techniques by which the fishermen catch 300-pounders with three men using three poles on one hook, hauling in the fish with incredible speed. An interesting variety of underwater life is shown, and a fine musical score, played on a guitar, has already been recorded on Capitol Records.

"Operation Malaya"

(American Releasing Corp.) 65 Min.

Commentators: John Humphry, Winford Vaughan Thomas, John Slater, and Chips Rafferty.

Credits: An Abtcon Presentation; Produced by John Croydon and Peter Crane; Directed by David MacDonald; Written by Croydon and MacDonald.

This well-photographed documentary deals with England's constant fight against Communist terror in Malaya. Film will lend itself to exploitation as it is timely and the Malaya situation is continually in the press. Photographed in Malaya, the film details the workings of the British soldiers and Malayan police in tracking down Red guerillas and dealing with them. The film is expertly edited and weaves its narrations, which individually deal with the Communist problem from different viewpoints, together into a compact film. Their trek goes through swamps, dense undergrowth and primitive jungle. Finally the troops capture a Red leader who is brought back to civilization, put on trial as an outlaw, and given the death penalty in a fair trial.

"Rebecca," the first of the David O. Selznick special productions to be re-released by RKO-Radio, will be under the merchandising and distribution supervision of Artists-Producers Associates, Inc., according to APA's president A. W. Schwalberg.

Sinatra To United Artists



Frank Sinatra and Robert F. Blumofe, United Artists v.p. in charge of West Coast operations, sign an agreement under which the star's newly formed Kent Productions will make "Johnny Concho!" as the first of six features for UA release.

FEATURES—Calendar of Current Releases

(As far ahead as it is possible to obtain them)

ALLIED ARTISTS

Release Date	Release No.	Production	Time (min.)	Cast
June	5518	Lord of the Jungle	69	J. Sheffield, Wayne Morris
June	5519	Fingerman	82	Frank Lovejoy, Peggie Castle
June	5521	Case of the Red Monkey	73	Richard Conte, Rona Anderson
July	5520	Wichita (Tech.-CinemaScope)	81	Joel McCrea, Vera Miles
July	5524	Betrayed Women	64	Carole Mathews, Beverly Michaels
July	5522	Spy Chasers	61	Leo Gorcey, Huntz Hall
Aug.	5523	The Warriors (Tech.-CinemaScope)	85	Errol Flynn, Joanne Dru
Aug.	5525	The Phenix City Story	100	Richard Kiley, Kathryn Grant
Sep.	5526	Night Freight	80	Forrest Tucker, Barbara Britton
Sep.	5528	Return of Jack Slade	80	John Ericon, Mari Blanchard
Oct.	5529	Jail Busters	61	Leo Gorcey, Huntz Hall
Oct.	5530	Time Slip	71	Gene Nelson, Faith Domergue
Oct.	5531	Gun Point (Tech.) (CinemaScope)	80	Fred MacMurray, Dorothy Malone
Nov.	5533	The Toughest Man Alive	74	Dane Clark, Lita Milan
Nov.	5527	They Come From Another World (CinemaScope)	78	Kevin McCarthy, Dana Wynter
Nov.	5534	Paris Follies of 1956 (Technicolor)	73	Forrest Tucker, Margaret & Barbara Whiting

BUENA VISTA DISTRIBUTING CO.

June		Davy Crockett, King of The Wild Frontier (Tech. Widescreen)	95	Fess Parker, Buddy Ebsen
July		Lady and The Tramp (Tech. CinemaScope)	76	Cartoon Feature
Oct.		The African Lion (Tech.)	73	True Life Adventure
Jan. '56		The Littlest Outlaw(Tech.)	75	Pedro Armendariz, Joseph Calleia
Feb. '56		Song of the South Re-release Technicolor Live action- Cartoon		Bobby Driscoll, James Baskett

COLUMBIA

June	742	Five Against the House	84	Guy Madison, Kim Novak
June	738	Prize of Gold (Tech.)	98	Richard Widmark, Mai
July	747	Chicago Syndicate	86	Dennis O'Keefe, Abbe Lane
July	746	Creature With the Atom Brain	70	Stevens Richard Denning, Angela
July	732	It Came From Beneath the Sea	80	Faith Domergue, Kenneth Fahey, Ian Keith
Aug.	801	The Man From Laramie (Tech.-CinemaScope)	104	James Stewart, Cathy O'-Donnell
Aug.		Bring Your Smile Along (Tech.)	83	Frankie Laine, Keefe Brasselle
Aug.	807	The Night Holds Terror	86	Jack Kelly, Hildy Parks
Sept.	806	Special Delivery	86	Joseph Cotten, Eva Bartok
Sept.	804	Apache Ambush	67	Bill Williams, Richard Jaeckel
Sept.	802	Footsteps in the Fog (Tech.)	90	Stewart Granger, Jean Simmons
Sept.	809	The Gun That Won The West (Tech.)	71	Dennis Morgan, Paula Raymond
Oct.	805	Devil Goddess	70	Johnny Weismuller, Angela Stevens
Oct.	808	Duel On the Mississippi (Technicolor)	72	Lex Barker, Patricia Medina
Oct.	811	Count Three and Pray CinemaScope-Tech.)	102	Van Heflin, Joanne Woodward
Oct.	810	My Sister Eileen CinemaScope-Tech.)	108	Janet Leigh, Jack Lemmon, Betty Garrett
Nov.		Teen-Age Crime Wave		Tommy Cook, Molly McCart
Nov.		Queen Bee		Joan Crawford, Barry Sullivan
Nov.		Three Stripes In the Sun		Aldo Ray, Phil Carey

FILMAKERS

Apr.	6068	Mad At The World	72	Frank Lovejoy, Keefe Brasselle, Cathy O'Donnell
		Bold and the Brave		Wendell Corey, Mickey Rooney, Nicole Maurey

I. F. E.

American Dialogue

May		"Love in the City"	90	English commentary & subtitles.
May		Outlaw Girl	76	Silvana Mangano
May		Green Magic (Color)	85	Documentary with English commentary
Oct.		Maddalena (Tech.)	90	Marta Toren, Gino Cervi
Dec.		Neopolitan Carousel (Tech.)		Sophia Loren, Leonide Massine

LIPPERT PICTURES

June	5418	King Dinosaur	59	Bill Bryant, Wanda Curtis
July	5416	The Lonesome Trail	73	Wayne Morris, John Agar
Sept.		Simba (Color)		Dirk Bogarde

METRO-GOLDWYN-MAYER

June	527	Love Me Or Leave Me (Eastman Color)	108	James Cagney, Doris Day, Cameron Mitchell
June	528	Moonfleet (CinemaScope-Eastman)	89	Stewart Granger, Viveca Lindfors
July	529	Interrupted Melody (CinemaScope-Eastman)	106	Eleanor Parker, Glenn Ford, Roger Moore
July	530	"The Wizard of Oz" (Reprint) (Tech.)	102	Judy Garland, Roy Bolger, Bert Lahr, Jack Haley
July	531	The Cobweb (CinemaScope-Eastman)	124	L. Bacall, R. Widmark, C. Boyer
Aug.	532	The Kings Thief (CinemaScope-Eastman)	78	Edmund Purdom, Ann Blyth, David Niven
Aug.	533	The Scarlet Coat (CinemaScope)	104	Cornel Wilde, Anne Francis
Sept.	601	It's Always Fair Weather (CinemaScope-Eastman)	102	Gene Kelly, Dan Dailey, Dolores Gray, Michael Kidd
Sept.	602	Svengali (Eastman Color)	82	Hildegarde Neff, Donald Wolfit
Sept.	603	Wildfire (CinemaScope-Eastman)	87	Jeff Richards, Jarma Lewis
Oct.	604	Trail (CinemaScope-Eastman)	109	Glenn Ford, Dorothy McGuire
Oct.	607	Quentin Durward (CinemaScope-Eastman)		Robert Taylor, Kay Kendell
Nov.	608	The Tender Trap (CinemaScope-Eastman)		Frank Sinatra, Debbie Reynolds
Nov.	609	A Guy Named Jones (Re-issue)	120	Spencer Tracy
Oov.	610	30 Seconds Over Tokyo (Re-issue)	138	Van Johnson, Marlon Brando, Frank Sinatra
Nov.		Guys and Dolls (CinemaScope-Eastman) (Special Engagement)		Jean Simmons, Vivian Blaine
Dec.		I'll Cry Tomorrow (Special Engagement)		Susan Hayward, Richard Conte
Dec.		Kismet (CinemaScope-Eastman)		Howard Keel, Ann Blyth

PARAMOUNT

May	5425	Strategic Air Command (VistaVision-Tech.)	114	James Stewart, June Allyson
June	5411	Hell's Island (VistaVision-Tech.)	84	John Payne, Mary Murphy, Francis L. Sullivan.
June	5412	The Far Horizons (VistaVision-Tech.)	108	Fred MacMurray, Charleton Heston, Donna Reed
July	5413	The Seven Little Foys (VistaVision-Tech.)	93	Bob Hope, Milly Vitale.
Aug.	5414	We're No Angels (VistaVision-Tech.)	103	Humphrey Bogart, Aldo Ray, Peter Ustinov
Aug.	5415	You're Never Too Young (VistaVision-Tech.)	106	Dean Martin, Jerry Lewis, Diana Lynn, Nina Foch
Sept.	5501	The Girl Rush (VistaVision-Tech.)	85	Rosalind Russell, Fernando Lamas, Gloria DeHaven, Eddie Albert
Sept.	5502	To Catch A Thief (VistaVision-Tech.)	106	Cary Grant, Grace Kelly
Oct.	5503	Ulysses (Tech.)	104	Kirk Douglas, Silvana Mangano
Oct.	5429	White Christmas (VistaVision-Tech.)	120	Bing Crosby, Danny Kaye, Rosemary Clooney, Vera-Ellen.
Nov.	5504	Lucy Gallant (VistaVision-Tech.)	104	Jane Wyman, Charlton Heston, Claire Trevor.
Nov.	5509	The Desperate Hours (VistaVision)	112	Humphrey Bogart, Fredric March, Martha Scott
Dec.	5510	Artists and Models (VistaVision-Tech.)	109	Dean Martin, Jerry Lewis, Shirley MacLaine, Anita Ekberg

RKO-RADIO

June	513	Son of Sinbad (Tech.-Superscope)	88	Dale Robertson, Sally Forrest, Vincent Price
June	577	The Big Street (Reissue) (Reissue)	88	Henry Fonda, Lucille Ball
June	514	Wakamba (Tech.)	65	African Adventure.
June	515	Pearl of the South Pacific (Tech.-Superscope)	86	Virginia Mayo, Dennis Morgan
Sept.	516	Bengazi (Superscope	79	Richard Conte, Victor McLaglen, Mala Powers
Sept.	602	Tennessee's Partner (Tech.-Superscope)	87	John Payne, Ronald Reagan, Rhonda Fleming
Oct.	601	Treasure of Pancho Villa (Tech.-Superscope)	96	Rory Calhoun, Shelly Winters, Gilbert Roland

FEATURES—Calendar of Current Releases

(As far ahead as it is possible to obtain them)

Release Date	Release No.	Production	Time (min.)	Cast
Nov.		Texas Lady (Tech.-Superscope)	86	Claudette Colbert, Barry Sullivan, Gregory Walcott
Dec.		Glory (Tech.-Superscope)	—	Margaret O'Brien, Charlotte Greenwood, Walter Brennan
Jan. 56		Slightly Scarlet (Tech.-Superscope)	—	John Payne, Rhonda Fleming, Arlene Dahl
		The Conqueror (Color-CinemaScope)	—	John Wayne, Susan Hayward, Pedro Armendariz
		The Brave One (Tech.-CinemaScope)	—	Michel Ray, Joe Lansing, Rodolfo Hoyos, Fermin Rivera

REPUBLIC

June	5436	City Of Shadows	70	Victor McLaglen, John Baer
June	5406	The Road to Denver	90	John Payne, Mona Truman
June	5437	Double Jeopardy	70	Rod Cameron, Gale Robbins
July	5438	Lay That Rifle Down	71	Judy Canova, Robert Lowery
July	5439	The Green Buddha	64	Wayne Morris, Mary Germaine
Aug.	5407	The Last Command	110	Sterling Hayden, Anne Maria Alberghetti, Richard Carlson.
Aug.	5408	The Divided Heart (Rank)	89	Cornell Borchers, Yvonne Mitchell
Sept.	5441	Cross Channel	60	Wayne Morris, Yvonne Furneaux
Sept.	5440	Headline Hunters	70	Rod Cameron, Julie Bishop
Oct.	5444	Mystery of the Black Jungle	—	Lex Barker, Joan Maxwell
Oct.	—	No Man's Woman	—	Marie Windsor, John Archer, Patric Knowles
Oct.	5409	Twinkle In God's Eye	73	Mickey Rooney, Coleen Grey
Oct.	—	A Man Alone	96	Ray Milland, Mary Murphy
Nov.	—	Magic Fire	—	Yvonne De Carlo, Carlos Thompson, Rita Gam
Nov.	—	Secret Venture	—	Kent Taylor, Jane Hylton
Nov.	—	The Vanishing American	—	Scott Brady, Audrey Totter, Forrest Tucker
Nov.	—	Jaguar	—	Sabu, Chiquita, Touch Conners
Dec.	—	Flame of the Islands	—	Yvonne De Carlo, Zachary Scott, Howard Duff
Dec.	—	Track the Man Down	—	Kent Taylor, Petula Clark
		The Maverick Queen	—	Barbara Stanwyck, Barry Sullivan, Scott Brady
		Stranger At My Door	—	MacDonald Carey, Patricia Medina, Skip Homiere
Dec.	—	"The Fighting Chance"	—	Rod Cameron, Julie London

TWENTIETH CENTURY-FOX

June	513-1	The Magnificent Matador (CinemaScope-Tech.)	94	Maureen O'Hara, Anthony Quinn
June	514	Soldier of Fortune (CinemaScope-De Luxe)	96	Clark Gable, Susan Hayward
July	506-6	Life in the Balance	74	Ricardo Montalban, Anne Bancroft, Lee Marvin
July	512-4	The Living Swamp CinemaScope-Deluxe	33	Documentary
July	518-1	How to Be Very Very Popular (CinemaScope-De Luxe)	89	Betty Grable, Sheree North, Bob Cummings
Aug.	519-9	The Virgin Queen (CinemaScope-De Luxe)	92	Bette Davis, Richard Todd, Joan Collins
Aug.	521-5	Love is a Many Splendored Thing (CinemaScope-De Luxe)	102	William Holden, Jennifer Jones
Sept.	520-7	The Left Hand of God (CinemaScope-De Luxe)	87	Humphrey Bogart, Gene Tierney
Sept.	522-3	Seven Cities of Gold (CinemaScope-De Luxe)	103	Richard Egan, Michael Rennie, Rita Moreno
Oct.	523-1	The Tall Men (CinemaScope-De Luxe)	122	Clark Gable, Jane Russell, Robert Ryan
Oct.	524-9	The Girl in the Red Velvet Swing (CinemaScope-De Luxe)	—	Ray Milland, Joan Collins, Farley Granger
Oct.	525-6	The View from Pompey's Head (CinemaScope-De Luxe)	—	Richard Egan, Dana Wynter, Cameron Mitchell
Nov.	527-2	The Deep Blue Sea (CinemaScope-Color)	99	Vivian Leigh, Kenneth More
Dec.	526-4	Lover Boy	85	Gerard Philipe, Valerie Hobson, Joan Greenwood
Dec.	—	The Maverick Queen (Trucolor—Cinepanoramic)	—	Barbara Stanwyck, Barry Sullivan, Scott Brady
		Stranger At My Door	—	MacDonald Carey, Patricia Medina, Skip Homiere

Release Date	Release No.	Production	Time (min.)	Cast

UNITED ARTISTS

June	5521	Summertime	99	Katharine Hepburn, Rossano Brazzi
June	5519	The Big Bluff	70	John Bromfield, Martha Vickers
June	5520	The Sea Shall Not Have Them	91	Michael Redgrave, Dirk Bogarde
June	—	Othello	92	Orson Welles, Suzanne Cloutier
June	5512	Break to Freedom	88	Anthony Steel, Jack Warner
July	5511	Not as a Stranger	135	Robert Mitchum, Olivia de Haviland, Frank Sinatra
July	5522	The Man Who Loved Redheads (Tech.)	89	Moira Shearer, John Justin
July	5523	Shadow of the Eagle	92	Richard Greene, Valentina Cortesa
August	5524	The Kentuckian (CinemaScope-Tech.)	104	Burt Lancaster, Dianne Foster, Diana Lynn
August	5526	The Naked Street	84	Farley Granger, Anthony Quinn, Anne Bancroft
Sept.	5527	The Night of the Hunter	93	Robert Mitchum, Shelley Winters, Lillian Gish
Sept.	5529	Desert Sands (SuperScope-Tech.)	87	Ralph Meeker, Marla English, J. Carrol Naish
Oct.	5531	Gentlemen Marry Brunettes (CinemaScope-Tech.)	97	Jane Russell, Jeanne Crain, Scott Brady, Alan Young
Oct.	5533	Savage Princess (Technicolor)	101	Dilip Kumar, Nimmi
Oct.	5534	Fort Yuma (Tech.)	78	Peter Graves, Joan Vohs
Nov.	5532	The Big Knife	111	Jack Palance, Ida Lupino, Shelley Winters
Nov.	5535	Man With the Gun	83	Robert Mitchum, Jan Sterling
Nov.	5525	Killer's Kiss	67	Frank Silvera, Jamie Smith

UNIVERSAL

June	526	Abbott & Costello Meet The Mummy	79	Bud Abbott, Lou Costello, Marie Windsor
June	525	Man From Bitter Ridge (Color)	80	Lex Barker, Mara Corday, Stephen McNally
June	527	This Island Earth (Tech.)	87	Jeff Morrow, Faith Domergue
July	529	Ain't Misbehavin! (Tech.)	82	Piper Laurie, Rory Calhoun, Jack Carson
July	530	The Purple Mask (Tech.-CinemaScope)	80	Tony Curtis, Colleen Miller, Angela Lansbury
July	528	Foxfire (Tech.)	92	Jeff Chandler, Jane Russell, Dan Duryea
Aug.	532	One Desire (Tech.)	94	Anne Baxter, Rock Hudson, Julie Adams
Aug.	533	The Private War of Major Benson (Tech.)	105	Charlton Heston, Julie Adams
Aug.	534	Frances In the Navy	80	Donald O'Connor, Martha Hyer
Sept.	535	The Shrike	88	Jose Ferrer, June Allyson
Sept.	536	Female on the Beach	97	Joan Cawford, Jeff Chandler
Oct.	538	Kiss of Fire (Tech.)	87	Jack Palance, Barbara Rush, Rex Reason, Martha Hyer
Oct.	539	To Hell & Back (Tech.-CinemaScope)	106	Audie Murphy, Charles Drake, Marshall Thompson, Gregg Palmer
Oct.	540	To Hell & Back (Standard)	106	Audie Murphy, Charles Drake, Marshall Thompson, Gregg Palmer
Nov.	5601	Lady Godiva (Technicolor)	89	Maureen O'Hara, George Nader
Nov.	5602	The Naked Dawn Tech.)	82	Arthur Kennedy, Betta St. John
Nov.	5603	Hold Back Tomorrow	75	Cleo Moore, John Agar

WARNER BROS.

June	416	The Sea Chase (CinemaScope-WarnerColor)	118	John Wayne, Lana Turner, Tab Hunter
June	417	Tall Man Riding (WarnerColor)	83	Randolph Scott, Dorothy Malone, Peggie Castle
July	419	Land of the Pharoahs (CinemaScope-WarnerColor)	105	Jack Hawkins, Joan Collins, Dewey Martin
July	420	The Dam Busters	102	Richard Todd, Michael Redgrave
July	418	Mister Roberts (CinemaScope-WarnerColor)	123	Henry Fonda, James Cagney, William Powell
Aug.	421	Pete Kelly's Blues (CinemaScope-WarnerColor)	95	Jack Webb, Janet Leigh
Sept.	501	The McConnell Story CinemaScope-WarnerColor)	107	June Allyson, Alan Ladd
Oct.	502	Blood Alley (CinemaScope-WarnerColor)	115	John Wayne, Lauren Bacall
Oct.	503	Illegal	88	Edward G. Robinson, Nina Foch
Oct.	504	Rebel Without A Cause (CinemaScope-WarnerColor)	111	James Dean, Natalie Wood

SHORTS—Calendar of Releases

COLUMBIA

Series	Prod. No.	Title	Reels	Release Date	Time (Min.)
All Star	7415	Scratch-Scratch-Scratch	2	June 9	16½
Color Favorites	7613	Kukunuts	1	June 2	6½
(Tech. Re-issue)	7614	Scary Crows	1	June 23	8
"	7615	Little Rover	1	July 14	9
World of Sports	7809	Sun Play	1	June 2	9
"	7810	Danish Gym-Dandies	1	July 14	9
Screen Snapshots	7859	Hollywood Beauty	1	June 16	11
"	7860	Hollywood Mothers	1	July 14	10
Thrills of Music (Re-issue)	7956	Ray Eberle & His Orchestra	1	June 9	10½
Candid Microphone	7555	No. 2 (Series No. 2)	1	June 2	1
Comedy Favorites (Re-issue)	7436	Training For Trouble	2	June 16	15½
Serials—15 Chapters	7160	Adventures of Captain Africa		June 9	
Mr. Magoo (Tech.)	7704	Madcap Magoo	1	June 23	6
Stooge Comedies	7408	Stone Age Rookies	2	June 2	16
1955-56					
All Star	8411	One Spooky Night	2	Sept. 15	16
"	8412	He Took A Powder	2	Oct. 27	17
Color Favorites	8601	Tooth or Consequences	1	Sept. 1	6½
(Tech. Re-issue)	8602	Up'n Atom	1	Oct. 6	6
Assorted Favorites	8421	Honeymoon Blues	2	Sept. 8	17
World of Sports	8801	Stable Stakes	1	Sept. 29	10
Screen Snapshots	8851	Hollywood Bronc Busters	1	Sept. 22	9
"	8852	The Great Al Jolson	1	Oct. 20	
Comedy Favorites (Re-issue)	8951	Louis Prima & Orch.	1	Sept. 22	10
Candid Microphone	8551	No. 3 (Series No. 2)	1	Sept. 15	11
U.P.A. Assorted (Tech.)	8501	Christopher Crumpet's Playmate	1	Sept. 8	6½
Thrills of Music (Re-issue)	8431	Pardon My Lamb Chop	2	Oct. 13	17
Serials—15 Chapters	8120	The Sea Hound		Sept. 22	
Mr. Magoo (Tech.)	8701	Stage Door Magoo	1	Oct. 6	7
Stooge Comedies	8401	Wham-Bam-Slam	2	Sept. 1	16
"	8402	Hot Ice	2	Oct. 6	16½

METRO-GOLDWYN-MAYER

Cartoons (Tech.)	*W-642	Mouse For Sale	1	May	21	7
Gold Medal Reprint Cartoons (Tech.)	*W-666	Mouse In The House	1	May	7	8
"	*W-667	Little Tinker	1	May	14	7
"	*W-668	Slap Happy Lion	1	May	28	7
Pete Smith Specialties	*S-657	Global Quiz (Tech.)	1	May	14	10
"	*S-658	Animals In Action	1	May	21	9
"	*S-659	Historical Oddities	1	May	28	9
"	*S-660	The Fall Guy	1	June	4	9

* NOTE: Suitable for screens up to 1.75.1 ratio.

PARAMOUNT

Sportlight	R14-9	High Score Bowling	1	June	10	9
"	R14-10	San Fernando Riding Champs	1	July	1	9
"	R14-11	Pacific Salmon Parade	1	July	15	9
"	R14-12	Champion Irish Thoroughbreds	1	Aug.	23	9
Pacemaker	K14-5	Florida Aflame	1	June	3	9
"	K14-6	Walk In The Deep	1	June	17	10
Casper (Tech.)	B14-6	Bull Fright	1	July	15	6
Noveltoon (Tech.)	P14-5	News Hound	1	June	10	6
"	P14-6	Poop Goes The Weasel	1	July	8	6
Popeye (Tech)	E14-8	Car-azy Drivers	1	July	22	6
VistaVision Specials (Tech)	V14-4	Vistavision Vivits Hawaii	2	July	1	17
"	V14-5	Vstavision Visits Japan	2	Aug.	12	17
Herman & Katnip	H14-4	Mouse Trapeze	1	Aug.	5	7
1955-56						
Cartoon Champion (Tech.)	S15-1	The Mite Makes Right	1	Sept.	30	8
"	S15-2	The Old Shell Game	1	Sept.	30	7
"	S15-3	The Little Cut Up	1	Sept.	30	6
"	S15-4	Hep Cat Symphony	1	Sept.	30	6
"	S15-5	Little Red School Mouse	1	Sept.	30	7
"	S15-6	Leprechaun's Gold	1	Sept.	30	10
"	S15-7	Quack-A-Doodle Doo	1	Sept.	30	7
"	S15-8	Teacher's Pest	1	Sept.	30	7
"	S15-9	Tarts and Flowers	1	Sept.	30	7
"	S15-10	Pleased to Eat You	1	Sept.	30	6
"	S15-11	Goofy Goofy Gander	1	Sept.	30	7
"	S15-12	Saved by the Bell	1	Sept.	30	6
Speaking of Animals	A15-1	Tain't So	1	Sept.	30	10
"	A15-2	Monkey Shines	1	Sept.	30	9
"	A15-3	Be Kind to Animals	1	Sept.	30	8
"	A15-4	From A to Zoo	1	Sept.	30	9
Popeye (Tech.)	E15-1	Mister and Mistletoe	1	Sept.	30	6
Noveltoon (Tech.)	P15-1	Rabbit Punch	1	Sept.	30	6
"	P15-2	Little Audrey Riding Hood	1	Oct.	14	6
Sportlight	R15-1	Sporting Dogs Afield	1	Oct.	7	9
Topper	M15-1	Three Kisses	1	Oct.	7	10
Casper (Tech.)	B15-1	Red, White and Boo	1	Oct.	25	6
Herman & Katnip (Tech.)	H15-1	Mousieur Herman	1	Nov.	25	6

RKO-RADIO

Theatre of Life	53301	Devil Take Us	2	June	17	21
Sportscopes	54311	Downhill Yachts	1	June	10	8
"	54312	Bowling Boom	1	July	8	8
"	54313	Tanbark and Turf	1	Aug.	5	8
Screenliners	54211	Rest Assured	1	June	24	8
"	54212	Safety Is Their Business	1	July	22	9
"	54213	Film Fun	1	Aug.	19	9
Disney Cartoons (16th Series) (Tech.)	54110	El Gaucho Goofy (Re-release)	1	June	10	8
"	54111	Aquerela Do Brasil (Re-release)	1	June	24	8
"	54112	The Flying Cauchito (Re-release)	1	July	15	8
"	54113	Bearly Asleep (CinemaScope)	1	Aug.	19	7
"	54114	Beezy Bear (CinemaScope)	1	Sep.	2	7
"	54115	Up A Tree	1	Sep.	23	7
1955-56						
RKO Pathe Specials	63101	The Future Is Now	2	Sep.	9	15
"	63102	Golden Glamour	2	Oct.	14	15
Screenliners	64201	Gold*	1	Sep.	16	10½
"	64202	Black Cats and Broomsticks	1	Oct.	14	8
* Not released in Canada.						
Sportscopes	64301	Game Warden	1	Sep.	2	8
"	64302	Gym College	1	Sep.	30	8
"	64303	Bonefish and Barracuda	1	Oct.	28	8
My Pal	63201	Dog of the Wild	2	Oct.	7	21
(Re-releases)	63202	Pal, Canine Detective	2	Nov.	11	22
Gil Lamb	63301	Groan and Grunt	2	Sep.	23	17
(Re-releases)	63302	Bashful Romeo	2	Oct.	28	16
Ray Whitley	63401	Musical Bandit	2	Oct.	28	16
(Re-releases)	63402	Bar Buckaroos	2	Dec.	2	16
Edgar Kennedy	63501	No More Relatives	2	Sep.	16	18
(Re-releases)	63502	How to Clean House	2	Oct.	21	18
"	63503	Dig that Gold	2	Nov.	25	17
"	63504	Contest Crazy	2	Dec.	30	17
Brown-Kirkwood	63601	Heart Troubles	2	Sep.	30	11
(Re-releases)	63602	Put Some Money in the Pot	2	Nov.	4	17
Leon Errol	63701	Wife Tames Wolf	2	Sep.	9	17
(Re-releases)	63702	Dad Always Pays	2	Oct.	14	18
"	63703	The Spook Speaks	2	Nov.	18	19
"	63704	In Room 303	2	Dec.	23	17

REPUBLIC

Serials	5581	King of the Carnival	13 Ep.	June	27
"	5582	Dick Tracy's G-Men	15 Ep.	Sept.	19

TWENTIETH CENTURY-FOX

(CinemaSiope) (Color)	7507	Tears of the Moon	1	June	10
"	7517	Volcanic Violence	1	June	9
"	7515	Naughty Mermaids	1	Aug.	7
"	7516	Winter Jamboree	1	July	10
"	7519	Survival City	1	July	10
"	7518	That Others May Live	1	Sept.	10
"	7520	Gods of the Road	1	Sept.	10
"	7521	Desert Fantasy	1	Sept.	8
"	7513	Clear The Bridge	1	Oct.	10
Terrytoon (Tech.)	5532	Good Deed Daly	1	July	7
"	5533	Bird Symphony	1	Aug.	7
"	5534	The Little Red Hen	1	Sept.	7
"	5510	Phony News Flashes	1	July	7
"	5511	Foxed by a Fox	1	Aug.	7
"	5512	The Last Mouse of Hamelin	1	Sept.	7
Sport	3501	Topsy Turvy Thrills	1	June	8
See It Happen	6501	Man vs. Nature	1	June	9
"	7522	Water Wizardry	1	Oct.	
"	7523	Carioda Carnival	1	Nov.	
"	7524	Lady of the Golden Door	1	Nov.	
"	7425	Queens Guard	2	Dec.	17

UNIVERSAL

Color Parade Featurette	1385	Swing Hi, Swing Lo	1	June	6	9
Musical Featurette	1308	Webb Pierce and His Wanderin' Boys	2	June	20	16
Woody Woodpecker Cartune (Tech.)	1327	Sh-h-h	1	June	6	6
"	1328	Bedtime Bedlam	1	July	4	6
"	1329	Paw's Night Out	1	Aug.	1	6

WARNERS

1954-55

Technicolor Specials	2009	Festival Days	2	Aug.	13	
"	2011	The Adventures of A. S.	2	June	18	17
"	2012	Uranium Fever	2	July	16	
Featurettes	2106	The Glory Around Us	2	July	2	20
M. M. Cartoons (Tech.)	2718	Tweety's Circus	1	June	4	7
"	2719	Lumber Jerks	1	June	25	7
"	2720	Double or Mutton	1	July	23	7
"	2721	Jumpin' Jupiter	1	Aug.	6	7
"	2722	A Kiddie's Kitty	1	Aug.	20	7
Bugs Bunny Specials (Tech.)	2728	Rabbit Rampage	1	June	11	7
"	2729	This Is a Life?	1	July	9	7
"	2730	Hyde and Hare	1	Aug.	27	7
Sports Parade	2509	Italian Holiday	1	July	9	10
"	2510	Aqua Queen	1	Aug.	6	10
Varieties	2606	Some of the Greatest (John Barrymore)	1	June	18	10
"	2607	Gadgets Galore	1	July	30	10

EXHIBITORS WILL NOT BE UNDER WRAPS at

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FILM PRICES — Allied's popular film clinics as usual plus on-the-floor discussion of the entire film problems, particularly as to conditions in the areas represented by the delegates.

GOVERNMENT REGULATION — Have the film companies so modfied their selling policies and practices that regulation of film rentals is no longer needed? On the basis of surveys made, Allied doesn't think so, but they want to hear from you, in person.

CIRCUIT EXPANSION — The divorced circuits through promoters and dummies are scouring the country for sites for theatres and drive-ins. They may be on the prowl in your area right now. Hear what Allied has done to slow down this movement and what action you should take to protect your situation.

ARBITRATION — Still another draft of an arbitration plan has been released by the film companies. You will want to hear it analyzed by those whose only loyalty is to the independent exhibitors and then voice your opinion whether it is worth the money, the time or the effort.

ADMISSION TAXES — Some people are advocating that exhibitor organizations abandon present activities and join in an attempt to secure repeal of the remnant of the Federal tax. Come and help discuss this from a practical standpoint — How much have you benefited by the cut last year and what are the chances of success at the next session?

COMPO — Is COMPO still the agent of the established exhibitor organizations composing it, or does it seek mastery over the component organizations? Does it still merit the support of independent exhibitor organizations, and, if so, upon what terms and conditions?

SHOWMANSHIP — Emphasis will be placed on the theatre as an enduring institution apart from the films that are here today and gone tomorrow. Some of America's smartest showmen will be there to tell you what they think about selling the theatre to the public as well as the pictures.

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Written by HERB MEADOW
Produced by TED RICHMOND
Directed by GEORGE SHERMAN
A COPA PRODUCTION

Joanne WOODWARD · Phil CAREY · Raymond BURR · Allison HAYES

It's Columbia's answer to a showman's prayer!

THE Independent FILM JOURNAL

DEVOTED to the BEST INTERESTS of the MOTION PICTURE INDUSTRY

In this issue

NEWS

EXHIBS ALLIED WEST; HITS AT CIRCUIT EXPANSION, ARBITRATION, COMPO, ETC.

TOA ASSOCIATION WEAKENED ALLIED; ACT ALONE SEEN

"CAROUSEL" TO ALL THEATRES IN "ULTIMATE" CINERAMASCOPE

UNITED ARTISTS FIRM ON FRIENDSHIP'S DRUG ADDICT FILM RELEASE

JOINT COMMITTEE DEMANDS DRAFT

DOZIER HEADS RKO PRODUCTION; SELZNICK READIES FIRST INDIE

REVIEWS

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Vol. 11, No. 9 November 12, 1955

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UNHOLY EXPERIMENT

LAST Sunday evening, the NBC-TV network presented Sir Alexander Korda's "The Constant Husband," both in color and black and white, to non-paying, home television audiences.

The presentation is of great significance in trade circles because the film is the first theatrical feature to receive a video premiere before being released to theatres.

It is now almost seven years since the *Independent* began an exclusive industry service, recording the playdates of theatrical films on television. There have been more than 4,000 such films and the information we have collected and disseminated through the years has been of considerable value to film buyers and bookers. It would appear rather obvious that theatrical films, once exhibited for noth-

(See Page 3)

THIS IS THE FIRST TRADE STATEMENT OF ITS KIND EVER MADE BY NICHOLAS M. SCHENCK-

"As an exhibitor myself for many years, I think I am justified in believing that my opinion merits consideration by theatre men.

"I have never before used this means of communicating with showmen so that what I say here obviously comes to you with the greatest sincerity.

"I wish to tell exhibitors that never before in the 35 years of M-G-M's existence have I seen, within one week, two attractions of such importance at the box-office as 'THE TENDER TRAP' and 'I'LL CRY TOMORROW.'

"The report has already been published that the audience survey of 'THE TENDER TRAP' was the most successful of any theatre poll ever undertaken by Flim Research Surveys. This wonderful comedy which stars Frank Sinatra, Debbie Reynolds, David Wayne and Celeste Holm must be seen to be fully appreciated. It is in a class by itself. I urge you to see it.

"Time will tell you much better than I about 'I'LL CRY TOMORROW.' M-G-M had a great story property to begin with, a best-selling novel, the real-life story of the remarkable girl Lillian Roth and her heart-lifting fight to come back from defeat to decency. I wept when I saw this picture. So will you. Our Studio has made a production that will outlast us all. It will be a classic of the screen. Millions of people already know about this courageous girl and our picture which tells of her life with frankness and realism, yet with wonderful compassion, is eagerly awaited throughout the nation. I pay tribute publicly to Susan Hayward who plays Lillian Roth and to all who had a hand in the making of 'I'LL CRY TOMORROW.'"

Sincerely yours,

NICHOLAS M. SCHENCK

PRESIDENT, M-G-M PICTURES

THE Independent FILM JOURNAL

Editor: MORTON SUNSHINE

DEVOTED TO THE BEST INTERESTS OF THE MOTION PICTURE INDUSTRY

Unholy Experiment

(*Continued from cover*)

ing, are worth no more than that in theatres for exhibition thereafter.

This experiment in first presenting theatrical films on television would undoubtedly establish a suicidal pattern—and we are quite sure that it will never become necessary for the INDEPENDENT to start a new exhibition service in recording such a list of films in the future. If this should ever come to pass, the motion picture theatres of the nation would be relegated to a subsidiary position and the public would be conditioned to expect their greatest entertainment values via home television. The motion picture theatre audience potential would be drastically cut.

So, who's kidding who? Even if the picture was good—and the reviews of this London Films' production were bad—there just is no theatrical market for pictures that follow in this pattern. The exhibitor who books this picture and seeks an admission price for its paid subsequent run exhibition after free home TV should have his head examined.

The "Ultimate" Presentation

20th-Fox this week unveiled the "ultimate" in refinements of the CinemaScope process to trade figures in New York and Chicago with the projection of scenes from the studio's fortheoming "Carousel," filmed in 55mm negative and reduced to 35mm Cinemascope prints.

The screenings were enthusiastically received — and rightly so—representing a most significant advance in motion picture presentation. This reviewer can testify to the clarity of picture, sharpness of focus, absence of grain, lack of distortion, and feeling of depth.

Again, Spyros P. Skouras, the company's president, is to be congratulated for going ahead with these improvements and making them a reality. We are also glad to report that plans for the 55mm roadshowing of "Carousel" have been abandoned in order that *all theatres* be given an opportunity to exhibit the film in 35mm.

The new process for "Caronsel" is merely colossal!

Inside Dope

Television has recently dramatized several stories dealing with the narcotics traffic on major programs such as "Medic" and "Man Behind the Badge." Only this week, the legitimate theatre witnessed the Broadway premiere of "A Hatful of Rain," which also concerns itself with drug addiction.

This makes all the more significant the decision of United Artists to distribute Otto Preminger's "The Man With the Golden Arm" on the same general subject matter, following a screening of the film for company executives. The hitch is that the Production Code Administration requires an automatic denial of a seal to a film dealing with narcotics. In addition to this blanket ban, the film has already been condemned by Harry Anslinger, the head of the Federal Narcotics Bureau, *sight unseen* as unrealistic because of its happy ending in which Frank Sinatra beats the habit.

We believe the industry and its creative talents are mature enough to approach the problem in good taste and serve a public service. We believe that prior restraints, prejudgments and an absolute tabu on films dealing with this subject matter are arbitrary, unrealistic and unreasonable.

We are not at the head of the parade, nor in the middle of it. In fact, we are far behind . . . but we're not proud that we are.

RKO On The Go

Things should really start to pop at RKO before the turn of the new year now that management has virtually completed its appointments of experienced studio executives. Coincident with the naming of William Dozier as vice-president in charge of production, David O. Selznick announced his first independent production for RKO release would be Ernest Hemingway's "A Farewell To Arms."

These developments give added impetus to the new management's policy to implement the studio's former production policies and exhibitors can look hopefully to a reactivation of this important source of supply.

(*Continued on page 45*)

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Trade Reaction Splendid

"Carousel" To All Theatres In "Ultimate" CinemaScope

Major refinements in CinemaScope utilizing 55mm negative with 35mm reduction prints were unveiled by 20th Century-Fox this week both at the National Allied convention in Chicago and at a series of home office projection room screenings for representative industry leaders and exhibitors.

Allied delegates witnessed scenes from "Carousel," shot in the new 55mm system. The verdict handed down by the packed Oriental Theatre audience screening the CS innovation was one of overwhelming approval. The film process was labeled as "tops" by both large and small theatre owners.

At the New York showing attended by this reporter, the 35mm reduction print retained all the added advantages of greater pictorial information, depth of focus, elimination of print grain and distortion at the sides of the screen.

No Roadshows

In order to make the new system available to the largest number of houses, 20th-Fox has abandoned plans to roadshow the 55mm prints of the studio's musical, "Carousel" and will use the reduced 35mm film, Spyros P. Skouras, company president, stated.

The Rodgers & Hammerstein musical will be made available to all theatres in 35mm release prints for Washington's Birthday playdates. A limited number of 35mm release prints will be made available in six-channel, high-fidelity, magnetic stereophonic sound.

The 20th-Fox president cited a further development in the perfection of a single penthouse attachment for one track magnetic sound permitting non-stereophonic theatres to play all CS films in their correct dimension. Skouras declared that exhibitors could use their present 35mm equipment plus the new attachment to obtain full value of the 55 mm system. The new attachment, which will cost approximately $900, is all that is needed to add the one-track magnetic sound attachment to the theatre's already-installed optical sound equipment.

Darryl F. Zanuck, 20th-Fox vice-president in charge of production, lauded the new Cinemascope 55mm process as "at least 50 percent better than anything heretofore seen in CinemaScope." Zanuck singled out the process' "sharpness of focus, vast photographic area, sense of audience participation and enormous improvement in depth" for special praise.

"To All Theatres"

The production boss commented that the studio has no idea of passing on the exhibitor the "several millions of dollars in expenditures" carried by them in developing the process. "It is our plan," Zanuck said, "to exhibit certain of our big attractions in a few specially equipped theatres on full 55mm projection machines—but our main objective in developing the new 55mm CinemaScope is to bring the perfection of photography into every theatre, large or small, throughout the world."

Speaking prior to the New York screening, Earl Sponable, Fox's research head, pointed out that the new penthouse and attachments will permit the smaller theatre owner to take full advantage of the CinemaScope picture and show its full width with single track magnetic sound. He pointed out that the combination print with an optical track cuts off ten percent of the picture, degrades the sound and generally puts the picture out of balance.

Sponable insisted that if theatres didn't want to "go backwards instead of forward," they would purchase this engineered package and perhaps add on to the system next year for multi-track magnetic sound.

Saul Halprin, studio researcher, for 20th-Fox, added that the company has succeeded in getting more information on 55mm than can presently be obtained on 65 or 70mm because Fox 55mm negative frames have eight perforations on each side of the film.

Skouras Offers Flat Rental To Low Grosser

Spyros S. Skouras assured Allied delegates that his company would make films available at a flat rate to exhibitors grossing $1000 or less a week. He drew cheers from the audience when he said that he would handle complaints personally. The 20th-Fox prexy indicated that the company would be willing to arbitrate film rentals that did not exceed $100.

Further aid was offered by the film exec who said that credit up to three years would be extended to exhibitors wishing installation of the new CinemaScope device. He greeted the exhibitor audience with a call for "one great exhibitor organization" to safeguard the industry.

United Artists Firm On Preminger Drug Addict Film Release

Even if the film is refused a Production Code seal, United Artists will release Otto Preminger's forthcoming production about dope addiction, "The Man With the Golden Arm." The announcemeit was made this week by UA president Arthur B. Krim after viewing a rough cut of the film in Hollywood with top UA executives Robert S. Benjamin, William J. Heineman and Max E. Youngstein.

The company's contract with Preminger permitted them to refuse distribution of the Frank Sinatra, Eleanor Parker, Kim Novak starrer, if the Code seal were not granted. The company has now decided not to exercise that option, although the Code specifically forbids presentation of illegal drug traffic and drug addiction. An exception was made with the MPAA approval of Columbia's "To The Ends of the Earth" in 1948.

Krim said he regarded "Arm" as one of the most important productions ever handled by the company. "We at UA are proud to be associated with a motion picture of this outstanding calibre," he said. "We are confident that the MPAA will recognize its immense potential for public service and grant the film a . . . seal."

Strong opposition to the film has come from Harry Anslinger, Commissioner of the Federal Bureau of Narcotics, believed to be responsible for the original Code provision about drugs. He called the ending of the film, with Sinatra cured of the drug habit, "unrealistic" and "100% Hollywood." Snapping back, Preminger accused Anslinger of abusing his power and making irresponsible statements before seeing the script or the film, which will serve the best interests of the public by warning against the dangerous effects of narcotics.

Industry Film Stockpile Fate Now With Court As 16mm Suit Winds Up

HOLLYWOOD.—The fate of the huge stockpile of old films stored by the motion picture industry is now in the hands of Federal Judge Leon R. Yankowich as the Hollywood 16mm non-jury trial closed with final arguments this week. A quick decision to the lengthy trial is expected.

Defense summed up its case reasserting that the conduct of the defendants was completely different in each specific case, proving that there was no conspiracy to starve TV of film material. Attorney Macklin Fleming called the case "another venture by government into the realm of Robin Hood economics." The government rested its case by attacking defense argument that the companies were waiting for TV prices to go up before they sold to the networks. Samuel Flatlow, government attorney, declared, "the principal rainbow of every conspirator is to get just that, better prices."

The conclusion of the defense case came with the final testimonies of Jack L. Warner, Charles J. Feldman and Ralph Cohn, all averring to the sound business policy that dictated the individual TV policies.

Warner, WB vice-president in charge of production, declared that "irrespective of price," his company had decided to withhold films from the networks. Denying any collaboration with the other studios, Warner said that the policy was set to protect the theatres from further competition. He added that TV release kills the million-dollar remake value of film property.

Representing Universal-International, Feldman, the studio's vice-president and general manager, pointed to TV as the main cause of 6,000 theatres shutting down. Reiterating the remake value of film material, he cited "Magnificent Obsession" as a prime example. With pressure on the theatres, Feldman said, "making U-I film available to TV would have hurt our business just that much more."

Citing toll-TV plus union and legal problems as the factors behind Columbia's withholding policy, Cohn, Screen Gems Inc. boss, emphasized that his studio believed that the time was not yet ripe to realize the maximum value of a film sale to TV.

TOA Association Weakened Allied; Act Alone: Shor

A sweeping attack on "all the forces of inaction" by president Ruben Shor keynoted the 1955 Allied convention, setting the "now or never" tenor for the Chicago conclave. Tongue-lashing distributors, major circuits and TOA, Shor declared that Allied is being pressured to "recede from its program of action" by the "fat cats and lame cats who purr at the feet of distributors by either their membership in TOA or by remaining neutral."

Shor called all exhibitors to action "with the exception of the major circuits and their satellites." Pointing to the "critical situation," he said that Allied has lost effectiveness in the past year through its efforts to present a solid exhibitors' front with TOA.

Two slogans "voiced by the monopolists and their apologists" have been proved wrong, he said. The concept that a single organization is needed to accomplish exhibitor progress was proved fallacious, Shor said, by the failure of the Allied-TOA committee to even get a hearing from the company presidents. The rift between the two major exhibitor groups was widened by Shor's attack on the second slogan: that "friendly negotiation" can settle distributor-exhibitor issues.

Lost Strength

Shor said that "Allied did not gain in strength or prestige" by its association with TOA but "was weakened." He declared that "the presence of TOA men on the joint committee meant that there would be no joint action in case the exhibitor demands were not met" as far as the film companies were concerned.

Shor explained that his group was "caught in a trap" because they were deceived by the apparent TOA attitude voiced by Alfred Starr that "desperate men would do desperate things." Allied had believed that TOA would resort to legislation if necessary, Shor stated, "but the distributors knew from long experience that the TOA emissaries would live to return another day, hat in hand, to make another try by 'friendly negotiation'."

He pointedly remarked that a key dispute between the two organizations remained in the problem of circuit expansion, particularly in the case of drive-ins. TOA's failure to endorse the Allied demand for Justice Dept. aid in checking circuit growth indicates the problem "poked TOA's principal contributors in a tender spot," Shor said in quote of Myers' earlier remarks.

The TOA-Allied squabble was further illustrated by Shor in the tax cut and arbitration areas. He attacked TOA's policy of "squandering the influence and good will of the exhibitor" on a tax cut campaign at the wrong time. Labeling the new arbitration draft as retaining "all the faults of the 1952 draft, including the pre-releasing provision," he called it "more dangerous than the earlier proposal because that was of inestimatable value to the subsequent run and small town theatre owner."

Shor summed up his blast by questioning TOA's motives: "Isn't it possible that TOA is seeking to divert Allied from its course and induce it to occupy itself with measures which will mainly benefit the distributors and the chains?" Shor asked.

Militant Allied Meet

Hits At Circuit Expansion Arbitration, COMPO, etc.

A "do-or-die" National Allied convention met in Chicago this week and adopted the following major points in a militant program of action:

1. Adopted a plan giving "teeth" to its Emergency Defense Committee, establishing a program of action at the local level.

2. Implied it would proceed to press plans for Congressional regulations of film rentals following hearings of the Senate Small Business Committee scheduled to meet Jan. 25.

3. Accepted a strong resolution opposing circuit expansion.

4. Rejected the arbitration draft of the joint committee as "a plan which would legalize pre-releases and render us helpless to unreasonable clearance."

5. Withdrew from COMPO until "personnel and policy changes are made."

6. Opposed a concentrated campaign for further tax repeal.

A plan implementing the EDC program was adopted in the final session. Proposed by Irving Dollinger, Allied treasurer and EDC member, the program calls for a $200,000 fund to operate a "grass-roots watch-dog" campaign.

Each local unit will appoint a "watch-dog" member, responsible to the regional vice-president, to "police the local situation," seeing that all members receive equal treatment from the film companies. If local settlement is impossible, the situation is to be turned over to a national officer who will deal with the general sales managers.

EDC will be composed of all officers of National Allied plus regional vice-presidents. The local EDC organization will serve as a source of information that might be used in the Washington hearings.

The convention learned that the Senate Committee on Small Business will start hearings on Jan. 25 on complaints against the distributors. EDC chairman Benjamin Berger announced that counsel Abram F. Myers is working on the "mechanics of the hearing."

National Allied is forging ahead on its plans to seek federal legislation against "distributor abuses." EDC chairman Benjamin Berger declared that Allied will press for legislation after the termination of the January Senate hearings. He added that his statement should dispel any company opinion that the Allied plan "has been put in moth balls."

Myers reaffirmed the Allied position, emphasizing that the organization "is irrevocably committed to the bill (for federal rental regulation) unless the film companies, before its enactment, satisfy Allied leaders that such Federal intervention is unnecessary."

The Allied convention instructed its counsel Abram F. Myers to draft a strong resolution regulating circuit expansion. Triggered by a speech by Emergency Defense Committee member Nathan Yamins, who will aid on the draft, the convention heard a four-point bill of suggestions that will be embodied in the draft. Yamins declared that "the future of the independent would be in jeopardy" if the current trend of circuit growth was not reversed.

Yamins called for independents to be alerted to new land or theatre acquisitions and to report such information to Washington. He sought also a demand upon the Justice Dept. for more adequate notification when circuits file expansion application. The EDC representative concluded with a call to arms to all independents to intervene when such circuit application presents itself, and he advised the special counsel that an amendment to the consent decree is needed to "maintain the balance between the independents and the chains."

Adding that outside this problem "there is no greater peril," Ben Marcus, another EDC member asked the convention for strong action, emphasizing the need for a 60 day notification period for the exhibitor affected by circuit expansion filing.

Following the lead set by its counsel Abram F. Myers, the Allied convention has rejected the industry arbitration draft. The

(*Continued on page* 46)

Joint Committee Defends Draft

Defending the new arbitration draft against attacks made by Allied counsel Abram F. Myers, members of TOA, ITOA and MMPTA issued a joint statement declaring that the new draft in no way legalizes the pre-releasing of films. Calling Allied criticism "unfounded," the statement points out that "there is now no legal limitation of the number of pre-release pictures each distributor may have." The draft, they explain, "neither condones nor authorizes pre-release distribution—it simply sets a limit where no legal limit now exists."

The question the drafters of the bill were faced with, according to the statement, was: "since exhibitors cannot stop by law the pre-release of films, should they not accept the opportunity to restrict the number of them?" Described as no cure-all, the joint reply emphasized that no exhibitor is obliged to arbitrate, nor would it impair an exhibitor's desire to resort to litigation. The system "is for the exhibitors *only*, and *only* if they wish to use it," the reply concludes.

The statement was issued in the name of Mitchell Wolfson and Herman M. Levy for TOA, Max A. Cohen for ITOA and Leo Brecher for MMPTA.

Before the convention, Harry Brandt, ITOA president, hit Southern Cal. TOA's similar stand as "short-sighted." Brandt called the industry arbitration draft "a formula that gives the exhibitor a place for a quick hearing and a quick decision on his daily problems. It is a step forward for the industry." The SCTOA claimed the draft was a step toward legalizing pre-release practices, and did not clarify clearance policies.

Dozier Tops RKO Production; Selznick Readies First Indie

Reactivation of production at RKO Radio Pictures has taken definite shape with the veteran William Dozier taking over the company's production reins, and the first of RKO's films are expected before the cameras Dec. 4.

Another bright spot on the RKO horizon came with the announcement that David O. Selznick's first film for the studio will be the re-make of Ernest Hemingway's "A Farewell to Arms." Predicted to be "comparable to 'Gone With the Wind,'" the studio forsees no problems in getting the "right actors for the roles." As yet, no budget or definite castings have been made, but "Farewell" will definitely be shot in a wide-screen process.

Dozier has worked with RKO previously as executive assistant to the late Charles Koerner, one-time production boss. His studio service included participation in such critical and commercial successes as "Murder My Sweet," "Notorious," "The Spiral Staircase," and "The Bells of St. Mary's."

Prior to his RKO tie-up, Dozier was executive assistant to Samuel Goldwyn, and earlier was associated with Universal and Paramount. In re-joining RKO, Dozier resigned his post as director of network programs for CBS Television.

Selznick will make the film in color and promises "Hemingway's huge army of followers as devotedly faithful a transcription as the medium permits." Selznick indicated that he regards this property as an opportunity ranking with his greatest and that he hopes to background the story "with World War I in a manner similar to the protrayal of the war between the states in 'GWTW.'"

Cole—Tax Fight In 1957?

National Allied may plunge into the tax fight in 1957, depending on conditions at that time, Col. H. A. Cole told the Allied convention in Chicago. The Texas exhibitor explained that for the present the exhibitor organization was awaiting the right time to enter the fight. Ruling out the present as inopportune, Cole quoted Speaker of the House Sam Rayburn's opinion that a tax cut battle wouldn't stand a chance in this session of Congress.

Allied Visits To Legislative Halls, Courts On Matters Besides Rentals?

CHICAGO.—Threats of legislation and court action in at least two other spheres other than government regulation of film rentals loomed as an aftermath of the recently concluded Allied convention.

Spelling out a course of action to slow down the expansion of divorced circuits, Allied passed a multi-faceted resolution requesting the Department of Justice to do the following:

> (1) to notify independent exhibitors in affected areas at once of applications by divorced circuits for acquistions and allow 60 days for the preparation of arguments; (2) urge the court to give the affected exhibitor full opportunity to present his case in opposition; and (3) to make sure that decree provisions permitting acquistions by divorced circuits are not used as devices for regaining monopoly power.

Failing in that, Allied leaders were urged to intervene in the Paramount suit or seek legislative relief if feasible.

The convention also adopted a resolution urging its leaders to prevent approval of the arbitration draft by the Atorney General or the Statutory Court and/or direct a grass-roots campaign if legislation is necessary to evade the pre-releasing and other detrimental features of the plan.

Another resolution struck out at attempts to telecast the World Series exclusively by means of closed circuit exhibition.

S. J. Goldberg, who served as coodinator of clinic discussions, reported exhibitor difficulty in geting pictures on a flat rental basis. Warners and Paramount came in for criticism while M-G-M and 20th-Fox were called the fairest, according to Goldberg.



Top (l to r): Samuel Goldwyn, Jr., star Robert Mitchum and starlet Karen Sharpe are welcomed by New Orleans Council President Victor H. Schiro as they arrive for three-day round of personal appearances spotlighting the gala premiere of United Artists' "Man With the Gun," which followed a city-wide celebration honoring Goldwyn, Jr.'s bow as a producer. In lower picture, Goldwyn, Jr. is shown chatting with Joseph R. Vogel (left), pres. of Loew's Inc. and Loew's Southern dist. mgr. Russell Bovim.

DCA Retains Ernst For Possible MPA Suit

Attorney Morris Ernst has been retained by the Distributors Corp. of America to examine the possibility of a restraint of trade suit against the MPAA. The Association has refused the Code seal to "I Am A Camera."

Declaring that "each producer should be held responsible for his own pictures, just as newspaper editors must take responsibility for their journals," Ernst declared that the MPAA action can "only lead to reversals of the victories already achieved in our courts over state censorship." State boards have not in the main objected to "Camera."

More than 200 civic and church leaders viewed the film at a private showing at the Museum of Modern Art, New York. An open discussion of censorship followed the screening. Ernst said that his client must decide whether to take the action into the courts, but that in his opinion "persuasion by public opinion" should be tried first.

Hecht Heads Fla. Exhibs

JACKSONVILLE. — Elmer Hecht, Wometco Theatres' executive in Miami, is the new president of the Motion Picture Exhibitors of Florida. At the closing session of the organization's convention, four vice-presidents were re-elected. They are Mark Duprce, Jacksonville; Bob Daugherty, Haines City; Jimmy Biddle, Jasper; and P. J. Sones, Tampa. B. B. Garner, Lakeland is the new treasurer and Bob Anderson, Jacksonville, new secretary.

Allied Artists' Net On Upgrade; Broidy Optimistic On Future

HOLLYWOOD.—Steve Broidy, president of Allied Artists, following a meeting of stockholders and directors here, revealed that he was hopeful "that the type of picture we are now engaged in will offset the increase in production costs which the new five-day week will bring."

Broidy added, "There is every indication that the future will show an increase in profit. Our foreign operation is expanding, and we expect an increased profit from that operation."

Citing the progress made by the company, Broidy focussed attention on the big productions and talent deals which the company has made, including those with William Wyler, John Houston, Walter Wanger and others.

Stockholders okayed an amendment to the Certificate of Incorporation doubling the 1,500,000 shares of the company.

Broidy pointed out that Allied Artists, for the first quarter of the present fiscal year, ended October 1, had realized a profit before Federal taxes of $252,043 as compared to $200,697 for the same quarter last year. Net profit after taxes amounted to $117,043, as compared to $92,697. Gross income for the quarter showed $3,705,462 as compared to $2,907,177 for the similar quarter in 1954.

"Alex" Gets Great Budget

Matching the largest ad-publicity outlay in United Artists history, a budget of one million dollars has been set to pre-sell Robert Rossen's "Alexander the Great." The campaign, launched this month, follows a 15 month buildup of the CinemaScope job set for February release.

THE MAJOR COMEDY OF THE YEAR!

THE LIEUTENANT WORE SKIRTS

THE HAPPINESS HIT FOR '56!





starring

TOM EWELL has that "ITCH" again and this time it's for → **SHEREE NORTH**

COLOR by DE LUXE

CINEMASCOPE®

with Rita Moreno · Rick Jason · Les Tremayne

Produced by BUDDY ADLER · Directed by FRANK TASHLIN

Screenplay by ALBERT BEICH and FRANK TASHLIN

Story by ALBERT BEICH

"It's a Pleasure to Do Business with 20th!"

NEWS BRIEFS . . .

TOA To Coliseum

The 1956 trade show plans of Theatre Owners of America became final with the leasing of two floors of the new N.Y. Coliseum for $11,000 from its new lessors, New York Exhibition Corp. The exposition will be held in conjunction with TESMA, TEDA and IPA.

TOA had an verbal agreement originally with the builders of the municipal hall, Triboro Bridge and Tunnel Authority, to lease for $10,000. When the higher-rate leasing scales were set by the new lessors, it first appeared that a bad snag might be hit. With the leasing settled, TOA will lease space to TESMA, which in turn will contract with TEDA and IPA.

"George" For Film Greats

Charlie Chaplin, Mary Pickford and Cecil B. DeMille will be among twenty all-time film "greats" to receive the coveted "George" award of the Eastman Institute of Rochester. Five actors, actresses, directors and cameramen will be cited this week for their outstanding achievement between 1915-1925 on the basis of 350 ballots mailed to film people of that era. The institute was founded for the preservation and study of historic motion pictures.

Winners include actors Harold Lloyd, Richard Barthelmess, Ronald Colman, Buster Keaton and Chaplin; actresses Lillian Gish, Gloria Swanson, Mae Marsh, Norma Talmadge and Pickford; directors John Ford, Frank Borzage, Henry King, Marshall Neilan and DeMille; and cameramen Charles Rosher, Arthur Edeson, Lee Gormes, Hal Rosson and John F. Seitz.

Variety Vote On Tap

Variety Club Tent No. 35 will pick its chief barker and canvassmen at its annual membership and election meeting in the Hotel Sheraton-Astor at 12:30 p.m. Nov. 17. Lunch will be served at $2.50 per person for those who so request.

Slate of officers placed in nomination: Chief Barker, Ira Meinhardt; First Assistant, Martin Levine, Second Assistant, Larry Morris; Property Master, William H. Westphal; Dough Guy, Jack Hoffberg; and Canvassmen, George W. Brandt, Harold J. Klein, Charles L. Okun, Harold Rinzler, Jack Rosenfeld, Morris Sanders, Cy Seymour, Spyros S. Skouras, Jr., Morton Sunshine, Saul Trapner, George Weldman, Al Finley, Martin Kornbluth, Charles Alicoate, S. F. Seadler, Wilbur Snaper, Burt Robbins, Robert Shapiro, Sid Eiges and Carl Haverlin.

"New Faces" Stressed

"New Faces" are stressed in the 56th of a series of COMPO ads in "Editor and Publisher." Calling the promising personality category "the phase that will most interert readers," COMPO points out that voters in the first national participation poll will feel "one of those deep and admirable human qualities" of helping some newcomer to the screen. The ad title reads, "Give that little girl—and boy—a great big hand!"

No TV For AAwards

Turning its back on television, the Audience Awards poll will fete its first winners at a mammoth newspaper banquet scheduled for early December in Hollywood. The COMPO-sponsored national election originally planned to give the event network airing, but "as an expression of appreciation to the country's newspapers for their cooperation," the switch to press outlets was made, according to Elmer C. Rhoden, Audience Awards Committee chairman.

Rhoden pointed out that a television show would be competitive to both theatres and press and that this factor influenced the decision in the press' favor. Serious objections to the original telecast reportedly arose also from Hollywood interests who felt that the COMPO show would dim the glitter of the annual "Oscar" banquet in March.

"Continent" To I.F.E.

The first Italian CinemaScope-stereophonic sound production, "The Lost Continent," will be distributed in the U.S. by I.F.E., according to executive vice-president Seymour Poe. A prize winner at the Cannes and Berlin film festivals, the wide-screener was shot entirely on location on the islands of Indonesia. It marks I.F.E.'s debut in the wide screen field.

At Cannes, "Continent" was awarded a special citation hailing it for the "beauty and poetry of its images as well as the remarkable use of sound." European critics have claimed that it is the most effective use of CinemaScope and stereophonic sound to date. A large scale ad-publicity plan is in the making, I.F.E. has announced.

Warner Club Elects

The Stanley Warner Club has elected Charles Kontulis president of the benevolent organization at its annual meeting. Other officers include: Harriet Pettit, vice-president; Stanley Amster, membership vp; Etta Rodoff, welfare vp; Fred Stengl, claims vp; Donald Sherwood, social activities vp; John T. Holmes, treasurer; and Stuart H. Aarons, secretary. During the past fiscal year, the Club has distributed 300 sick benefits, 62 birth benefits and 47 marriage benefits.

Financial Notes

Dividends publicly declared by the film industry corporations in September were slightly under the same month last year, but the figure for the first nine months of this year was $21,885,000 compared to $18,606,000 in the corresponding period last year, according to the Department of Commerce.

Paramount Pictures estimates the earnings for the third quarter ended Oct. 1 at $2,515,000 after taxes. These earnings represent $1.15 per share on the 2,188,911 shares outstanding. Comparative earnings for the quarter ended Oct. 2, 1954 were estimated at $2,428,000, or $1.10 per share on the 2,208,133 shares then outstanding.

Consolidated earnings for the nine months ended Oct. 1 were estimated at $7,680,000 and represent $3.51 per share, compared to $5,558,000 at $2.52 per share for the same period in 1954.

Decca has announced consolidated net earnings of $2,410,264 or $1.50 per share for the nine months ending Sept. 30. For the corresponding period in 1954, net earnings totaled $2,272,602 or $1.42 per share. Decca owns approximately 71 percent of Universal Picture Co., Inc. common stock

Preferred stock quarterly cash dividend of the Roxy Theatre Inc. of 37½ cents per share has been declared payable Dec. 1 to holders as of Nov. 15.

Universal has announced a quarterly dividend of $1.0625 per share on the 4¼ percent cumulative preferred stock payable Dec. 1 to stockholders as of Nov. 15.

American Broadcasting-Paramount Theatres has declared an extra common stock dividend of 20 cents per share, and a 25 cents per share quarterly dividend on preferred stock, both payable Dec. 20 to holders of record Nov. 25.

Benny As Toastmaster

Jack Benny will lead the parade of show business and civic personalites who will fete Spyros S. Skouras for the benefit of the March of Dimes in the Waldorf-Astoria Dec. 5. Benny will toastmaster the tribute which is expected to raise $150,000, according to Richard C. Patterson, Jr., committee chairman. Over 1500 notables have been invited to the $100-a-plate dinner.





Initiating a major, 60-city preview campaign, 20th-Fox screened its Thanksgiving holiday attraction, "Good Morning, Miss Dove" for more than 150 educational, civic, women's clubs and religious leaders. Pictured at a N.Y. showing (l to r): Mrs. Max Williams, pres. of Nat'l Foundation of M.P. Councils; Rodney Bush, Fox exploi. mgr; Mrs. Mary Taylor, editor of "Clubwoman," Arthur De Bra, community relations dir. of M.P. Assn. of Am., and Mrs. Jesse Bader, nat'l. chmn. of Protestant M.P. Council.



Your
Christmas
Attraction
from
20th
Century-Fox





"The rains were upon
Ranchipur; and she cried:
'I am a sinner! Wash me
and I shall be whiter
than snow!'" —*Anon.*

Torrential in the Impact of its Dramatic Power!

The Rains of Ranchipur





COLOR by DE LUXE

CINEMASCOPE

LANA TURNER • RICHARD BURTON • FRED MacMURRAY • JOAN CAULFIELD • MICHAEL RENNIE
in "THE RAINS OF RANCHIPUR"
Produced by FRANK ROSS
with EUGENIE LEONTOVICH, Gladys Hurlbut, Madge Kennedy, Paul H. Frees, Carlo Rizzo, Beatrice Kraft
Directed by JEAN NEGULESCO · Screenplay by MERLE MILLER · Based on a Novel by Louis Bromfield

PRINTED IN U.S.A.

Branson, Walton Upped At RKO

Walter E. Branson has been elected vice-president in charge of distribution of RKO Radio Pictures. World-Wide sales manager since last year, Branson has been in the industry since 1922.

The studio also announced the appointment of Edward L. Walton as administrative assistant to studio president Daniel T.





WALTER E. BRANSON EDWARD L. WALTON

O'Shea. Walton was formerly president and a director of Republic Pictures.

Branson started as a booker in Omaha for Pathe, and eventually served as a branch and district manager for various mid-western exchanges. His association with RKO began in 1941 when he took over the reins as western div. sales manager, and later, as assistant general sales head.

Another executive change came with the resignation of Rutgers Neilson from the foreign publicity manager slot after 24 years of RKO service. After a month's vacation, he will resume publicity and promotion work in the industry. At one time, Neilson was domestic publicity manager.

In an organizational switch, RKO-Pathe and The Van Beuren Corporation became part of RKO-Radio Pictures. Their production activities will be conducted under separate departments of the studio.

Sports No Money-Maker For Pay-Video: Halpern

A major figure in closed circuit TV has taken a dim view of theatre-viewing of major sporting events. Nathan Halpern, president of Theatre Network Television, Inc., told members of the Sports Broadcasters Association that there are too few sports events of national significance to make presentation by closed network a real money-making possibility. He added that he did not see any chance of pay-TV extensively telecasting sports events either.

No "Holiday" For Exhibs

"Roman Holiday" will not be re-released by Paramount despite requests by sharp-eyed exhibitors who remembered the film's parallel plot to the much-publicized Princess Margaret-Peter Townsend royal romance. Paramount officials said that re-release might lead to "cheap exploitation." The 1953 Oscar winner debuted Audrey Hepburn as the princess in love with a commoner she could not marry.

. . . NEW POSITIONS

BARNEY BRISKIN has taken over the general managership of production for the Selznick Company Inc. He will also be in charge of the executive general management of the company.

J. L. "LES" KAUFMAN was appointed ad-publicity-exploi director of United Productions of America.

ERNEST L. BLACK was appointed to a top executive position in the Technicolor Motion Picture Corporation. Black was formerly vice-president and general manager of the Petro-Mechanics research division of the Borg-Wagner Corp.

JOE SWAVELY has been promoted to the post of assistant production executive for United World Films, subsidiary of U-I with whom Swavely has been associated with for the last nine years.

JERRY LEVINE has become associated with Paramount Pictures advertising department under advertising manager Sid Blumenstock. Levine formerly served NSS in an advertising capacity.

NAT LIEBESKIND has been appointed to the position of Eastern sales mgr. of Mexfilms, Inc. Liebeskind has had 23 years experience with Mexican product as exhibitor and film representative there.

FRANK M. MCGREARY has joined Motion Picture Laboratories Inc., Memphis, as color film consult. He formerly was president of the McGreary-Smith Laboratories in Washington.

RICHARD FULHAM has been elevated to the post of 20th-Fox Denver branch mgr., succeeding V. J. Dugan. Fulham was formerly Denver branch salesman.

FRANK E. CAHILL, JR., co-ordinator of technical activities for Warner Bros., has been elected president of Warner Club, Inc.

MARSHALL BUDDY EYANSON, Warner Bros. film editing staff member, has been named assistant to Cedric Francis, studio's short subjects producer.

BERNARD J. O'ROURKE has been elevated to account executive in the N.Y. office of the Cinema-Vue Corp.

WALTER WALDMAN, former head of Para. publicity writing department, has joined the United Artists publicity staff.

JERRY BRESLER has been appointed producer and general manager of Kirk Douglas' Bryna Productions. Bresler was one-time head of the M-G-M short subjects department.

WILLIAM H. HENRY, will serve as consultant for the new Cinerama production on atomic energy, "The Eighth Day." Henry is a Washington correspondent for the "Los Angeles Times" and CBS.

BUDD ROGERS, former Selznick Releasing Organization sales mgr., will assume charge of the theatrical reissue distribution of sixteen feature films owned by the Bank of America.

CY SEYMOUR has rejoined National Screen Service in a sales capacity. He will be in charge of Special Purpose and Announcement trailers in the Greater Metropolitan vicinity.

WILLIAM S. KENT, formerly Calhoun Studios vice-president, has been appointed to a sales-production post with National Screen Service. Kent will enlarge NSS's activity in the business film and TV commercial area.

ISADORE EHRLICHMAN, Washington sales Mgr. for Universal, has been promoted to Buffalo branch mgr., replacing Jerome Wechsler, resigned. ROBERT L. FRIEDMAN succeeds Ehrlichman in the Washington slot.

NAT NATHANSON has been elected president of the Chicago Cinema Lodge of B'nai B'rith. Nathanson is Allied Artists exchange manager.

DAVID E. "Skip" WESHNER has been named sales representative for Kirk Douglas' Bryna Productions.

CARL MILLER was appointed acting branch manager of the Warner Bros. Denver exchange, filling in for Earl Bell, who is out due to a prolonged illness. Miller was local sales mgr. of the Company's San Francisco office.

MPEA Committee Scans License Snag

Heeding Eric Johnston's warning of the urgency of industry unity on the foreign market, the MPEA has established a ten-man committee to study the possibility of a master formula to solve the division of licenses problem. The committee represented all members of MPEA and its session was highlighted by attendance of company presidents Barney Balaban, Arthur B. Krim, Spyros S. Skouras, Nicholas M. Schenck and Milton R. Rackmil.

As the committee progressed in its closed sessions, word came from Rome that the only terms favorable for a U.S.-Italian agreement would be a 100 percent increase in the dubbing tax and a screen quota of 104 days. The Italian government held out the alternative of a reduction in films exported to Italy as a basis for agreement.

Mike Todd Sells Stock

Mike Todd has sold his interests in Magna Corp. and Todd-AO, the company which he helped create. Reported dissension between the promoter and his colleagues, and the demands of Todd's financial committments to his Todd-AO production of Jules Verne's "Around the World in Eighty Days" are thought to have triggered his decision. In giving up his posts on both boards and 346,000 common shares in Magna, Todd reportedly bagged between one and two million dollars. He is scheduled to shoot nine other films in the new process after the Verne classic.

Brylawski Re-elected

WASHINGTON, D. C.—A. Julian Brylawski has been re-elected to his 33rd consecutive term as president of the Motion Picture Theatre Owners of Metropolitan Washington. Other MPTO officers are: Marvin Goldman, first vice-president; Joseph Bernheimer, second vice-president; Harry Bachman, secretary; and Lloyd Wineland, Sr. treasurer.

"It's A Natural!"

M-G-M Shoots The Works On "Guys and Dolls" Hoopla



A gala Times Square wedding, simulating the film's finale, was part of the huge exploitation campaign for M-G-M's "Guys and Dolls."

Hailed by M-G-M as having the greatest array of promotion tie-ups for any picture to date, Samuel Goldwyn's production of "Guys and Dolls" is coupling numerous premieres during November and December with the extensive use of every type of promotion possible, including department store and manufacturer tie-ups, television appearances and national magazine stories, plus an extensive multi-city tour by the Goldwyn Girls.

One of the most outstanding and effective promotion tie-ups ever effected between a department store and a motion picture company was achieved when M-G-M vice-president Howard Dietz and his staff completed a co-op arrangement with the famous Macy's, New York, which agreed to set aside the week of Nov. 14-23 for a General Store-wide Promotion Plan for the picture.

Before the New York Premiere on Nov. 4, Macy's had launched a six weeks' ad campaign with special newspaper copy. The object was to choose a sixth Goldwyn Girl from the New York area who would win valuable prizes and a chance to go with the original quintet on the remainder of their tour.

M-G-M, which is releasing the Cinema-Scope-Technicolor production, has also completed arrangements with approximately 50 manufacturers to tie in their merchandise and products with "Guys and Dolls." The national tie-ups include necessities as well as luxuries, special accessories, airlines and travel agencies, a Savings Bank, books and bookstores, a gas company and a broiler appliance, among others.

Among those participating was Adams Hats, a 96-store New York chain, who tied up for "The Adams Hat Guy of the Week," with winners, photographed in their own hats, selected from photographs made at the theatre lobby.

Also involved in special promotions were Elgeet Optical Co.; Martex Towels; Samsonite Luggage; the American Gas Co., Philadelphia; Lubin Weeker; United Mills; and Frank Music Co.

Garden City Books (Doubleday) made up a special wrap-around band on "More About Guys and Dolls," a selection of short stories by Damon Runyon, for the sale of the hard cover book. Pocket Book got up a special edition which is called "Guys and Dolls," using a scene still on the cover and a special still of Marlon Brando and Vivien Blaine inside.

Several songs from the film, including "I'll Know," "Luck, Be a Lady," and "Adelaide," have been recorded by Sammy Davis Jr. in a Decca album, and Columbia and Capitol records have set individual disks for Rosemary Clooney, Frankie Laine, and others.

More than 10,000 miles have been covered thus far by the five Goldwyn Girls—Larri Thomas, Jann Darlyn, Barbara Brent, Madelyn Darrow and June Kirby—in a 60-city tour, which included stops in Canada. They started on Sept. 6 in Philadelphia and after 11 weeks on the road will wind up in Los Angeles Nov. 22, to be on hand for the benefit premiere performance of the film at the Paramount Theatre for the Cedars of Lebanon Hospital.



Attending the festive, kleig-lighted Capitol Theatre, N. Y. world premiere of "Guys and Dolls," which raised $35,000 for the Will Rogers Memorial Fund, were L to R: Eugene Picker, head of Loew's Greater N. Y. theatre operations; Robert Mochrie, sales mgr., and Dave Golding, publicity head, of Sam Goldwyn Prods.; and star Jean Simmons.

During their visit to New York, the girls acted as brides maids at the real-life wedding of a Guy and Doll which stimulated the finale of the film. The wedding was performed outdoors in the heart of Times Square, and both bride and groom were the winners of a contest conducted by the Capitol Theatre, each submitting a letter stating "Why I Want to Marry This Guy" and 'Why I Want to Marry This Doll."

Television and radio appearances by the Goldwyn Girls during their tour were supplemented by numerous appearances on air shows of Sam Goldwyn, director Joseph Mankiewicz, and several of the stars and leading players, resulting in what M-G-M has called "one of the greatest 'air' coverage publicity campaigns for any motion picture."

On Oct. 7, Edward R. Murrow interviewed star Jean Simmons at her Beverly Hills home with husband Stewart Granger, on "Person to Person." Two days later, Ed Sullivan devoted a half-hour of his "Toast of the Town" telecast to a special film he made during the actual production of the film.

Other big network TV shows which gave big breaks to the production included "The Morning Show," "Strike It Rich," "Tex and Jinx," "Monitor," "What's My Line?," "The Robert Q. Lewis Show," and the "Perry Como Show."

National magazine breaks for the picture started as early as last Spring when the "New York Times Magazine" on April 27 devoted two full pages to the picture. Following this, "Collier's" devoted four pages with color in its April 29 issue. On May 1, "This Week" set aside a page and a half to the film.

One of the biggest and most important breaks came with the Sept. 19 issue of "Life" when a full cover action shot of the Goldwyn Girls proved an eye opener for ten more color pages inside by Gjon Mili.



Others who appeared at the star-studded world premiere of "Guys and Dolls" included, L to R: Nicholas M. Schenck, president, Loew's Inc., and his wife; and Barney Balaban, president, Paramount Pictures, together with Mrs. Balaban. The Capitol Theatre announced the greatest first four days' gross in the theatre's 36-year-old history, when the figure hit a smash $103,010.

IFFPA Sets Dates For Film Festivals

WASHINGTON.—Iron Curtain nations were, in effect, barred from membership in the International Federation of Film Producers Associations by its administrative council, which concluded a four-day meeting at the headquarters of the Motion Picture Association late this week. MPAA president Eric Johnston heads the U. S. delegation on the 10-nation council.

Federation president Renato Gualino of Italy told newsmen that the council unanimously agreed not to change present regulations which exclude producer organizations from countries "under the direct or indirect control of the state."

Discussion of quotas, remittances, rentals and allied problems affecting the international exchange of motion pictures highlighted one complete session of the administrative council.

Approves Cork Festival

The council also acted on applications for film festivals in 1956, approving six. Several remain to be examined in later sessions.

Old standbys given the green light for next year included Cannes, France, in March; Venice, Italy, in August; Berlin, Germany, from late June to Early July, and Edinburgh, Scotland, Aug. 20 to September 9.

In addition, the council approved—for 1956 only—a festival to be sponsored by the Irish Government at Cork, May 21-27. This is in line with established policy not to hold too many festivals, and to rotate locations.

Carlsbad A Possibility

Finally, the council gave tentative approval to an international film festival at Karlovy Vary (Carlsbad), Czechoslovakia, June 11-24, subject to confirmation of a number of pledges made by the management with regard to its operation, in line with Federation policies: 1. The festival must have no political significance. 2. It must agree to freedom of exchange of festival films shown in Czechoslovakia.

Gualino was authorized to decide whether two more applications should be sanction—Locarno, Switzerland next year, and Brussels, Belgium, in 1958, when the government is sponsoring a worlds fair. Gualino said both applications would be investigated further and a decision made before the end of the year. But he indicated that a factor in the decision of the Belgian application would be the results of negotiations with the Belgian Department of Economic Affairs on recently imposed tight ceilings on minimum rental guarantees, fixed rentals and remittances—a reversal of that country's previous liberal film import policies.

(*Continued on page* 45)

Judge McCraw Dies

DALLAS.—Judge William McCraw, executive director of Variety Clubs International, is dead at 59. Known affectionately throughout the world as "The Colonel," he played an important part in the organization's growth. Judge McCraw assumed the position of executive director in 1945 and held it until 1954 when he reverted to inactive status in order to accept an appointment as judge of the Special Criminal District Court of Dallas.

Storm Rages As N. J. Town Would Ban All Foreign Pix

The small town of Bogota, N. J. (pop. 8000) has become the storm center of the latest censorship snarl, involving three foreign imports, "The Bed," "Game of Love" and "One Summer of Happiness." A campaign of "censorship by local pressure" has gotten up steam to ban all "controversial" films from the only art theatre in Bergen County, the Queen Anne. Two petitions presented to the town council set off the ruckus, and religious, political, social and educational groups have all joined in the fray. Although restrictive action of a legal sort is not likely, the town council is studying the legality of a general foreign film ban.

The spiralling nature of the case has brought in a large cast taking up the pros and cons. Leading the attacks on the "controversial foreign film policy" are a parochial school PTA, town mayor George E. Quinn, a Bergen County Freeholder candidate, two Roman Catholic Churches and 67 petitioning Bogota citizens. Drawn up behind exhibitor David Frankl is the local Veterans of Foreign Wars, a public school PTA, a local Freedom of Artistic Expression Society, and the Times Films Corp., distributors of "Game" and "Summer."

The case reads as follows:

1. Two petitions, one private and one representing the St. Joseph's School PTA, protest the films in question as indecent, and ask the town council to take action.

2. Mayor Quinn takes up the issue, and declares that he does not think "the citizens of Bogota on the whole want these films." The films in question were highly acclaimed critically and two were previously award-winners.

3. Frankl vows that as long as he has a theatre he will continue to maintain a fine film art policy, the only such policy in the County.

4. He is backed by members of the County's Freedom in Artistic Expression Society, labeling the film's attackers as "puritan-minded." Times Films sees the campaign as that of "village bigots imposing their will on the majority."

5. Two local churches forbid their parishioners to attend the Queen Anne until the film policy is changed.

6. The VFW chapter supports Frankl.

7. The Democratic candidate for Freeholder suggests the need for a state or county board to regulate such matters. His opponent disagrees with "this invasion of municipal home rule but believes "something should be done."

8. School #2 PTA refuses to attack Frankl, rejecting a petition, and disavowing St. Joseph's prediction that the secular schools would join in the anti-foreign film fight.

At last report, Frankl was still showing art films, with a sign outside, "Minors Not Allowed."

INTERVIEWS

Decrying "those self-appointed American ambassadors—nincompoops who promise the world to British producers, with nothing ever coming of it," Ernest Turnbull, Australian theatre manager and 20th-Fox representative Down Under, also declared that the English "would be committing hari-kari if they are fool enough to attempt to compete with the U.S. in producing the type of films in which the Americans are supreme." He suggested that here as in his country the best marketing device to aid British imports would be the establishment of intimate theatres in key cities playing UK films exclusively.

* * *

Henry Ginsberg, former Paramount exec and producer of the forthcoming Warner release, "Giant," declared that his choice of conventional 35mm process over the newer wide-screen process was dictated by the need for intimacy in filming the Edna Ferber story. Directed by George Stevens, the WarnerColor film has captured some panoramic productions values on a smaller canvas while being able to focus its interest on the story's characters, Ginsberg said.

* * *

One hundred percent increase in foreign sales during the coming year was predicted by Norton V. Richey, president of Allied Artists International. Emphasis will be on quality in maintaining the company's large 40 picture schedule. During the past year, foreign sales increased 42 percent over the 1954-55 period, Richey announced.

* * *

Success with screen biographies of Glenn Miller and Audie Murphy has convinced Aaron Rosenberg that audiences "are intrigued with factual characters." He has just completed "The Benny Goodman Story" for Universal and will jaunt to Turkey to film the life of Ataturk, the national hero. Also on the docket for the producer are bios of Bill Robinson, the dancer, and Charles Russell, the cowboy artist, both starring Murphy.

* * *

Having completed his first independent production, "Man With the Gun," Samuel Goldwyn, Jr. has plans to film four more films in the next eighteen months. The 29-year-old is currently on a tour of key cities plugging his first outing. His next film, "The Sharkfighters," an underwater adventure, rounds out a two film deal with UA. Other projects include "Proud Rebel," a father-son drama, "Dancing Detective," a Cornell Woolrich suspense story, and Frederick Wakeman's war-time comedy, "Shore Leave."

Bryna Buys TV Drama

A new high price of $100,000 for a television package-play was reportedly paid by Bryna Prods. in acquiring rights to Robert Alan Aurthur's "Shadow of the Champ" from Jonathan Productions. The film will be co-produced by Kirk Douglas' Bryna Productions and the Jonathan group. Douglas will star in the Aurthur screenplay.

"RANDY SCOTT'S BEST...WILL RANK HIGH





RANDOLPH

A LAWLESS

co-starring **ANGELA LANSBURY**

with **WARNER ANDERSON · JEAN PARKER · WALLACE FORD**

Screen Play by KENNETH GAMET • A SCOTT-BROWN PRODUCTION • Produced by HARRY JOE BROWN • Directed by JOSEPH

ON THE LIST OF ALL-TIME TOP WESTERNS!"



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SCOTT

STREET



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TECHNICOLOR
WIDE-SCREEN

Mister Robbins

'Pioneer Of The Year'



Seated on the dais at the Motion Picture Pioneers Testimonial to Herman Robbins, board chairman of National Screen are (l to r): Judge Ferdinand Pecora; Spyros P. Skouras; Robbins; Ned E. Depinet, dinner chairman; Jack Cohn, Pioneers' president and Barney Balaban.

In a dramatic plea for support of the unpublicized but vital humanitarian work of the Foundation of Motion Picture Pioneers, Herman Robbins, board chairman of National Screen Service, accepted the award of "Pioneer of the Year" at the 17th Annual Showmanship Dinner of the Motion Picture Pioneers, late last week, at the Waldorf-Astoria Hotel in New York.

More than 450 industry Pioneers were entertained by an hour-and-a-half show entitled "Mister Robbins." presented by a brilliant cast of stars of stage, screen, opera and television.

In his acceptance of the award, Robbins said, "It is to the credit of our producing and distributing companies and of our theatre circuits, large and small, that they take care of their own employees generously in these matters. But there are many Pioneers who have been out of such employment for many years," Robbins continued, "and others who have been in business for themselves and have met with reverses. These are the ones we try to help to the best of our financial ability. You can well understand that this must be handled in a delicate manner. There can be no publicizing of names or general knowledge of who is being helped."

"In fact, some of our unfortunate Pioneers shrink from asking for assistance. In all cases, your Pioneer Committee—all unsung heroes—devote unselfishly much of their time investigating delicately and sympathetically the background and situation that merits assistance from the Foundation," Robbins stated.

A special, dramatic evening of entertainment preceded the acceptance speech by Robbins. Ned Depinet, dinner chairman, after a brief welcome, introduced ABC's John Daly as narrator of the evening's entertainment, "Mister Robbins."

The entire show dealing with Robbins' career was written and staged by Morton Sunshine, editor of the INDEPENDENT. The cast included Lee Bowman, Dane Clark, Alan Dale, Rita Gam, Benny Goodman, Dennis James, Kitty Kallen, Stubby Kaye, Rosemary Kuhlmann, Jack Palance, Betsy Palmer, Jack Russell, Dorothy Sarnoff, Dolores Wilson and the Goldwyn Girls. Depinet took over the show which began with the induction of fifty-two new Pioneers. The induction ceremony was conducted, as in past years, by Jack Cohn and Judge Ferdinand Pecora.

Daly concluded the tribute to Robbins with these words:

"True, he may rock the boat but Mister Robbins is a steady pilot. Here is a man whose word is his bond. Once given, you can count on him despite the consequences. He is dependable and when he takes on an assignment, he carries through and constantly strives for perfection.

"Herman Robbins has been a constructive industry force, providing leadership and statesmanship in the continuing progress of the motion picture medium.

"He has served countless charities of various denominations and leanings with great distinction and without publicity. Despite this, it is common knowledge and there is no need for us to recite a long list of charities which have been beneficiaries of his deeds and contributions.

"In like measure, he has served the industry and the nation, and with the help of his organization, performed a tremendous job in behalf of the war effort which could not otherwise be accomplished. These efforts have been continued to the present day and will continue into the future.

"This, then, is Mister Robbins—his industry stature increases with the years. He has earned our respect and admiration. He is most worthy of the designation, 'pioneer of the year'.

The evening was climaxed with Ned Depinet's presentation to Herman Robbins of the "Pioneer of the Year" plaque.

Text Of Pioneers' Plaque To Robbins

"The Motion Picture Pioneers, Inc. bestows its highest honor, 'Pioneer of the Year,' on a great showman, Herman Robbins, for a distinguished lifetime of service to the motion picture industry; for his outstanding contributions to the promotion and growth of the motion picture medium; for his leadership, inspiration and industry counsel in the performance of public service, and for his dedication and achievement in behalf of all patriotic and humanitarian causes."

At The Dinner

Among the 450 beaming guests at the 17th Annual Showmanship Dinner in honor of Herman Robbins, Board Chairman of National Screen, were (top to bottom, left to right): (1) George Skouras, Gus Eyssell, George Dembow (2) Arthur Krim, Bill German, Bob O'Donnell (3) Harry Kalmine, Abe Montague, Grad Sears (4) Max Cohen, Sam Dembow, John O'Connor (5) Mort Sunshine and Stubby Kaye.



(Photos by Robin Jon Joachim)

Aviation Themes Start Pix Trend

Hollywood is off on a flying picture "kick" again. Leland Hayward is making "The Spirit of St. Louis" at Warner Bros., starring James Stewart, and Robert Webb is directing "Threshold of Space," for 20th-Fox, much of which is being shot at the Air Force Base at Almagordo, New Mexico.

Meanwhile, director Richard Thorpe has just returned from Alamagordo, where he conferred with authorities and selected sites to be used in the filming of M-G-M's upcoming air epic, "Eagles Have Wings," which he will direct and which Charles Schnee will produce.

Still another starter is "Screaming Eagles," which Sam Bischoff and David Diamond are making for Allied Artists release. Producer Harry Tatelman has also joined the air-minded group in the film capitol and has taken an option on Howard Estabrook's story, "Roger!". Background for this screen property is the Civil Air Patrol, which is the civilian arm of the U.S. Air Force.

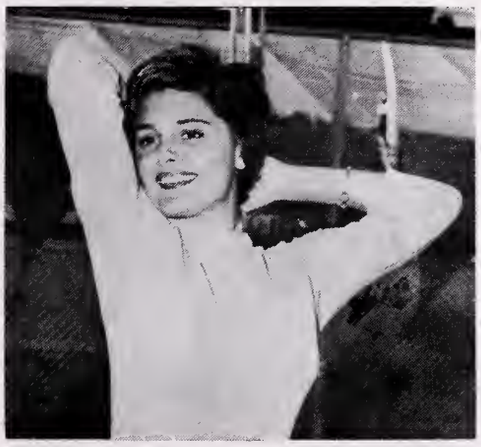
Warner Bros. has announced still another air epic, "Toward The Unknown," which will star William Holden. And there is talk of another film feature with Harry Richman, who with Dick Merrill, became the first to fly the Atlantic both ways.

Anyway you look at it, it looks like for the first time since World War II, Hollywood is sprouting plenty of wings and plans to take its cameras into the air to capture the drama, adventure and romance of flight.

—R.B.

First Global Sales Meet For M-G-M Next Year

For the first time in film history, a major company will fly in its entire global sales and publicity personnel to attend the "M-G-M World-Wide Hollywood Conference" scheduled Feb. 5-12. Greeted by Dore Schary, the conference will screen 12 major productions as well as outline sales, merchandising and promotion policies from an international viewpoint. Delegates from 58 nations will attend the conclave, Arthur M. Loew, president of Loew's International Corp. announced.



Italian beauty Rosanna Podesta is shown en route to Hollywood to appear in Warner Bros.' forthcoming "Helen of Troy" and to co-star with Alan Ladd in WB's "Santiago."

HOLLYWOOD ...on the wire

RICHARD BERNSTEIN, *Editor*
Hollywood Offices:
8245 Beeman Avenue
North Hollywood. Tel.:
ROgers 7-2347

James Whitmore has been added to the cast of "Crime in the Streets," which Vincent M. Fennelly is producing under his Lindbrook banner for Allied Artists release. Don Siegel is directing. . . . The Milner Brothers, Dan and Jack, heads of Milner Brothers Productions, are editing their feature, "The Phantom From 10,000 Leagues," which stars Kent Taylor, Cathy Downs and Michael Whalen for ARC release. The Milners acquired stock footage which made additional shooting unnecessary. Dan Milner directed the film, Jack Milner produced.

* * *

Aldo Ray will co-star with Donna Reed in Todon Productions' "Beyond Mombassa," to be shot in Africa for Columbia release by Miss Reed's husband, Tony Owen. Locations have been selected in Mombassa, Nairobi and Zanzibar, with camera work to start in January. . . . Frank P. Rosenberg will produce the Tab Hunter starrer, "The Girl He Left Behind," with Guy Trosper signed to do the screen play from the Marion Hargrove novel. Warner Brothers will release the film. . . . Harmony Productions has been formed in Hollywood as a producing organization. Heading the new setup are J. G. 'Tommy' Thompson, former aircraft manufacturer, president; Lee Loeb, producer and secretary; V. E. Ellsworth, vice-president and treasurer. Company will produce theatrical features along with TV films.

* * *

Jeff Chandler was set to star in "Toy Tiger," forthcoming Technicolor production, which will roll Nov. 15 with Howard Christie producing and Jerry Hopper directing from an original screen play by Ted Sherdeman. Film will bring to the screen again the child actor, Tim Hovey, who attracted attention in "The Private War of Major Benson." Carl Dudley, president of Dudley Pictures Corporation, has signed Gaby Andre for the femme lead opposite Marshall Thompson in "Assignment Nairobi," now before the cameras at Tanganyika, British East Africa. The actress planed to join the company this week.

* * *

Harry Kleiner, who wrote the screenplays of such Columbia pictures as "Salome" and "Miss Sadie Thompson," was signed by Columbia Pictures as a producer. His first assignment will be determined shortly. . . . Herbert J. Yates announced that he has acquired the motion picture rights to "Papa Married A Mormon" by John D. Fitzgerald. Yates, president of Republic Pictures, reported that the property was obtained for $100,000 through Music Corporation of America. Yates stated that he will film the story on a $2,000,000 budget in the company's new wide screen multiple process, Naturama and in Trucolor.

* * *

Irving H. Levin, president of Filmakers Releasing Organization, announced the formation of a subsidiary company, Banner pictures, which will distribute thirteen full length motion pictures within the next nine months. These pictures will be available to exhibitors at the rate of one every two weeks starting on Nov. 15. Nine of these films are in the can and four are in script form. Releases include world-wide rights to eight features acquired from Gibraltar Motion Picture Distributors, Inc. in a deal just concluded with Sam Nathanson, Gibraltar president. They are "Wetbacks," filmed in Eastman Color, starring Lloyd Bridges, Nancy Gates and Barton MacLane; "A Yank In Ermine," filmed in Eastman Color and starring Peter Thompson and Harold Lloyd Jr.; "Fury in Paradise," filmed in Eastman Color and starring Peter Thompson; "Silent Fear," starring Andrea King and Peter Adams; "A Life At Stake," starring Angela Lansbury and Keith Andes; and "A Room In The House," Holiday Week," and "Wedding Of Lili Marelene." In a deal with Producer Horace McCoy, Banner acquired world-wide distribution of a new Bela Lugosi horror film, "Bride of the Monster." In addition, Banner will produce four outdoor action features now in script form, aimed at an early '56 start: "Dust Covered Wagons," Jan. 15; "Comanche Uprising," Feb. 27; "Cavalry Crossing," Mar. 26; and "Mr. Texas," Apr. 30.

* * *

Producer-Director Sheldon Reynolds has taken a lease on the Svensk Filmindustri Studio in Stockholm. Reynolds has just completed a Robert Mitchum starrer, "Foreign Intrigue" for United Artists release. . . . Al Gannaway left for Mexico City to score and dub "Adventures of Daniel Boone," the feature which he is producing for Republic release. Bruce Bennett, Damien O'Flynn, Lon Chaney, Jr., Ken Dibbs and Gordon Mills head the cast. Gannaway directed the feature. Producer Arthur Hornblow, Jr. announced that his next production will be "Solomon and Sheba," and will be made for his own independent company, Festival Films, Ltd. in conjunction with Edward Small. Picture will be filmed in Israel and Europe with Gina Lollibrigiida being discussed to play the role of Sheba. United Artists release is pending.

* * *

Twentieth Century-Fox signed a new long term contract with Samuel G. Engel and was given production assignment on "A Roomful of Roses," The film will be based on the play by Edith Sommer, which opened on Broadway last month. . . . John Bash Productions has set Jan. 15 for the starting date on "Brief Rapture," which Paul Henreid will direct entirely on location in Mazatlan, Mexico. . . . Lori Nelson was signed by Paramount Pictures for the feminine lead in "Pardners," which will star Dean Martin and Jerry Lewis. Norman Taurog will direct the film, which will be shot in VistaVision. Paul Jones will produce.

* * *

Jack Warner announced the closing of a deal with Frank Melford and Jack Dietz providing for the presentation by Warner Bros. of four major pictures to be filmed by their recently formed production com-

(*Continued on next page*)

Entering Era Of Science Films, Thinks Producer William Bloom

By Richard Bernstein

"I am excited about this picture," Producer William Bloom said in a studio interview about "On The Threshold of Space," which he is producing for 20th Century-Fox. "In 1946, I felt that we were entering an era of great scientific advancement. Besides science fiction, there was the science-probable and the science-possible. I started looking for a story along these lines."

Bloom finally came up with his idea. As he puts it, "this is a science fact picture that deals with the Air Force's effort to penetrate space. The public has very little knowledge of the Air Force's work in this direction."

The producer used two Air Force bases for location shooting and also had the cooperation of Aero Medical Laboratories of the Air Force. "Their splendid cooperation helped make this film a reality," Bloom said enthusiastically. "They helped me in every way they could."



WILLIAM BLOOM

"Unusual Research"

Robert Webb is the director of "On The Threshold of Space," which stars Guy Madison and the late John Hodiak, and gives Virginia Leith her first top femme starring role.

The film is a CinemaScope picture, shot in Eastman Color. "The problems were enormous," Bloom said. "We had to do an amazing amount of research and we spent about 18 months writing technical information." Screen play for the film was written by Simon Wincelberg and Francis Cockrell using this research as a basis.

"The story of Aero Medical research as told in this film," Bloom stated, "is photogenic, unusual and different." It also gives Guy Madison a new type of role. "On The Threshold of Space" shows Madison as a doctor in the Air Force who has a "scientific bent."

Made "Inferno"

William Bloom is a New Yorker, educated at the University of Pennsylvania, who got his start in the motion picture business as assistant story editor at Columbia Sudios. He left this position for the Signal Corps during World War II and emerged in 1945 as a first lieutenant. He returned to Columbia and became the assistant to Ender Bohem, who was the assistant to studio president Harry Cohn. Six months later, Bloom became a producer. He produced the very successful feature, "Sport of Kings," and two other features. In 1947, he became assistant to B. B. Kahane. He resigned March 1951 and in July of that year, went over to 20th Century-Fox as assistant to Julian Blaustein. He eventually was given the production reins on "The Glory Brigade," the story of the Combat Engineers, which starred Victor Mature. He made the 3-D "Inferno" for Fox in 1953.

Bloom has his own theories on what the public wants today in motion picture entertainment. "The public demands freshness," he said. "It is a vital commodity. The public's taste has become jaded and the formula story doesn't excite them anymore. That's why stories with new ideas and facets that will intrigue the public are important."

The producer is a strong believer in timeliness and is anxious to get his film out to the theatres. He believes that action, story and good dialogue all go together and that the audience watches backgrounds and locations carefully.

"As far as a motion picture idea goes, you have to believe in it enough to make sure that it is developed properly and has all the ingredients that are necessary to make an unusual picture," Bloom said.

William Bloom is a producer who stays close to his picture. He is on the set as much as possible and watches all phases of production. He is a strong believer in accuracy and realism. He also believes that his science-fact film may tee off a lot of interest in science fact and send us producers looking for science-fact subjects that can be made into interesting and exciting motion pictures.

HOLLYWOOD...

(Continued from preceding page)

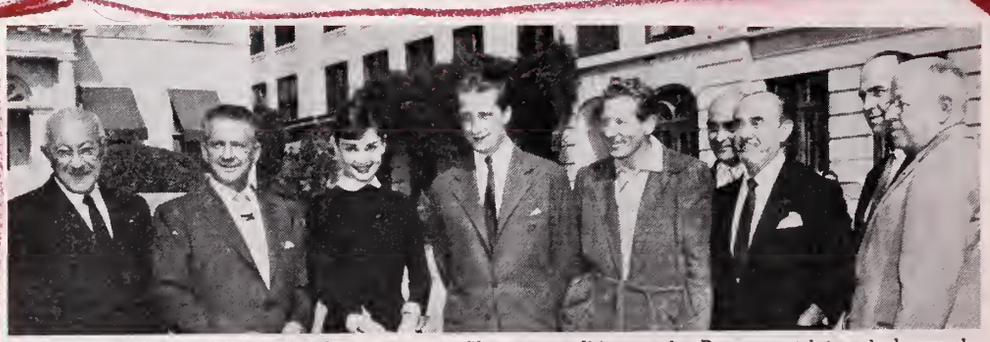
pany. "Freighter," from the United States Steel hour program, produced by the Theatre Guild from a teleplay by George Lothar is the first of the pictures scheduled for filming under the newly concluded deal. Also definitely scheduled is "Blood On The River," an original by James Gunn and Hunt Stromberg, Jr. . . . At Republic, Jack E. Baker, vice-president in charge of studio operations, announced that four films will be filmed before the first of the year and two will roll in January. The first, still untitled, is to be directed by Franklin Adreon for associate producer Rudy Ralston. Film rolls Nov. 11. "Libson," directed by Ray Milland, who will also star with Maureen O'Hara, starts shooting on location Dec. 1. It will be filmed in Trucolor and Republic's Naturama. "Dakota Incident," which will star Linda Darnell and Sterling Hayden with Lewis Foster directing for associate producer Michael Baird rolls Dec. 7. with Associate producer-director John Auer gunning "Annie Jordan," Dec. 15. "Hinky Dinky Parlez Vous," a Mickey Rooney production, rolls Jan. 4. Another untitled feature will hit the sound stages Jan. 15.

* * *

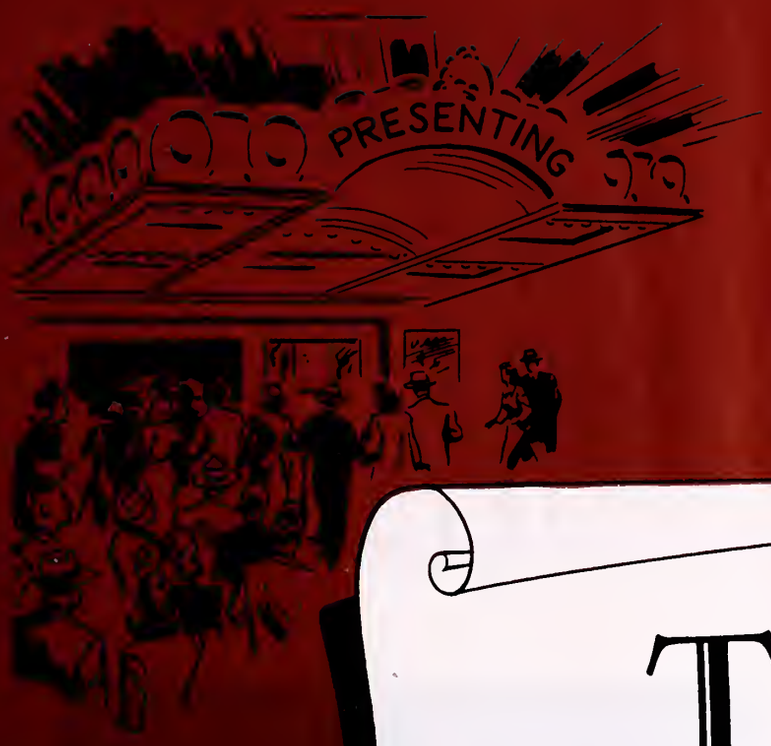
Columbia Pictures signed Charles Bickford for "It Happened One Night," June Allyson-Jack Lemmon starrer, which Dick Powell is directing. . . . Allied Artists made two important acquisitions. AA concluded negotiation with Medic Productions whereby a motion picture based on the famed television series, "Medic," will be brought to the screen, it was announced by Harold Mirisch, vice president of Allied Artists. The company also announced that it has obtained the motion picture rights to Jean Anouilh's French play, "L'Alouette." Under the title, "The Lark," a Kermit Bloomgarten production, an adaptation of "L-Alouette," was brought to the American stage, last week, where it was given a try-out prior to its Broadway opening. Julie Harris stars in the play, which received critical acclaim.

* * *

Hugo Haas puts his H-H Production, "Hit and Run," before the cameras on Dec. 6. Haas will direct and produce the feature, which will star Cleo Moore and himself. . . . Bette Davis, Ernest Borgnine and Debbie Reynolds will star in the film version of Paddy Chayefsky's "The Catered Affair," which M-G-M will make. Sam Zimbalist will produce.



Sight-seeing Prince Albert of Belgium met top film personalities on the Paramount lot and observed shooting of "That Certain Feeling" and "The Mountain." L to R: producer Cecil B. DeMille; studio production chief Don Hartman; Audrey Hepburn; H.R.H. the Prince; Danny Kaye; Maj. Thibaut de Maisieres; Jack L. Warner, vice-president of WB; George Barthelmy, Belgian counsel in Los Angeles; and studio chief Y. Frank Freeman.



TOP EXHIBITORATINGS *of* 1954-1955

ten money



1 BATTLE CRY
(Warner Bros.)



3 MISTER ROBERTS
(Warner Bros.)



4 BLACKBOARD JUNGLE
(M-G-M)



7 A MAN CALLED PETER
(20th-Fox)



8 THE LADY AND THE TRAMP
(Buena Vista)

top pictures



2 COUNTRY GIRL
(Paramount)



5 ON THE WATERFRONT
(Columbia)



6 7 BRIDES FOR 7 BROTHERS
(M-G-M)



9 REAR WINDOW
(Paramount)

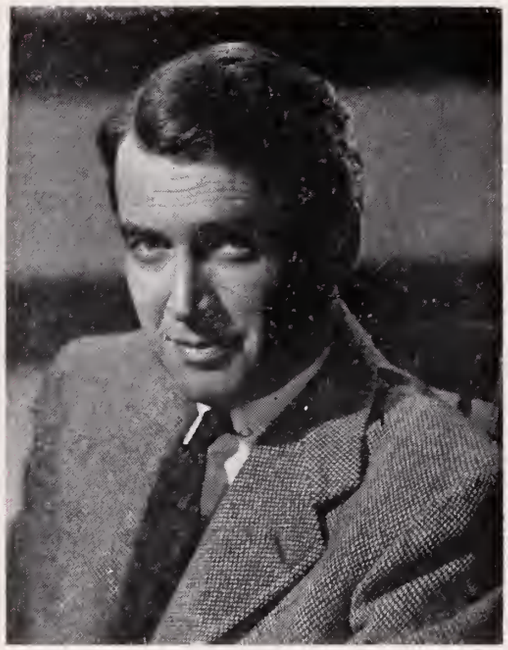


10 LOVE ME OR LEAVE ME
(M-G-M)

ten money



1 Marlon Brando



3 James Stewart



4 Bing Crosby



7 Gary Cooper



8 Dean Martin & Jerry Lewis

top actors



2

William Holden



5

Burt Lancaster



6

John Wayne



9

Clark Gable



10

Humphrey Bogart

ten money



1

Grace Kelly



3

Marilyn Monroe



4

Audrey Hepburn



7

Susan Hayward



8

Jane Russell

top actresses

2



Doris Day

5



Ava Gardner

6



June Allyson

9



Judy Garland

10



Elizabeth Taylor

ten money



1 Walt Disney



3 Darryl F. Zanuck



4 Alfred Hitchcock



7 Pandro Berman



8 Jack Cummings

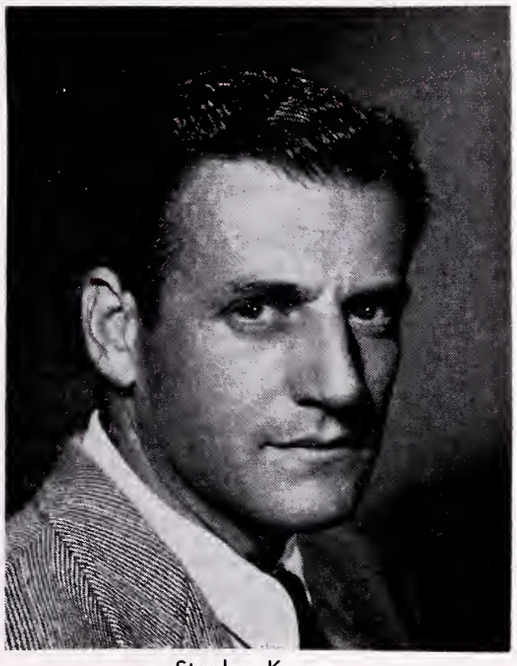
top producers

2



William Perlberg & George Seaton

5



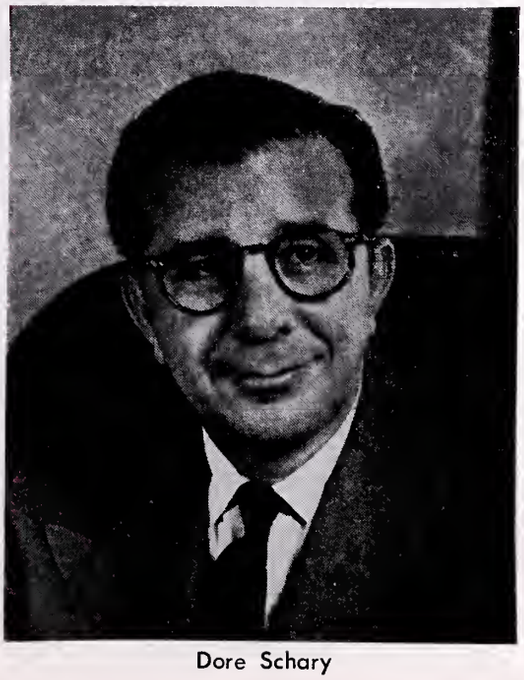
Stanley Kramer

6



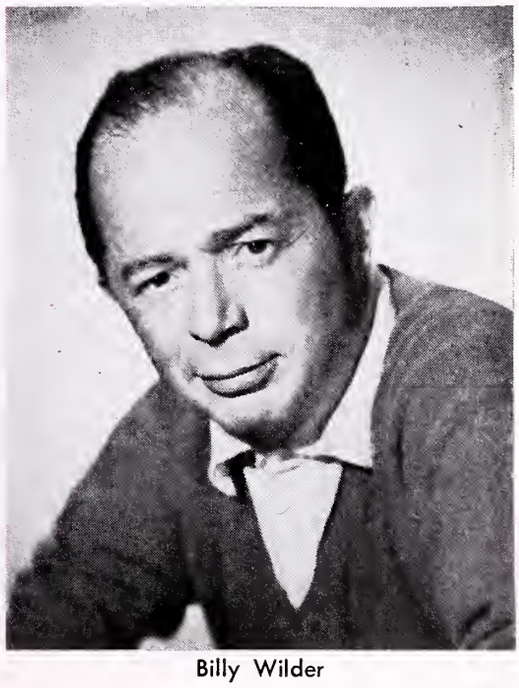
Elia Kazan

9



Dore Schary

10



Billy Wilder

ten money



1

Elia Kazan



3

George Seaton



4

John Ford



7

Henry Koster



8

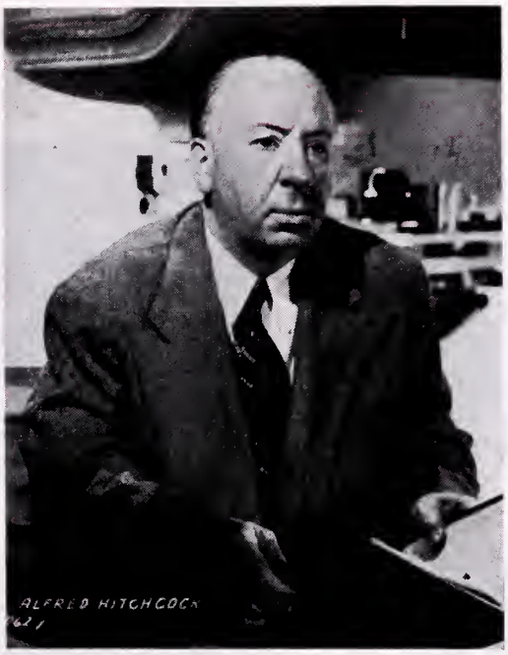
Joseph Mankiewicz

top directors



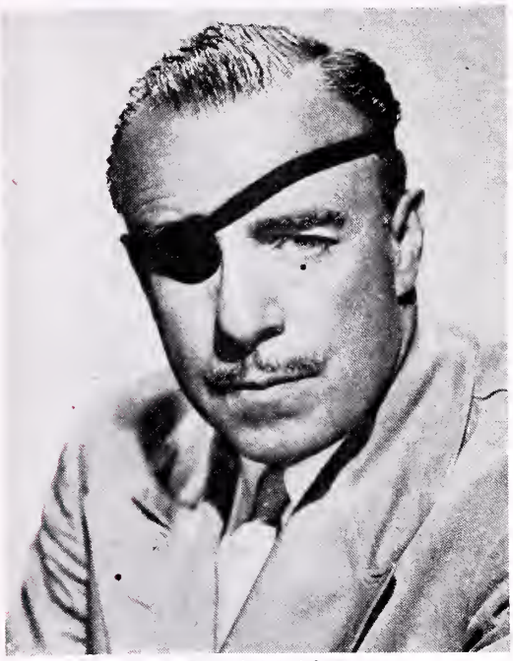
2

Billy Wilder



5

Alfred Hitchcock



6

Raoul Walsh



9

Edward Dmytryk



10

Vincente Minelli

most promising



1

Jack Lemmon



2. James Dean



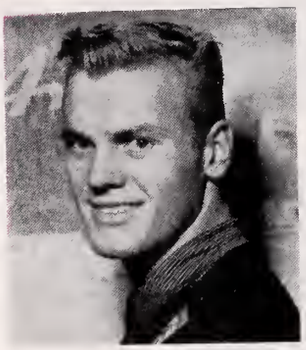
3. Ernest Borgnine



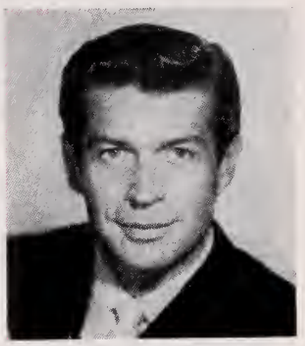
4. Rossano Brazzi



5. Richard Egan



6. Tab Hunter



7. George Nader



8. Harry Belafonte



9. Steve Forrest



10. Brian Keith

personalities



1. Kim Novak



2. Sheree North



3. Julie Harris



4. Joan Collins



5. Eva Marie Saint



6. Anne Francis



7. Betsy Blair



8. Maggie McNamara



9. Dorothy Dandridge



10. Sophia Loren

TOP DRAMATIC PERFORMANCES



1. Grace Kelly



2. Judy Garland



3. Jane Wyman



1. Marlon Brando



2. Bing Crosby



3. James Cagney

TOP COMEDY PERFORMANCES



1. Martin & Lewis



2. Jack Lemmon



3. Bob Hope

Top Western Performer



Audie Murphy

Special Editors' Awards

PARAMOUNT PICTURES—For consistently good product during the 1954-55 season, including "Country Girl," "Rear Window," "White Christmas," "Strategic Air Command," "Sabrina" and "Bridges of Toki-Ri."

GEORGE SKOURAS AND JOSEPH SCHENCK —For their roles in establishing Todd-AO and widening the horizons of the motion picture screen still further with the 65mm release of "Oklahoma!"

SPYROS P. SKOURAS—For revolutionizing the dimensions of movie screens throughout the world with CinemaScope, and for developing the forthcoming 55mm adaptation which promises an even greater future for the first widescreen medium.

ELMER RHODEN—For devoting his time, talent and considerable energies as national chairman of COMPO's Audience Awards committee, and for developing Cine-Miracle, National Theatres' new three-panel projection system, with plans to produce five features utilizing the new technique.

LEONARD GOLDENSON — For his many energetic efforts aimed at promoting new faces for Hollywood features, and for his personal talks with studio executives aimed at achieving this important goal.

FRANK SINATRA—Who has been a star of exceptional merit during the past year, maintaining a standard of excellence, whether singing or acting, in a series of successful films. In the past few months, Sinatra has become top box-office.

JAMES CAGNEY—For providing the most exciting comeback story of the year, with "Mr. Roberts," "Love Me or Leave Me," "Seven Little Foys" and "Run for Cover."

WALT DISNEY— For providing the greatest of his true-life adventures, "The Vanishing Prairie," which educates and delights children of all ages.

THOMAS F. O'NEIL—First for buying RKO; second for capturing three such talented executives as David Selznick, Daniel T. O'Shea and Charles L. Glett, who promise to return the studio to its former glory as a leading source of industry product.

HAROLD HECHT AND BURT LANCASTER— For successfully transposing a top television drama, "Marty," into a vivid motion picture that violated a barrel full of box office taboos and still came out on top.

LELAND HAYWARD — For bringing his production of "Mr. Roberts" to the screen with even more vitality and humor than it had in his immensely successful stage production.

GLENN FORD—For gaining steadily increasing prestige and respect from exhibitors for his consistently splendid performances, most recently in "The Blackboard Jungle" and "Trial."

Special Editors' Awards

Otto Preminger—For "Carmen Jones" —on technical grounds, for its novel use of main titles, excellence in voice dubbing and innovation in successfully transposing popular opera to the motion picture medium.

Randolph Scott — Throughout the years, this fine performer has been a consistently high box-office draw, and has appeared in a series of outstanding Western roles.

Sid Zins—He is the Columbia representative in Washington, D. C. who presented a scale model of the U.S.S. Caine to Sen. Karl Mundt during the Army-McCarthy television hearings, and thereby got a wonderful break for "The Caine Mutiny."

"Doctor in the House"—The highly-successful English comedy is still another proof of the proposition that entertainment values do not respect international boundaries.

Allied Artists—Whose "Phenix City Story," a sleeper and an outstanding example of pictorial journalism, is the first in the array of top-flight films promised by the studio under its new expansion program.

Stanley Cortez — For contributing some of the most outstanding CinemaScope photography, making full use of the anamorphic medium, in "East of Eden."

I.F.E.—For scoring the first real success at promoting Italian opera in the U.S., with "Aida."

Mervin Houser—Who conceived under Perry Lieber's direction, what was undoubtedly the exploitation stunt of the year, when they opened that Jane Russell starrer underwater in Florida.

Aldo Ray—This young star, who has never been guilty of a bad performance, is our choice as the up-and-coming star with the greatest box office potential.

Roy Rowland—Certainly the most versatile director of the year, Rowland makes box-office winners in every category, and invests his films with his distinctive touch.

Robert Bassler—Whose production of "Suddenly," a courageous and well-made Frank Sinatra vehicle released through United Artists, was a surprise money-maker for exhibitors.

Michael Kidd—For the most ingenious screen choreography of the year in "Seven Brides for Seven Brothers."

Hall Bartlett — For producing the documentary "Unchained," which was photographed at the Chino Institute for Men, and told the humane and entertaining story of a great warden and a prison without bars.


Thank You
Exhibitors
of America
for voting
Grace Kelly
#1 Top Money Actress
#1 Top Dramatic Actress*
MISS KELLY IS CURRENTLY
CO-STARRING IN "THE SWAN",
NOW IN PRODUCTION
M·G·M STUDIO
* Independent Film Journal Poll

Sincerely:

JOHN WAYNE

NOW *from the company that's on the move!*



NOW *in release:*

JOEL McCREA in **WICHITA** — CINEMASCOPE TECHNICOLOR

THE PHENIX CITY STORY — *Dramatic Sensation of The Nation!*

ERROL FLYNN • JOANNE DRU • PETER FINCH in **THE WARRIORS** — CINEMASCOPE TECHNICOLOR

FRED MacMURRAY • DOROTHY MALONE • WALTER BRENNAN at **GUNPOINT** — CINEMASCOPE TECHNICOLOR

The RETURN of JACK SLADE — SUPERSCOPE

NOW *in production:*

GARY COOPER in WILLIAM WYLER'S **THE FRIENDLY PERSUASION**
Co-Starring DOROTHY McGUIRE • MARJORIE MAIN • Color by DeLuxe
In the tradition of greatness that has always marked William Wyler's award-winning triumphs.

JOEL McCREA in **THE FIRST TEXAN** — CINEMASCOPE TECHNICOLOR

ANNE BAXTER • STERLING HAYDEN in **THE COME ON** — SUPERSCOPE

STANLEY KRAMER

Producer-Director

Now In Release:

"NOT AS A STRANGER"

In Preparation:

"THE PRIDE AND THE PASSION"

starring

Cary Grant and Frank Sinatra

RELEASED THROUGH UNITED ARTISTS

STANLEY KRAMER FILMS, INC.

Thank You.

Very much...

Exhibitors of America

Walt Disney



James Stewart

THANK YOU FOR YOUR ORDER OF DECEMBER 1975 . . .



THE TECHNICOLOR RESEARCH LABORATORIES
ARE WORKING ON THIS ORDER NOW.

FROM A RESEARCH POINT OF VIEW
TWENTY YEARS IS TOMORROW. AND
TECHNICOLOR TAKES THIS VIEW.

THE FUTURE IS TODAY'S BUSINESS
AT TECHNICOLOR.



TECHNICOLOR IS THE REGISTERED TRADEMARK OF
TECHNICOLOR MOTION PICTURE CORPORATION
HERBERT T. KALMUS, PRESIDENT AND GENERAL MANAGER

Bob Hope

To The Exhibitors:

WE CAN ONLY SAY VERY SINCERELY,
THANK YOU ONCE AGAIN



Dean Martin & Jerry Lewis

Thank You, Exhibitors

Audie Murphy

Thank You, Exhibitors

"Johnny Concho"

IFFPA To Air Censor Policies

(*Continued from page* 13)

In a final action, the IFFPA decided to take experimental steps toward conferring with governments about censorship policies, according to Gualino at a second press conference.

It was decided by the Administrative Council meeting here that Federation representatives would contact authorities in Spain and Italy as a starter, and if the organization's intervention is well received the activity will be expanded to other countries.

Gualino explained that one reason Italy was chosen lies in the fact that he lives there and will find it easy to make the proper contacts. Also, Italy is considering changes in its regulations. There are two problems in that nation, he continued. It takes much too long to get decisions from the censors, and the regulations under which the decisions are handed down are not clear enough.

Spain was chosen because the censorship problem there is particularly acute, again largely due to vague and unclear regulations.

Other nations were discussed with respect to censorship problems, although Gualino did not name them. However, he did say that none of the delegates mentioned any problem in the U.S.

The Council also took steps to launch a study of underdeveloped areas, with a view toward eventual promotion of films in areas which do not now have enough film theatres. In another action, the Council began a study as to whether it should establish a special section dealing with commercial shorts and documentaries.

Als on tap were "unofficial" talks by the Administrative Council about the U.S. market for foreign films.

"Umberto D." Opens Big

"Umberto D.", latest film of Vittorio De Sica, actor-director who made "Shoe Shine" and "Bicycle Thief," in its first two days at the Guild Theatre grossed $3,250, according to Guild Enterprises president Norman Elson. Edward Harrison is presenting the Italian-language feature in the U.S.

"Hell" Breaks Record

Concluding a record breaking Guild Theatre run of 47 weeks, "Gate of Hell" reportedly grossed over $415,000. The Japanese "sleeper" distributed by Edward Harrison, which won both popular and critical acclaim, beat the 17-week Guild record held by "Martin Luther" last year.

Closed-Circuit Wanted O'Seas

Heavy international activity was reported from Rome where the International Federation of Exhibitor Associations, the Union Internationale de L'Exploitation Cinematographique, and the International Federation of Film Distributors Associations held their annual meetings.

Three resolutions marked the close of the UIEC: creation of a closed-circuit TV theatre plan to end the video-film war; unification of projection systems with sufficient 35mm product to unrenovated theatres after wide-screen priorities have been met; and the assertion that film rental contracts must cover all royalties. Privately, delegates expressed their dissatisfaction over the U.S. policy of forcing foreign acceptance of stereophonic sound.

In its convention, the IFEA also backed the proposal of a TV theatre circuit to solve present film tension. The FIDAF went on record for efforts to "remove obstacles that make international exchange particularly difficult," streamlining customs regulations, and unifying a low-cost distribution system. UIEC earlier made it clear that they sought a reduction of rentals demanded by U.S. companies.

Elsewhere on the foreign news scene, the Bavarian government lashed out at the U.S. film exporters, blaming "the flood of Hollywood films" for the weakened state of German producers. In Canada, exhibitors voiced a request for softened rental agreements with an increased admissions clause, particularly in high percentage films.

EDITORIALS

(*Continued from page* 3)

Et Tu, Brute!

Allied voted against renewal of its membership in COMPO at its Chicago convention until "such time as changes are made in the personnel and operating policies of COMPO. . . ." While Robert Coyne, COMPO's special counsel, was not named, criticism of him was implied . . . but is unwarranted. Here is a man who has devoted himself untiringly to the industry and has accomplished much of benefit to all exhibitors. He deserves better treatment than has been accorded him by Allied. In any event, we look forward to COMPO's going forward with the support of those segments of the industry that have been its consistent supporters.

Top Money-Makers

In a special section of this issue are published the results of our EXHIBITORATING POLL for 1954-1955. The top money-making picture is "Battle Cry." Top money makers in other brackets are: stars, Marlon Brando and Grace Kelly; new personalities, Jack Lemmon and Kim Novak; producer, Walt Disney; and director, Elia Kazan.

To the participating exhibitors, our thanks. To the winners (see pages 19 to 34), our congratulations.

ROY ROWLAND

Director

"MEET ME IN LAS VEGAS"

FOR MGM

Also Directed

"HIT THE DECK"

"MANY RIVERS TO CROSS"

TESMA Elects Jones; IPA Renames Nathan

Lee Jones, sales manager of Neumade Products Corp., New York, has been elected TESMA president in the association's convention in Chicago. Tom Lavezzi, Lavezzi Machine Works, Chicago, was elected to the vice-presidency. Sharing the Chicago convention stage with National Allied, TEDA and TESMA, the International Popcorn Association has re-elected Bert Nathan to the IPA presidency for the coming year.

The organization also elected J. J. Fitzgibbon Jr. of Toronto, as IPA board chairman, and Thomas J. Sullivan as executive vice-president and secretary. Lee Koken, director of concessions at RKO Theatres, automatically retired as the head of IPA's theatre concessions segment and was succeeded by Nat Buchman, Cambridge, Mass. Elected junior chairman of this division was Jim Toover, Martin Theatres, Georgia.

UMPO Sets 'Diaboloque'

"Diaboloque," French suspense melodrama starring Simone Signoret and Vera Clouzot, has been slated to open at the Fine Arts Theatre. The story of a wife and mistress who plan to murder their common lover, the husband, "Diaboloque," was directed by H. G. Clouzot ("Wages of Fear"), is released by UMPO.

Militant Allied Meeting Hits Circuit Expansion, Arbitration

(*Continued from page 5*)

vote echoed Myers pre-convention dictum that the draft's inclusion of pre-release authorization and exclusion of film rental arbitration rendered it "identical in both respects to the rejected 1952 draft and much less desirable because of the tinkering with clearance definitions."

Myers again voiced his objections to the assemblage at Chicago and received their full support. Vote came on a motion by Sidney Samuelson, who declared that "arbitration in the motion picture industry is a misnomer, a deliberate abuse of that honor word."

Labeling the draft as a formalization of practices already available to the industry, Myers warned that against any possible advantages must be weighed against the "price paid for the inclusion of pre-release legalization, and a plan that would render exhibitors helpless when subjected to unreasonable clearance." A recent joint statement by TOA, ITOA and MMPTA disputed the Allied opinion of pre-release authorization, claiming it does not encourage but definitely limits the practice. However, the Allied board steered a straight course in the anti-draft channel.

National Allied is out of COMPO. The decision was reached during its board of directors meeting prior to the exhibitor's national convention in Chicago. Directors voted against renewal of membership until "such time as changes are made in the personnel and operating policies of COMPO which the board feels to be desirable."

The move was interpreted as a reaction against COMPO's non-participation in the anti-toll TV war and as a direct attack upon COMPO special counsel Robert W. Coyne.

Abram F. Myers, Allied general counsel, declared that the operation of the Council "was completely out of line with the scheme set up by the by-laws" and that its original purposes were being defeated. In his keynote address, president Ruben Shor declared that it was through the efforts of Paramount with its interests in Telemeter that COMPO was blocked from the pay-as-yonsee TV fight. Although COMPO has remained silent to the Allied attack, officials privately deplored the attack made on Coyne, whose sustained leadership of the Council has received almost universal praise.

Coyne Not Approached

Although Coyne was in Chicago for possible consultation with Allied leaders, he was not approached. The COMPO rejection marked the beginning of what appeared to be a series of drastic and sweeping measnres planned by the exhibitor group.

Allied's stand against a concentrated campaign for further tax repeal was further illuminated by "evidence" presented to the convention by pamphlet showing that advantages of the recent tax cut were gobbled up by the film companies. The document stated that the film companies "took advantage of the starved film market to impose on exhibitors terms and conditions that nullified the relief Congress intended they should have."

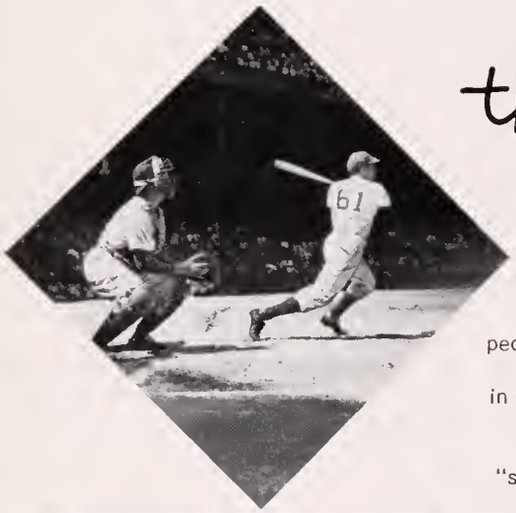
Exploitation of the market by the companies, the pamphlet states, was responsible for the 87 percent jump in total company net earnings between 1953's second quarter when the tax was still in force to second quarter 1954 when the first effects of the cut were enjoyed.

Support Pay-TV Fight

An appeal for National Allied support of the anti-toll TV fight was made by Trueman Rembusch, co-chairman of the Committee Against Pay-as-You-See TV. Warning that "our opponents, although hurt, still are fighting," Rembusch asked Allied delegates for additional financial help to maintain the "tidal wave of protest" growing against pay-TV.

A committee of three was appointed by the Allied board of directors to discuss increased prices for advertising accessories and trailers with National Screen Service's Herman Robbins, board chairman, and George Dembow, president. The committee, consisting of Mike Leventhal, Baltimore; Beverly Miller, Kansas City, and Bernard J. McKenna, Tulsa, reported back to the board of directors during the Chicago session.

Allied board also agreed to join the Union Internationale de l'Exploitation Cinematographique, and admitted to membership by unanimous vote the United Theatre Owners of Oklahoma. The Oklahoma group is the only exhibitor group participating in both Allied and TOA associations.





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In the field of stage, screen and sports, a select few have that certain "something" that sets them aside from their fellow performers.

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REGIONEWS

ALBANY

The local Variety Club, under its new chief barker, Harold Gabrilove, has scheduled an induction dinner for 70 new members on Nov. 14, in its beautiful, new Sheraton-Ten Eyck rooms. The Club's kickoff dinner for the annual Camp Thacher Denial Drive will be held Nov. 21, spearheaded by Heart Fund chairman Harry Lamont. Goal is $20,000. . . . A number of Schine theatres played one and two-day engagements of "Harlem Rhythm N' Blues," stage company of 25 Negro artists. The circuit's Mohawk in Amsterdam dropped Tues. through Thurs. operation. . . . Walter Reade's Kingston in Kingston is featuring amateur talent nights on Mondays, and gift nights on Tuesdays. . . . Smalley Theatres, headed by Mrs. Hazel Smalley, celebrates its 42nd anniversary at Thanksgiving.

ATLANTA

Amendment in occupational license ordinance of Melbourne, Fla., now sets a fee of $150 for theatres of 750 seats or less; $200 for more than 750 seats; $300 for drive-in theatres. . . . Curtis Mees, mgr. of the Paramount, Atlanta, wrote the script for Atlanta Air Reservists show at Marietta, Ga., filmed by RKO cameras for showing in theatres throughout the nation. . . . Oehs Mgmt. Co. are new owners of the Florida Theatre, Daytona Beach, under corporate name of Herbenken Theatre Co. . . . Fox Theatre, Kingsport, Tenn., taken over by W. D. Loggans from Malcolm Taylor.

Twilight Drive-In, under construction at W. Palm Beach, Fla. for Mr. & Mrs. A. G. Leach, will open in time for the winter season. . . . Annex Theatre, Winter Garden, Fla., has been modernized and CinemaScope equipment added. . . . John Kirby, Warner's eastern and southeastern div. mgr., was appointed midwestern div. mgr. to replace Roy Haines. . . . Dave Williams, branch mgr. for IFE in Charlotte, N. C., transferred to the Atlanta office to succeed John Jarvis, who entered his own business. . . . Mgr. Curtis Millis added 78 more spaces at his Trail Drive-In, Hazelhurst, Ga.

An $85,000 contract to remodel the Capital Theatre, Chattanooga, Tenn., has been let to the J. W. B. Linsey Co. . . . James O. Matthews, mgr. of the Roxy, Lakeland, Fla., married Dorothy J. Courson of Winter Haven, Fla. . . . George E. Smith of Toledo, O., is new owner of the Palm Drive-In, Clearwater, Fla., taken over from H. J. Knight. . . . Mgr. Jack Grayson of Brevard Drive-In at Key West, Fla., started work on enlarging the screen from 50x37 to a width of 70 ft. . . . Joseph Sirugo, owner of Islander Drive-In at Key West, Fla., purchased Cow Key for development of a resort hotel and residential area.

Betty Whitmore of Al Rook's Film Booking office, was appointed recording secy. of WOMPI to replace Doris Honea, who resigned from the industry. The WOMPI's appointed Mrs. Laura Kenny chairman for the 1956 national meeting, to be held in Atlanta next Oct. . . . David R. Brown, coowner of Suburban Open Air Theatre, Bradenton, Fla., died of a heart attack. David V. Marquis, 62, former owner of the Ernada Theatre, Bartow, Fla., also passed away. . . . Pioneer Theatre, Wartburg, Tenn., owned and operated by Mrs. Molly Heidel, was destroyed by fire of undetermined origin. . . . The recently opened Bowline Theatre, south of Decatur, Ala., suffered damages estimated at $1,000 when a deep fat fryer blazed up.

BOSTON

Downtown theatre managers are elated over the signing of contracts for construction and operation of a parking garage under Boston Common, to accommodate some 3600 cars, with work set to start by March 15. . . . Charles and Reginald Morse have sold their interests in the Adams Theatre, Adams, Mass., and the Arcadia, Portsmouth, N. H., to each operating company. Stanley Rothenberg retained his interests in both. . . . Paul Barker, Regal Theatre, Franklin, N. H., resigned to move his family to Texas, where he will manage a theatre in Bay City for the Long circuit. . . . Lawrence Laskey, partner in many theatres with E. M. Loew, has entered the investment business. His connection is with Henry Montor Associates in New York but he will join the Boston office when it is opened in this city. . . . John Voudoukis, new owner of the New Berlin House, Berlin, N. H., has taken over the lease on the Ritz, Gorham, N. H., and changed its name to Gorham Theatre. . . . Florence Buckley, shorts booker at E. M. Loew for more than 20 years, resigned to marry William Haverty of Dorchester. . . . A proposal to re-zone the land near the Shawsheen River, Bedford, Mass., for a drive-in theatre, was turned down at a special town meeting by a vote of 150 to 1.

Resignation of Warren Gates, booker at Warner's for the past 26 years, placed John Hancin in his post, with Arthur Franesi added to the shipping staff to replace Hancin. Bill Brown, mgr. of the Park, Worcester, left Hahneman Hospital where he was entered for observation. . . . Eddie Hosmer moved his Independent Theatre Equip. Co. sales and display depts. to 45 Church St., retaining the 28 Winchester St. quarters for storage space. . . . Redstone Drive-In Theas. of Boston purchased some 35 acres in Palmyra, N. J. for construction of a 1000-car ozoner from plans drawn up by Wm. Riseman Associates, with an early summer opening in view. . . . The Majestic Theatre, W. Springfield, Mass., formerly operated by Elihu Glass, has been leased to Murray Lipson, at one time with Weiss Amuse. Co. in Stamford, Conn.

BUFFALO

A delegation of downtown theatre mgrs., including George H. Mackenna, gen. mgr. of Basil's Lafayette; Arthur Krolick, dist. mgr., Paramount theatres; Robert T. Murphy, mgr. of the Century and Dewey Michaels of the Palace Theatre, met with the Board of Safety to plead for lifting of the night-time parking ban on Main St., between Seneca and Chippewa. They were promised by Board chairman J. Eugene McMahon that the matter would be turned over to the city's acting traffic adviser, George F. Collins, for study. . . . Variety Club of Buffalo will hold its annual election on Nov. 14 in the Club's Delaware Ave. headquarters. Roger Baker, local sports commentator, will address members at their luncheon meeting on Nov. 28. . . . Murray Whiteman, past chief barker of Tent 7, is recuperating in Florida after hospitalization for a mild heart attack.

All employees of Buffalo Paramount theatres were guests of the company at a big midnight screening party in the Center Theatre for an advance showing of "Artists and Models." The party started with coffee and doughnuts. . . . The Women's League of Variety Tent 7 launched its Merchants Collection Drive to raise funds for the Cerebral Palsy Clinic, which will continue until Dec. 3. Mrs. Constantine Basil is honorary chairman; Mrs. Robert Gray, chmn. The women placed some 7,000 containers in Buffalo and vicinity. . . . William P. Rosenow, former independent distributor and for several years associated with Skyway Drive-In Theas., is now with the local branch of Columbia as sales rep. in the Rochester area.



Republic prexy Herbert Yates and Mrs. Yates (center), visit with Richard Altschuler, v.p. in charge of world-wide sales, and Mrs. Altschuler aboard the USS United States prior to leaving for a month's business trip in Europe.

CHARLOTTE

C. A. Dandelake sold his Colonial, Majestic and Tar theatres in Tarboro, N. C. to Glenn Davis of Tampa, Fla., and also resigned as pres. of Theatre Owners of N. & S. C. as he is moving to Calif. Howard Anderson of Anderson Theatres, Mullins, S. C., replaces Dandelake as pres. of TO. . . . Paramount booker Sam Sanders is back at work after a spell at the hospital. . . . Variety Club held its 15th annual banquet in the new clubrooms at Hotel Charlotte. R. J. Alander was emcee. . . . A. E. Miller sold his Century Theatre and Starlite Drive-In, Lincolnton, N. C., and Lester Theatre, Cherryville, to Stellings-Gossett Theas. . . . Centerview Drive-In, Dunn, and Eden Theatre, Bath, S. C., closed; also Kinston Drive-In, Kinston, N. C. . . . Mrs. Pauline Griffith, secy. of Theatre Owners of N. & S. Car., is still hospitalized.

CHICAGO

James Gregory, Alliance Theas. v.p., and theatre owner Van Nomikos were co-chairman of the Hellenic Societies Dinner to Harry Truman, net proceeds of which were turned over to the Truman Library Fund. . . . Payment of undisclosed sum settled the case of Melbro Amuse. Co., operators of the Rockne Theatre, against Warner's, who will now permit Rockne to bid for films against B&K's State Theatre. . . . Chicago theatre tax collections for 10 months this year were one percent over same period last year. . . . Judge Wm. Touhy denied motion to vacate ruling against Chicago showing of "The Miracle." Civil Liberties' attorneys will again appeal to State Supreme Court. . . . John F. Kirby was appointed midwest div. mgr. for Warner's, to succeed Roy Haines.

Sam Barkulus named pres. of ALB Co., which took over 3300-seat Belmont from B&K mgmt. Jack Billish named house mgr. Si Greiver Agency will do the booking. . . . Local Censor Board has not yet given a permit to "Rebel Without A Cause," which was booked for early loop showing at B&K's State Lake. . . . Packed house was on hand for induction ceremonies of Cinema Lodge's new officers, including installation of Nat Nathanson of Allied Artists as pres. . . . Zenith Corp. employees organized a Blood Bank Committee and have already made numerous trips to Hines Veterans Hospital by special buses. . . . Nate Joseph, owner of State Theatre, Chicago, is recuperating at home after surgery. . . . ABC Vending report for 39 weeks shows a profit of $1.37 per share as compared with $1.18 for same period last year.

Don Lark, gen. mgr. of Clark Service, with headquarters in Philadelphia, was in town completing arrangements for his company to take over the RKO film shipping dept. . . . Children of the Lower North Center elected Mrs. Caroline R. Wallerstein, wife of B&K's gen. mgr., "Mother of the Year," who was also named chmn. of the Center's board of directors. . . . John Konrad named mgr. of the Berwyn Theatre, Berwyn, Ill. . . . Annex Theatre, Herrin, Ill., being rebuilt after recent fire, is expected to be ready for opening by end of the year. John Marlow heads the company that is rebuilding the house.

Branch mgr. T. R. Gilliam is reminding exhibitors that Thanksgiving Week is "traditionally 20th Century-Fox Film Week" and looks forward to having a Fox attraction on every screen the week of Nov. 20-26. . . . James Ajamie has taken over mgmt. of the Roxy Theatre, Lockport, retaining Will Cain as mgr. of the house. . . . Dino Tubekis, Alliance dist. mgr., was called to Athens, Greece, where his mother is seriously ill. . . . The Allied Artists regional sales meeting originally scheduled for New Orleans will be held instead at the Blackstone Hotel, Chicago, Nov. 13-14, and four mid-west branches will participate along with the company's southern group.



When Betty Garrett arrived in Chicago on her personal appearance tour for Columbia's "My Sister Eileen," she lunched with Ben Lourie, Columbia branch mgr.; Dave Wallerstein and John Balaban of the B & K Circuit, (shown l to r).

CINCINNATI

James Conn, National Theatre Supply branch mgr., took his first vacation in six years without letting anyone in on his destination. . . . Reported that Bill Keyes of the Victory Theatre, Dayton, is ailing. . . . Absalom Buzlea of the Bradshaw Theatre, Bradshaw, W. Va., is busy building a new filling station. He has changed the policy at his theatre to two changes a week. . . . R. A. Emrick of Germantown, O., is not reopening his theatre for the usual fall and winter run. . . . Sid Cooper, the new UA dist. mgr., conducted a sales meeting in the local branch, with mgr. Jack Finberg and the entire sales staff present.

Robert Tarbeck is a new booker at U-I, replacing Rosemary Meyer. . . . Paramount welcomed back a former employee, Marie Rupearel, who lived in India following her marriage. . . . Frank Weitzel's agency will buy and book for the Empire and Main theatres, Cincinnati. Arthur Fine, who owned these houses, passed away recently. . . . George Buckner, who just took over operation of the theatre in Leatherwood, Ky. from L. O. Davis, plans to operate this house weekends only.

CLEVELAND

"Guys and Dolls" will be the Christmas show at Loew's Ohio, opening Dec. 23 for an extended run. While details have not yet been worked out, there is a possibility that there will be only two shows a day, with tickets sold on a reserved seat basis. . . . Ownership of the Hippodrome building was acquired by atty. Elmer J. Brabin from Alfred G. Vanderbilt of N.Y., with the long-term lease of the Hippodrome Theatre by Telemanagement Co. as part of the deal and Jack Silverthorne continuing as mgr.

Cleveland Variety Club elected the following new officers: Marshal Fine of Associated Circuit, chief barker; Dan Rosenthal, UA branch mgr., 1st asst.; Milton Grant of Silk Screen Process, 2nd asst.; James Levitt, Universal salesman, treas.; Willard Dougherty, WJW radio station, asst. secy. Delegates to the N.Y. convention in May will be Marshal Fine as international canvassman, Jack Silverthorn and Dan Rosenthal, and named alternates are I. J. Schmertz, Milton Grant and Leonard Greenberger. . . . Jack Ochs of Ochs Mgmt. just bought an indoor theatre in Daytona Beach, Fla., expects to open soon.

DENVER

The Audience Award voting campaign was given a big sendoff here, including a parade replete with floats, stars from Hollywood, and with visits by more than 50,000 to the Dream Home to be given the winner of the drawing that will follow the voting. Each voter will be given a chance on the home, etc. . . . Lee Theatres installed heaters in the Monaco Drive-In, and the theatre will operate all winter. . . . Robert Herrell, independent distributor of Kansas City, has taken over the franchise for the Denver area for Astor, Realart, Associated Film Releasing and American Releasing. He has set up an exchange at 2134 Broadway, with Laura Haugher in charge.

Dick Fulham, 20th-Fox salesman, was promoted to branch mgr., succeeding V. J. Dugan, who resigned. Dugan was with the company 24 years and branch mgr. in Denver for 10. . . . Earl Bell, Warner branch mgr., is recuperating at home after hospitalization for a heart attack. . . . Marvin Goldfarb, Buena Vista dist. mgr., returned from the sales meeting in Calif. with St. Louis added to his territory, which up to now included Denver, Salt Lake City, Kansas City, Des Moines and Omaha.

Variety Tent 37, at the mercy of the contractors, is tentatively arranging to open its new clubrooms about Thanksgiving. . . . Gordon Pearce, Allied Artists office mgr., adopted a six-day-old boy and named him Keith Edward. . . . Dick Lutz, asst. mgr. of National Theatre Supply is father to his fourth child, all daughters, naming her Kate Elizabeth.

DES MOINES

Lloyd Palmer, owner-mgr. of the Iris Theatre in Postville, observed his 40th anniversary in the industry by giving away free roses to ladies attending the evening show. . . . The Iowa Theatre in Madrid, under management of Louis Lepovitz, opened Oct. 21 after being closed for several months. The theatre will show movies Fri-Sat-Sun-Mon. of each week. . . . Paris Theatre in Afton, under management of the L. J. Kessler family, will celebrate its 10th anniversary on Nov. 22 with five free shows during the afternoon and evening. Many door prizes are being donated by local merchants and the Afton Business Club is cooperating.

Members of the Newell Commercial Club in Newell recently heard a stormy address by Al Myrick, Lake Park theatre owner and pres. of Iowa-Neb. AITO, in which he urged small town businessmen to form a strong, hard-working unit designed to "bring the shopper back to Main Street." . . . Marland Theatre in Marcus is having a new wide screen installed this month. . . . Capacity crowds attended opening of the new Hardin Theatre in Bedford on Oct. 25. . . . Plans are underway for the annual Variety Club Christmas Party, to be held at the Jewish Community Center on Dec. 12. The Women's Division of Variety is also busy with plans for a Holiday Hat Show, to be held at the Standard Club on Dec. 1.

DETROIT

Stuart J. Gorelick, who recently acquired the Apollo and Eliott theatres, is taking over the Gold Coast on lease from Sol Krim. House was formerly operated by David Korman and Sam Green. . . . Joseph F. Aurie is the new Film Row host, taking over the exhibitors' center in the cigar store, formerly operated by Bertha Must. . . . John Whyte, owner of the Whyte Theatre in Pinconning, was in town to set his fall bookings before the big snows come up north. . . . Joseph Nederlander, of the family which runs the Lafayette and Riviera theatres, was married to Vanita May Brown. . . . Dillon M. Krepps, mgr. dir. of the United Artists Theatre, delayed by business in New Orleans, had to postpone his talk to the Greater Detroit M.P. Council until Jan.

Thum Theatre at Deckerville is being reopened by George Keast, former upstate exhibitor. Harold Ogger formerly operated the Thum. Clive Waxman will handle booking and buying. . . . Arthur Sachson, gen. sales mgr. of DCA, was in town conferring with Harold Brown of United Detroit Theas. and Daniel Lewis of Cooperative Theas. . . . Loraine White is asst. mgr. to James Nederlander at the Riviera Theatre. . . . Charles Simpson, head of Exhibitors Service, is commuting regularly to Cleveland to handle his film interests there. . . . Myrle Burch of Northwest Studios installed new drapes in the Palmer Park in Highland Park for Nathan and Raymond Schreiber.

Robt. Bothwell, new mng. dir. of the Fox Theatre, announced plans for a $50,000 refurbishing program. . . . Harry Krim, partner in the Krim Theatre in Highland Park, achieved national fame as last month's "Man of Distinction" in the Calvert Whiskey ads. . . . Leo Robbe, Lansing drive-in operator, is reopening the Elsie Theatre at Elsie, where he makes his headquarters. . . . Russell Chipman, who is closing the Greenville Drive-In at Greenville for the winter, is switching to operation of a gas station.

The Delray Theatre ceased operations, but Max Gealer continues to operate the Rouge in River Rouge, booked through Clark Theatre Service. . . . Wallace Hart, owner of the Bay Theatre in Caseville, has taken over the Gem at Pigeon, formerly owned by the late Wesley Thiel. . . . Wm. Kentz, who closed the Royal at Bay City two years ago for remodeling into a store, is reopening it as a theatre. . . . Virgil Zeeb, a newcomer, is taking over the DeWitt at DeWitt, formerly owned by a company under management of J. B. Vincent.

HOUSTON

A new film Exchange Employes Local, No. B-63, has been chartered by IATSE for Houston. Forty members were enrolled and will be installed in the near future by International rep. E. J. Miller, who has headquarters here. . . . Raymond Stanley, a v.p. of San Antonio Mexican Chamber of Commerce, was appointed to the San Antonio Motion Picture Advisory and Review Board. . . . Uptown Theatre in Houston celebrated its 20th anniversary on Nov. 10 with a program including the first movie shown there, "Top Hat," plus open house and refreshments in the lobby from 11 p.m. to 1.

Jefferson Amuse. Co., Beaumont, divided supervision of its theatres with the appointment of Irving Cohn as dir. of drive-

CinemaScenes



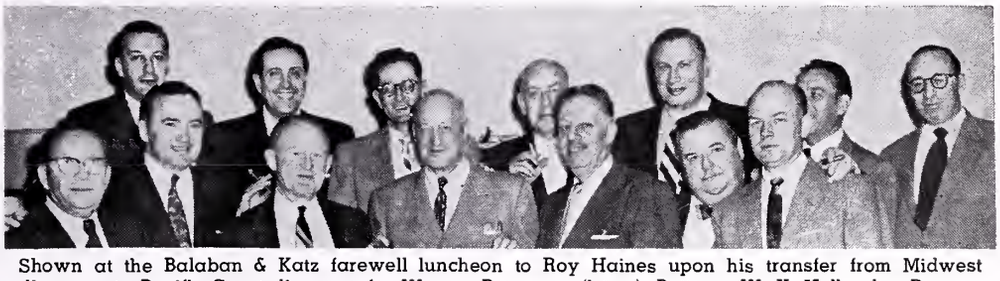
With Columbia shooting two films in New York, we find, at the left, producer Fred Kohlmar, director Dick Quine, and stars Paul Douglas and Judy Holliday on a visit to the set of "The Solid Gold Cadillac;" on the right, director Mark Robson and star Humphrey Bogart arriving in N.Y. for location filming of "The Harder They Fall."



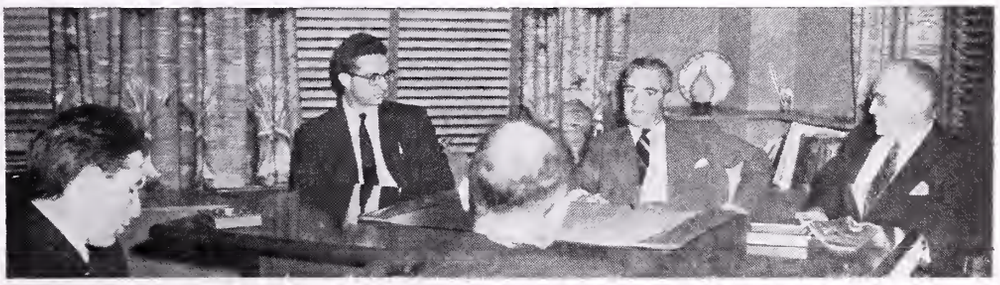
On hand for preview of 20th-Fox's "The View From Pompey's Head," at the Roxy Theatre in New York, are (l to r): Abe Dickstein, N.Y. branch mgr.; Mrs. Harry Brandt; Harry Brandt, head of Brandt Theatres; Martin Moskowitz, Atlantic Division mrg.; Richard Brandt, Brandt Theatres exec., and Mrs. Richard Brandt.



Universal-International arranged for representatives of national magazines and Sunday supplements to go to Hollywood to witness the first sneak preview of "The Benny Goodman Story," accompanied by Eastern pub. mgr. Philip Gerard and v.p. David A. Lipton. Shown (l to r): Jack Diamond, studio pub. dir.; Ed Miller, Seventeen; Catherine Edwards, Parents Magazine; Gerard; Lipton; Fritz Bamberger, Coronet; Kay Sullivan, Pageant; Florence Sommers, Redbook, and Lou Berg, This Week Magazine.



Shown at the Balaban & Katz farewell luncheon to Roy Haines upon his transfer from Midwest div. mgr. to Pacific Coast div. mgr. for Warner Bros., are (l to r): Bottom—W. K. Hollander, Duncan Kennedy, John Dromey, Roy Haines, Harry Lustgarten, Bob Dunbar and Charles Davidson; Top—Sol Horowitz, Jerry Winsberg, Frank Standel, George Lefco, David B. Wallerstein, Jack Wohl and Arthur Goldberg.



Norton V. Ritchey (center), pres. of Allied Artists International; Edwin J. Smith, Jr. (right), v.p. and overseas supervisor of European operations, and Martin S. Davis, Eastern ad-pub chief, disclosed the company's foreign expansion plans to members of the press before Ritchey and Smith sailed for England on Nov. 10.

HOUSTON (cont'd.)

ins, leaving conventional houses under Sam Tanner. Marty Marks succeeds Cohn as purchasing agent for the cham. . . . Houston Thea. Asso. committee, composed of Dick Wygant, Heights Theatre; Fred Cannata, Uptown; T. J. Cheney, Trail Drive-In, with pres. Lowell Bulpitt, Boulevard Theatre, drafted a new constitution and by-laws for membership approval at meeting scheduled for Nov. 15, when a complete reorganization of the group is to take place.

Houston WOMPI's issued their first monthly bulletin, called "CinemaScoop." Managing editor is Lucille Gremillion of Wayside Theatre. Pres. Laura Knopp announced a board meeting for the 17th and general dinner meeting on the 21st, both to be held at Variety Club. A rummage sale is scheduled for the 19th. . . . Air View Drive-In (Chocolate Bayou) robbed of $200 by stocking-over-face bandit. Stolen car recovered. . . . Jane Russell Night, featuring four Russell pictures for one night only, a Saturday deal at Shepherd Drive-In. . . . Old Studio movie house in heights, Houston, has been turned into a church. . . . Malcolm C. McLarry, 67, retired rep. of M.P. Adv. Service Co., Dallas, and A. C. Mayes, 54, projectionist at Key City Drive-In, Abilene, passed away.

INDIANAPOLIS

Program for the Nov. 14-16 convention of Allied Theatre Owners of Indiana starts with a director's dinner and board meeting at the Marott Hotel. Closed separate discussion groups for indoor and drive-in exhibitors will be held mornings of Nov. 15 and 16; general meetings both afternoons. Roy Kalver, Julius Gordon, Hugh McLachlan and 20th-Fox prexy Spyros Skouras will be speakers on the 15th; Trueman Rembusch, Ruben Shor, Jay Emanuel and Allied States gen. counsel Abram F. Myers on the 16th. Entertainment will include a dance at the Variety Club rooms on Nov. 15, and a banquet at the Marott will wind up the event.

The Lake Theatre, Warsaw, suffered a severe explosion in its heating system. . . . Parkland Theatre at Louisville has closed. . . . Bernard Brager, Republic branch mgr., was transferred to Dallas, Tex. . . . Columbia is currently booking a playdate drive which will run to Feb. 16. . . . J. Robt. Hoff, of Tent #10 Variety Clubs International, has approved the appointment of Tom Burke, David Arthur, Gerald Sandler, Jack Wodell and Joe Jacobs to the Will Rogers Memorial Hospital Christmas Salute. Hoff is exhibitor chairman of the hospital's Christmas campaign.

Robert Jones, Affiliated Theatres, was elected chief barker of Variety Tent #10, with Murray Devaney, Columbia, as 1st asst., Dale McFarland, Greater Ind. Amuse. Co., 2nd asst.; B. N. Peterson, National Theatre Supply, dough guy, and William Carroll, ATO of Ind., property master.

Watch These Dates!

Nov. 11-13: Los Angeles—Colosseum of Motion Picture Salesmen of Ameriea convention—Ambassador Hotel.

Nov. 13-15: Charlotte—Theatre Owners of N. & S. Carolina annual convention—Hotel Charlotte.

Nov. 15-16: Indianapolis—Allied Theatre Owners of Indiana fall convention—Marott Hotel.

Nov. 17-27: COMPO's first annual Audienee Awards Poll—final balloting.

Nov. 19: Washington—Variety Club of Washington annual dinner-dance, honoring Steve Allen as "Personality of the Year." Statler Hotel.

Nov. 19: Baltimore—Variety Club, Tent No. 19, election of officers—Club headquarters, Stanley Theatre Bldg.

Nov. 21-22: St. Louis — Missouri-Illinois Theatre Owners annual convention — Hotel Chase.

1956

Jan. 22: Los Angeles—Screen Producers Guild Milestone Award Banquet, honoring Cecil B. DeMille—Beverly Hilton Hotel.

Feb. 21-23: Cleveland—National Drive-In Convention—Hotel Cleveland.

March 6-7: Kansas City—Kansas-Missouri Theatre Association annual convention.

March 21: Hollywood — 28th Academy Awards presentation.

May 9-12: New York—Variety Clubs International convention—Waldorf-Astoria.



At United Artists' Christmas-in-November theatre party, featuring luncheon, Swiss music, Alpine goats and giveaways, publicity mgr. Mort Nathanson presents Swiss watch to 12-year-old winner Joan Wink on stage of the Little Carnegie Theatre following the N.Y. preview of UA's "Heidi and Peter." The twin Santas are Bob and Don Heller of the company's publicity dept.

KANSAS CITY

Eugene Kincaid was transferred from De Graw Theatre at Brookfield, Mo., to the Princess at Kirksville, Mo. He was succeeded by Russell Rhyme from the Lyric at Boonville, Mo., where Clyde Patton is now mgr. . . . Jean Calvert joined Universal as booker. . . . Joe Ghosen of Sedalia, Mo. is operating the Tipton Theatre at Tipton, Mo. two evenings a week. . . . Bill Mall is the new mgr. of the Campus in Manhattan, Kans., where Leo Casey manages the Edgewood Drive-In and Raymond Mueller, the Co-ed. All are Mid-Central theatres. . . . Uptown Theatre has new equipment in refreshment stand. . . . Fayette Theatre, Fayette, Mo., has new lenses.

Avalon Theatre at Ava, Mo. scheduled a fall opening under direction of L. H. Pettit of Pettit Theatre Corp. . . . Gordon F. Halloran of 20th-Fox, St. Louis, spoke on "Main Street and You" at a Lions Club luncheon in Fulton, Mo. . . . The Wm. Rockhill Nelson Gallery of Art has chosen a foreign film series for this winter, including such films as 'Les Enfants du Paradis" and the British comedy, "Genevieve." . . . "Martin Luther" was shown in K.C. Kans. churches. . . .LeRoy Kirk returned to his work as maintenance man at the Cowtown Drive-In, St. Joe, Mo., after serious illness.

MEMPHIS

Charles Eudy of Houston, Miss. was elected to succeed Nathan Flexer of Waverly, Tenn. as pres. of Tri-State Theatre Owners at the 47th annual convention. Leon Rountree of Holly Springs, Miss. was elected v.p., also Alton Sims, Memphis, and Doyle Branscom, Harrison, Ark.; named secy.-treas., Roy L. Cochran of No. Little Rock, Ark.; reps. to the national convention, R. B. Cox of Batesville, Miss. and M. A. Lightman, Jr. of Memphis. . . . Hugh Lee Hudleston is new owner of the Victoria Theatre, Algood, Tenn.

Lloyd T. Binford, who says he will quit as chairman of the Memphis Censor Board when his term ends on Jan. 1, 1956, indicated that the three women board members were responsible for banning of "Rebel Without A Cause, which was to open at the Warner Theatre. . . . Jesse Plunk reports that the Pike Theatre, Murfressboro, Ark., has been leased to A&T Circuit. . . . Henry Haven opened the Starlite Drive-In at Brinkley, Ark. . . . Malco Theas. have been granted a $35,000 building permit for a drive-in in Memphis.

MIAMI

After being closed for two years, the Colony Theatre at Miami Beach is getting a complete face-lifting and being readied for showing of "Guys and Dolls.." . . . Claughton moved the home offices into new quarters, occupying the third floor of the Urmey Hotel. . . . Richard (Pop) Montgomery, doorman at the Center Theatre, resting at home after illness. . . . Sonny Shepherd was escort to Joan Crawford on her personal appearanee tour of the Miami area. She appeared at the Carib, Miami and Miracle for opening of "Queen Bee." . . . Gene Race, mgr. of the Parkway Theatre entered Mercy Hospital for a check-up. . . . Bill Morrison, asst. mgr. at the Boulevard Theatre, is honeymooning in New Hampshire.

MILWAUKEE

Al Frank was appointed gen. mgr. of Fox-Wisconsin to succeed Gordon Hewitt, who was transferred to the coast. Frank started with the firm 17 years ago as mgr. and was dist. mgr. for the past three years. Hewitt was tendered a farewell luncheon by Wisconsin Variety Club. . . . The following were elected to the board of directors of Variety Tent #14: Oliver Trampe, Dean Fitzgerald, Angelo Provinzano, William Pierce, Morey Anderson, Andy Spheeris, Edward Johnson, Harold Pearson, Al Kvool, Pat Halloran and Irv Werthamer. Howard Gleason was elected delegate, with Joe Imhof and Hugo Vogel as alternates. . . . Thank you telegrams were sent to Governor Kohler by all branch managers here for proclaiming Nov. 17-27 as Audience Awards Week.

"Rebel Without A Cause" was viewed here by the Mayor's motion picture commission, who decided there was no legal basis for banning the film but suggested that cer-

MILWAUKEE (cont'd.)

tain scenes of teenage violence be cut. Warner mgr. Rank Reimer referred the matter to his company in Calif. . . . Dave Mirisch is asst. booker at 20th-Fox. . . . H. Powers has taken over the Jefferson Theatre from Mr. Hoffman. . . . Mrs. Mary Poblocki, 58, wife of the pres. of Poblocki and Sons Co., passed away, also Louis M. Weaver, 55, projectionist at the Franklin Theatre.

MINNEAPOLIS

Dahlstrom & Weinberger, theatre decorators, are remodeling the front and redecorating the Vogue at Standstone, Minn. . . . Ralph Pielow's Quad-States Theatre Service is handling the buying and booking for the Ironton at Ironton, Minn., the Star at Pierz, and the Garrison Drive-In at Garrison, all owned by John Bollig. . . . Norm Levinson, M-G-M press representative, will write a column of film news and reviews for the state American Legion newspaper. . . . Larry Wilk, booker at Allied Artists, is coaching a park board football team as a side line. . . .

Joe Behan, United Artists booker, resigned. . . . A gunman wearing earmuffs poked a pistol into the ticket booth of the nabe Midtown Theatre, St. Paul, and forced asst. mgr. Robert Voves, 25, to turn over $60. . . . Ilona Massey was in town for the cerebral palsy telethon, which was produced by Charles Winchell, MACO v.p. . . . Jo Ann Boyer was named chief of service of Cinerama at the Century. . . . Charles Weiner, 63, sales representative for Buena Vista, passed away of a heart attack while attending a company sales meeting in Los Angeles. . . . C. L. Hiller, owner of the Grand and Gopher at Crookston, Minn., where he had been in the theatre business for about 40 years, also passed away.

NEW HAVEN

Joseph S. Boyle, with Loew's Theatres for the past 28 years, most recently as mgr. of Loew's Poli Norwich, joined the editorial staff of the Norwich Bulletin following sublease of the theatre to Ed Lord. . . . Howard M. Culver, resident of Berlin, Conn., was granted permission to appeal the Zoning Commission's decision giving atty. George LeWitt authority to build Berlin's first drive-in. . . . Maurice Bailey of the Bailey Theatres was elected to the board of directors of New Haven Jewish Community Council for a three-year term. . . . Peter Perakos, Jr. was named mgr. of the Perakos chain's deluxe Arch St. Theatre, New Britain.

Lockwood & Gordon promoted John O'Sullivan from supervisor of drive-in theatres in Bridgeport and Danbury to central New England div. mgr. . . . Another new L&G appointment makes Leon F. Mooers mgr. of the East Windsor (Conn.) Drive-In. . . . Roger Mahan reopened his Tower Theatre, Waterbury. . . . John Perakos, asst. gen. mgr. of Perakos Associates, is theatre chairman of the newly-formed Hartford County Chapter, National Society for Prevention of Blindness.

The Jack W. Gordons of Gordon's Entertainment Bureau, Hartford, who are observing their 35th wedding anniversary, will be honored at a testimonial dinner on Nov. 21 at Matarese Circle Restaurant, Newington. Fred R. Greenway, mgr. of Loew's Poli Palace, Hartford, is gen. chmn. of the event. . . . Holyoke Cinema Shops of Conn., Inc., Norwalk, filed a certificate of incorporation, listing as principals George Desser, Sarah Desser and Irving Bernstein, all of New York. . . . Bob Spodick, partner in Sampson-Spodick-Bialek Theas., is on a Canadian honeymoon with his bride, the former Pearl M. Blegen. . . . James Landino, mgr. of the Perakos Hi-Way Theatre, Bridgeport, is home from a Florida honeymoon.

NEW ORLEANS

Sam Ewing, Jr. who is associated with his mother in operation of the Fay Theatre, Fayette, and the Auto Drive-In, Lorman, took over the Trace in Fort Gibson, Miss. from Mrs. Jack Abraham. . . . J. E. Parkeson reopened the Florence Theatre, Florence, Miss., which had been closed for three years. . . . F. T. McLendon reopened his Frisco Theatre, Frisco, Ala. . . . Jack Downing is back at his Haven Theatre, Brookhaven, Miss., after hospitalization. . . . T. G. Solomon is new owner of the Jim Theatre in Baton Rouge, La.

Joy Drive-In, Shreveport, La., built in 1950, is in the midst of a modernization program which will include twin screens and enlarged capacity to 1400 cars. . . . Rene Brunet, owner of the Imperial N.O., reports he will take over the Famous Theatre, part of United Circuit, as Jan. 1, 1956. . . . C. O. Fairbanks closed the Island Theatre, Sicily Is., La. . . . H. H. Moreau closed his Tiger Drive-In, Marksville, La., for the winter.

WOMPI members have given 120 hours of their time assisting the TB Assn. in preparing Christmas Seals for mailing. Plans are in the making for a parade on Film Row, Nov. 17, lead by the DeLaSalle High School Band, when WOMPI's will distribute the Tuberculosis trailers to various downtown theatres.

NEW YORK

N. J.'s first outdoor motor vehicle safety inspection station has been constructed at the Woodbridge Drive-In, a Walter Reade Theatre in Woodbridge, and similar stations will shortly open at ozoners in Camden and Rutherford. The idea for using drive-ins for temporary inspection stations was initiated in the Dept. of Motor Vehicles and Gov. Meynor appointed Walter Reade, Jr. to head a committee to work out necessary arrangements.



James Cagney (left) greets Jeff F. Hardin, city mgr. of Wallace Theatres in Lovelland, Tex., and Mrs. Hardin on the Metro set for "Tribute To A Bad Man." Hardin won the trip to Los Angeles in a company promotion contest.

Martin Levine, chairman of the Variety Convention scheduled for N. Y. May 9-12, announces that Spyros Skouras, Jr. will serve as chmn. of the Souvenir Journal Committee; Burt Robbins as chmn. of events, and Ira Meinhardt as chmn. of convention operations. . . . A long-term lease for the 1200-seat Crest Theatre in the Bronx was consummated by Berk & Krumgold, theatrical realtors. The lessor, Trans-Lux Theatre Corp. was represented by Barnet Dornbush of Weisman, Celler, Allan, Spett & Sheinberg; the lessees, N & R Theatres by Judge Hyman J. Reit.

Allied Theatre Owners of N. J.'s Annual Beefsteak Party and Get-Together will be held at the Ritz Restaurant in Passaic, N. J. on Dec. 1. . . . The Actor's Studio second annual benefit will be held in conjunction with world premiere of "The Rose Tattoo" at the Astor Theatre on Dec. 12, to be followed by a gala supper party and star-studded entertainment in the Sheraton-Astor Hotel.

OKLAHOMA CITY

L. E. Snyder, Jr. sold his Cove Theatre, Tulsa, to Max Feinsilber, who also owns the Yukon at Yukon, Okla. . . . Mr. & Mrs. J. W. Butler have completely remodeled their Gem Theatre in Claude, Tex., and installed new booth equipment, wide screen and CinemaScope. . . . Film Row was saddened by the death of one of its best liked exhibitors, J. Eddie Holt, owner of the Wigwam and Holt theatres in Coalgate, Okla. . . . Bill Wilson and Wilson Dunn sold their Lyn Theatre, Thomas, Okla. to W. D. Ray and Joe Pickens.

PHILADELPHIA

A combined book-buying corporation which will bring 100 Philadelphia theatres together was announced by Sandy Gottlieb, Roy Sullender and David Milgram who operate separate booking and buying services in the city. Gottlieb will act as president of the new outfit. . . . Jack Greenberg moved his quarters to 311 N. 13th St. . . . Jack Engel wants his friends in the industry to know that he has retained the Filmakers' franchise for this area. . . . William Cohen, 80, pioneer exhibitor and pres. of Equity Theas. until he sold the chain to Warner's passed away in Atlantic City. . . . Harold Thorp, owner of the Grand in Woodstown, N. J., reports the marriage of his son, Harold J. Thorp, to Lois Watson.

Charles Zagrans, RKO branch mgr., was elected pres. of Motion Picture Associates for the coming year. . . . Senator John H. Dent (D. Westmoreland) has sponsored legislation in Harrisburg to remove the need for a local referendum for the showing of Sunday movies in townships. . . . Jack Allen, mgr. of S-W's Felton, reports that the theatre has resumed playing German pictures. . . . Jack Zamsky was upped to city salesman at United Artists; William Doyle is now sales mgr., and booker Irving Zuono has become salesman in the N. J. and Harrisburg territories. . . . A 750-car ozoner, to be known as Circus Drive-In, is being built at Hammonton, N. J.

PITTSBURGH

The local Variety Club was the scene of a surprise testimonial to Harry Hendel, veteran exhibitor and area chairman for COMPO, who was presented with tickets for

PITTSBURGH (cont'd.)

a round-the-world cruise in the presence of 300 invited guests. Successful reactivation of AMPTO of W. Pa. was attributed to Hendel's leadership in presentation made by Charles R. Blatt, pres. of the unit. . . . The out-of-court settlement made by Eastwood Theatre with the major distributors has been variously estimated at between $50,000 and $80,000. . . . Jerry Wechsler, who resigned as U-I branch mgr. in Buffalo, is in McKeesport Hospital for surgery. . . . Francis Blizinski, secy to UA branch mgr. Jimmy Hendel, resigned to await the stork and Mary C. Borgan took over.

PORTLAND

Krismart Theatres Inc. has been organized by Jack Martin, Virginia Martin and Bertha Kristol. . . . Martin Foster, mgr. of the Guild Theatre, announced an all-Disney program. . . . Entries in this year's Oscar race coming in early and point to "Desperate Hours" and "Oklahoma" as possible contenders in this area. . . . Harold Edwin Daigler, 64, an executive of B. F. Shearer Theatre Equipment Co. of Seattle, passed away following a short illness. . . . William Katzky, formerly an usher at the Paramount Theatre and now mgr. of Fox West Coast's Iris Theatre on Hollywood Blvd., was in Portland visiting many old friends. . . Robert McConnell is the new asst. mgr. at Hamrick's Liberty Theatre. He comes from Tacoma, Wash., where he was asst. mgr. at the Music Box.

ST. LOUIS

State Senator Edward V. Long, owner of the Trojan Theatre at Troy, Mo. and the Orpheum at Elsberry, is being mentioned as a possible candidate for Governor or Lt. Gov. . . . TOA will be represented at the Nov. 21-22 MITO convention, which will have as its theme, "Do It Yourself," by pres. Myron Blank of Des Moines, gen. counsel Herman N. Levy, and field rep. Geo. Gaughan of Memphis. . . . Turner-Farrar reopend its Hollywood Theatre at Albion, Ill. after equipping it for CinemaScope, and closed the Majestic Theatre there. . . . Charles Whittenburg, operating lessee of the Strand Theatre at Poplar Bluff, Mo., plans to reopen the 500-seat Jewel around Thanksgiving. . . . Lynch & Hart Advertising Co., well known to the industry, and Stockton & Associates have merged to form the new company of Lynch, Hart & Stockton.

Maureen Arthur, daughter of David Arthur who heads the F&M booking dept., came in first in the Garry Moore out-of-town guest competition in New York recently; made a second appearance on his show, and was booked into N.Y.'s Palace Theatre for a week. . . . Bill Heckenkamp, formerly with Paramount, is a new booker for Columbia. . . . Grand Theatre at Benld, Ill. will be dark for awhile as result of breakdown in the projection equipment. . . . Sam Levin, part owner of the Esquire and Norside theatres, returned home from Jewish Hospital where he recently underwent an operation. . . . The 200-seat Princess Theatre at Meredosia, Ill. was closed for an indefinite period, also the 343-seat Shelby at Shelbyville, Mo.

The City Council of Bloomington, Ill. voted to eliminate the 4% tax on theatre admissions, effective Dec. 1, following complaints by theatre owners of decreasing attendance. . . . The rebuilt Liberty at Murphysboro, Ill. reopened just about a year after the fire of Oct. 1954. . . . The 626-seat Lincoln Theatre at Charleston, Ill., reopened with a new wide screen and CinemaScope. . . . Effingham Theatre at Effingham, Ill. has a new 35-foot screen, 10 feet wider than the old one.



Sheldon Reynolds, producer-director of United Artists "Foreign Intrigue," and Nicole Milinaire, associate producer, meet with trade press reviewers at an interview in the UA home office. Reynolds is planning to make one feature a year for UA release.

SALT LAKE CITY

Dale B. Haslam, former head booker and office mgr. for Universal, was appointed booker-buyer for Intermountain Theas., replacing John N. Krier, upped to v.p. and gen. mgr. of the company. . . . "Ski Crazy," a full-length movie made at Utah's ski resort, Alta, will have its premiere showing Dec. 2, at the Gem Theatre. . . . Ray Miller, mgr. of the recently opened National Theatre Supply Co. offices here, is established in his new quarters on Film Row at 368 E. First South.

Henry Fretwell, who was put in charge of the Lyric when it was taken over by Utah Drive-In Corp., is now house mgr. at the Gem, replacing Art Sutton, transferred to the Lyric as house mgr. . . . Salesman George Berryman, who covers the Montana territory for Columbia, was hospitalized for a kidney disorder. . . . Tom McMahon of the Buena Vista office here, reports 10 new pictures will be available for bookings within the next few months, including "Song of the South," "Littlest Outlaw" and "Fantasia.". . . Earl D. Smith, who built the Tower Theatre here in 1923 and operated it until 1944, passed away in Mountain View, Calif., where he resided with his wife and family.

SAN FRANCISCO

Paul Swater was appointed mgr. of the Orpheum, local Cinerama house, succeeding Jackson Miller, who left to engage in business outside the industry. . . . Arnold Cortner, mgr. of the St. Francis, capitalized on the coincidence of an escapee from San Quentin holding a Marin County family in their home by tying in the news with his showing of "The Desperate Hours.". . . Mason Shaw, owner of the Saratoga Theatre, Saratoga, and recent purchaser of the Town, San Jose, is booking for both. . . . Favorite Pictures, formerly owned by Al Grubstick and now by Jack Jacobs, is moving to 255 Hyde St., on the Row. Grubstick is the new sales mgr. for Warner's succeeding Carl Miller, who transferred to branch mgr. of the Denver area.

Mel Klein, Columbia banch mgr. and distributor chairman of the N. Cal. Theatre Assn. Will Rogers Memorial Hospital Fund, reports all salesmen in this area hard at work on the Christmas Salute. . . . Jack Urban was appointed booker at Paramount to succeed Bob Puccini, who resigned. . . . Harry Gold, mgr. of the Stage Door, hospitalized for a heart attack. . . . John di Stasio, pioneer exhibitor since 1916, sold his Liberty Theatre, Sacramento, to General Theatrical Co. No equipment changes planned at this time. . . . New vending equipment in the candy counter was installed at the Pic Theatre, Oakland.

"Guys and Dolls" will open Nov. 17 at the Stage Door, a 440-seat house with full stereophonic sound and CinemaScope equipment. Pre-opening activities include a special screening for the press at Nob Hill Theatre, with Sam Goldwyn in attendance. . .

Prizes for the COMPO poll—two Pontiac convertibles and two electric facsimiles for children—are on display outside the Paramount Theatre. 235 exhibitors in N. Cal. are organized under the gen. chmnship of Roy Cooper, Cooper Theas., with 12 area chairmen co-ordinating the campaign. . . . Roy Avery, owner of the Trinity Theatre, Weaverville, is opening the Shastonia, Mt. Shasta. . . . Colonial Theatre, Sacramento, formerly booked by Film Booking Agcy is now being serviced by United Calif. Theas.; Starlite Drive-In, Redding, formerly booked by Frank Maun, now by Affiliated Theatre Service.

WASHINGTON

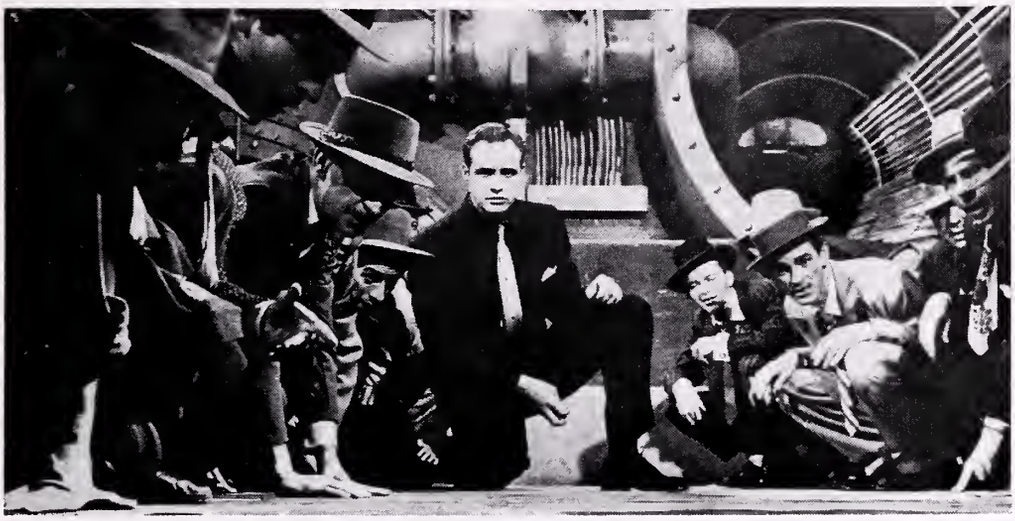
Steve Allen, who just completed "The Benny Goodman Story" at U-I, will be honored as "Personality of the Year" at the Washington Variety Club's 20th annual dinner-dance on Nov. 19. . . . A. Julian Brylawski of Stanley-Warner was elected for his 32nd consecutive year as pres. of MPTO of Metropolitan Washington. Other officers reelected were: Marvin Goldman, 1st v.p.; Joseph Bernheimer, 2nd v.p.; Harry Bachman, secy, and Lloyd Wineland, Sr., treas. . . . National Theatre Corp. of Roanoke, Va., headed by Elmore D. Heins, has reopened its Park Theatre as an Art Cinema, with two evening performances only and admission of 74¢. . . . Orville Crouch, eastern div. mgr. of Loew's, was elected chief barker of Washington Variety Club. Also elected were Marvin Goldman, K-B Theatres, 1st asst.; Hirsh De La Viez, Hirsh Coin Machine Co., 2nd asst.; Sam Galanty, Columbia, dough guy; George Nathan, National Screen, property master. Morton Gerber, District Theas., and Jack Fruchtman, Fruchtman Theas., were named alternates to the International convention.

Rosen Chief Barker Of Detroit Tent

Detroit.—Tent #5 of Variety Clubs International recently announced the election of its 1956 officers. They are, Benjamin Rosen, Chief Barker; William M. Wetsman, 1st Asst. Chief Barker; Walter Norris, 2nd Asst. Chief Barker; Alden Smith, Dough Guy; and Ernest T. Colon, Property Master.

Independent Trade Reviews

"GUYS AND DOLLS"



Marlon Brando sings and dances, in the sewer scene from Samuel Goldwyn's "Guys and Dolls," M-G-M release in CinemaScope-Eastman Color, also starring Jean Simmons, Frank Sinatra, and Vivian Blaine.

(M-G-M) CinemaScope-Eastman Color 150 Min.

Cast: Marlon Brando, Jean Simmons, Frank Sinatra, Vivian Blaine, Robert Keith, Stubby Kaye, B. S. Pully, Johnny Silver, Sheldon Leonard, Dan Dayton, George E. Stone, Regis Toomey, Kathyrn Givney, Veda Ann Borg, Mary Alan Hokanson, Joe McTurk, Kay Kuter, Stapleton Kent, Renee Renor, The Goldywn Girls.

Credits: Produced by Samuel Goldwyn; Directed by Joseph L. Mankiewicz; Story by Mankiewicz; Based on the play by Jo Swerling and Abe Burrows; Music and lyrics by Frank Loesser.

Sam Goldwyn, like the "guys" in his new motion picture, was quite a gambler when he plunked down a million bucks for the movie rights to "Guys and Dolls." Now it appears he was betting on a sure thing. This lavishly-produced musical is magnificent and box office receipts should be stratospheric. Already the M-G-M CinemaScope-Eastman Color release has had one of the biggest promotion campaigns in screen history, and word-of-mouth will soon get going to help along the heavy exploitation.

In every department the film is superlative. Casting was inspired; direction and screenplay by Joe Mankiewicz add new dimensions to the play; the songs by Frank Loesser are invariably show-stoppers; choreography by Michael Kidd is properly frenetic and ranks with his best work; Eastman Color is brilliant and gay; and Oliver Smith's varied settings of the Gay White Way, a Cuban night club, a New York sewer and the Save-A-Soul mission are highly imaginative. Not to overlook the "dolls" themselves—tall, luscious, high-flying dancers—who are daringly costumed by Irene Sharaff and constitute an important lure for the male audience.

As most everyone knows, the film is an adaptation of several Damon Runyon short stories. Runyon wrote about a charming topsy-turvy world where gamblers and hoodlums were noble heroes, and police officers were pesty villains. "Welshing on a marker, (an I.O.U.)," one gambler says, "is like not saluting the flag." The story has the flavor of New York —where anything is possible.

There are two main plots. The first revolves around the attempt of Nathan Detroit (Frank Sinatra), the proud proprietor of the "oldest floating crap game in Manhattan," to escape a persistent police lieutenant (Robert Keith) so that he may provide some action for his customers in a secluded spot. The game finally starts in a mission-house, concludes in a sewer. The second plot concerns Sky Masterson, (Marlon Brando), a Ulysses-like gambler who will bet on anything. He wages that he can con a Save-A-Mission lassie (Jean Simmons) into going to Havana for a dinner date. At the finale, they are married at a tremendous Times Square wedding attending by the cream of the underworld.

Appearing in a musical role for the first time, Brando is fascinating to watch. He will never enter the annals of musical history; still, simply watching this magnetic dramatic actor go through the song-and-dance routines makes for delightful anticipation by the audience, and of course much word-of-mouth later on. Miss Simmons's appeal is of another nature. Usually presented as a respectable English lady, she reveals herself as a delightful dancer, a fine comedienne and an acceptable songstress. In a wonderful scene in a Havana night club, under the influence of Brando, rum, and passionate Cuban dancers, she ends up in a rough-and-tumble fight that stops the show cold.

Sinatra's singing is as good as ever, and his rendition of "Sue Me," a delightful protestation of love to the girl he has kept on the string for 14 years, is guaranteed to please. Vivian Blaine, as his sweetheart, is from the original Broadway cast, and scores with several strong songs. Another veteran of the Broadway cast, Stubby Kaye, registers with "Sit Down, You're Rockin' The Boat," and B. S. Pully, Johnny Silver, Sheldon Leonard, and Dan Dayton add to the memorable gallery of Broadway characters. "Guys and Dolls" should be sure-fire entertainment for many years to come.

It is a pre-sold entertainment if ever there was one, and audiences throughout the country will find that it lives up to the advance billing. From its rapid-paced beginning, the audience will know that this is something wonderfully different; remarkably, the pace does not slacken throughout the 150 minutes of running time. The press-preview audience at the Loew's 72nd St. Theatre in New York gave the film its enthusiastic approval.

"The Rose Tattoo"

(Paramount) VistaVision 117 Min.

Cast: Anna Magnani, Burt Lancaster, Marisa Pavan, Ben Cooper, Virginia Grey, Jo Van Fleet, Sandro Giglio, Mimi Aguglia, Florence Sundstrom, Dorrit Kelton.

Credits: A Hal Wallis Production; Directed by Daniel Mann; Screenplay by Tennessee Williams; Adaptation by Hal Kanter; Based on the play by Williams.

Hal Wallis's VistaVision production of "The Rose Tattoo" is a most unusual motion picture starring a superb performer. Sex-conscious, earthy, and usually hilariously funny, the film was adapted from a prize-winning New York stage play by Tennessee Williams. The story, decidedly off-beat for a U.S. film, takes place in a seedy, semi-tropical Gulf Coast town, where a highly passionate Sicilian seamstress played by Anna Magnani is so proud of her Italian-American husband that she lords it over her neighbors. When he is killed, she assumes an epic grief and goes into virtual seclusion for three years, restraining her passion in pathetic and comic ways. Finally, she learns that her beloved husband had been unfaithful to her, and allows her ardor to be rekindled by a benevolent village simpleton, played by Burt Lancaster.

The glowing and impetuous performance given by the Italian star will be long remembered and will certainly win an Oscar nomination, perhaps the acting plum itself. Whatever she does—chasing a wayward goat in her filthy back yard, hysterically arguing with her priest and neighbors, trying to squeeze herself into a corset, expressing her mute love to her sleeping husband, or forcing her daughter's sailor boy-friend to kneel before the Virgin Mary and pronounce his good intentions—Miss Magnani rates superlatives, and her magnificent performance will create tremendous word-of-mouth. Also designed to send the customers away talking is the daring casting of box-office draw Lancaster as a harmless moron whose grandfather was the village idiot, and who only wants to marry a plump older woman who has a business on the side. Another surprise is Marisa Pavan, until now known mainly as Pier Angeli's sister. She registers in "The Rose Tattoo" as a potential star with a rich and moving performance as Miss Magnani's teen-age daughter, hot-blooded like her mother. Jo Van Fleet, as a lady of shady reputation, and a group of magpie-like, gossiping neighbors also add to the lustre of the production and will cause favorable comments.

Response to the film will probably vary according to locality, with the more sophisticated big-city audiences certain to bring in top grosses, and less worldly audiences a more doubtful proposition. Every exhibitor will be wise to help along the inevitable word-of-mouth with strong selling of his own, and he can recommend the film without hesitation to all those who want a rare treat in film fare.



Anna Magnani and Burt Lancaster star in Paramount's release of Hal Wallis' drama "The Rose Tattoo," VistaVision.

(*Continued on following page*)

(Continued from preceding page)

"Artists and Models"

(Paramount) VistaVision-Technicolor 109 Min.

Cast: Dean Martin, Jerry Lewis, Shirley MacLaine, Dorothy Malone, Eddie Mayehoff, Eva Gabor, Anita Ekberg, George Winslow, Jack Elam, Herbert Rudley, Richard Shannon.

Credits: A Hal Wallis Production; Directed by Frank Tashlin, Screenplay by Tashlin, Hal Kanter and Herbert Baker; Adaptation by Don McGuire; Based on a play by Michael Davidson and Norman Lessing.

Dean Martin and Jerry Lewis are still the biggest comedy drawing cards in this country and any motion picture in which they appear is virtually assured of a sturdy box-office take. Hal Wallis's latest Vista-Vision production on their behalf is, about par for the pair and will certainly entertain their many fans. The audience at the Criterion Theatre, New York, where the film was sneak-previewed, laughed heartily many times. Besides the stars' comedy and singing routines, (some overly familiar) the film's primary assets are several scantily-clad beauties, risque lines and situations (including some watered-down-burlesque) and a lavish Technicolor production (probably the best the team has ever had). It's all tied together with a wisp of a story, involving a comic book addict whose nightmarish dreams reveal a secret atomic formula which is sought after by "Russian" agents. The charms of Shirley MacLaine, Dorothy Malone, Eva Gabor and Anita Ekberg are displayed as often as possible in revealing costumes and poses, and Eddie Mayehoff, repeating somewhat his characterization in "That's My Boy!," scored with many patrons as a pompous comic book publisher. For his fans, Martin sings "Innamorata," "You Look So Familiar," and "The Lucky Song."

In Greenwich Village, Dean Martin is an unsuccessful serious artist and Lewis is a retarded youth who reads comic books and has nightmares in which he expands the comic book adventures. Enamored of a character called the Bat Lady, Lewis learns that she is drawn by an upstairs neighbor, Dorothy Malone. Lewis is pursued by Dorothy's roommate, shaplely Shirley MacLaine, who won't let on that she is the model for the Bat Lady. Meanwhile, Martin chases Miss Malone. When she loses her job with publisher Eddie Mayehoff because her drawings aren't gruesome enough, Martin secretly takes the job to earn some money. Unable to create the stories, Martin transcribes Lewis's dreams. One of these reveals a top-secret atomic formula and both the F.B.I. and "Russian" agents (led by Eva Gabor) follow Lewis's trail. Jerry thwarts the spies, realizes he loves Miss MacLaine even more than the Bat Lady, and the two couples are finally united.

"Dance Little Lady"

(Trans-Lux) Eastman Color 87 Min.

Cast: Mai Zetterling, Terence Morgan, Mandy Miller, Guy Rolfe, Ina de la Haye, Reginald Beckwith, Jane Aird, Harold Laing.

Credits: Produced by George Minter Directed by Val Guest; Screen Play by Doreen Motgomery and Guest.

This well-paced English melodrama is one import which will have considerable appeal on both the general and art house fronts. Filmed in Eastman Color, it backs a sentimental story slanted toward general selling with expensive decor and some tense action scenes. General audiences will recognize Mai Zetterling ("Knock on Wood") and Guy Rolfe ("Ivanhoe"), while the Sadler Wells ballet company and a quartet of British favorites—Terence Morgan, Mandy Miller, Miss Zetterling and Rolfe—should draw the art audiences. Primarily not a ballet film, "Lady" spins a tale of a little ballerina caught in the clash between an unscrupulous father and his estranged wife who prevents him from exploiting their child. Most exciting scenes feature the crash which cripples Miss Zetterling and a fire in which Morgan loses his life. As a beautiful ballerina who no longer can dance, Miss Zetterling is immensely appealing, and the other performers are equally stimulating. "Lady" will surely give the audience a happy glow.



Dean Martin and Jerry Lewis star in Paramount's release of Hal Wallis's "Artists and Models," VistaVision-Technicolor. Also starred are Shirley MacLaine, Dorothy Malone and Eddie Mayehoff.

Mai Zetterling is a happy ballerina with a lovely child, Mandy Miller, a supposedly loving husband, Terence Morgan, and a brilliant dance career. The discovery of her mate's unfaithfulness coupled with an accident that destroys her career leaves her with nothing to live for. Through the patience of Dr. Rolfe, she takes a renewed interest in the dance, this time as a teacher. Just when all the scars are healed, Morgan returns to take the child to Hollywood. When his wife refuses to give up the child, he plots to defame her as an unfaithful wife and mother. Finally caught in his own trap, Morgan dies in a daring rescue of his daughter from a flaming house. Mai and Dr. Rolfe together plan a happier future for the little ballerina.

"Running Wild"

(Univ.-Int.l.) 81 Min.

Cast: William Campbell, Mamie Van Doren, Keenan Wynn, Kathleen Case, Nan Merlin, John Saxon, Chris Randall, Walter Coy, Sumner Williams.

Credits: Produced by Howard Pine; Directed by Abner Biberman; Screenplay by Leo Townsend From a novel by Ben Benson.

This cops-and-robbers melodrama about stolen cars and an underworld mastermind who recruits young kids to a life of crime is neatly-made and above-par as a programmer. Excellent direction and interesting performances somewhat overcome the story deficiencies, as "Running Wild" tells the predictable tale of the cop-masquerading-as-gangster who falls in love with the gang chief's moll, before bringing the gang to justice. Besides the juvenile delinquency theme, exploitable elements include the decorative Mamie Van Doren and Kathleen Case, "new star" William Campbell, and a wild "rock and roll" dance number which is accompanied by the music of disc-jockey favorite Bill Haley and His Comets.

Assigned to break up a stolen car ring, cop Campbell gets a job in an L.A. gas station run by the suspected ringleader, Keenan Wynn. After several fights with the gang of young toughs, Campbell is accepted and learns where the cars are hidden. Meanwhile, he becomes interested in Kathleen Case, a Polish refugee forced to become Wynn's "girl" to protect her father, who has entered the country illegally. Finally suspected, but able to turn in the alarm, Campbell is forced to kill one hoodlum, while Wynn gets away. Wynn returns to slay Campbell and Miss Case, but wounded Campbell shoots him. After a seige in the hospital, Campbell decides to continue seeing Miss Case.

"Tarantula"

(Univ.-Int.'l.) 80 Min.

Cast: John Agar, Mara Corday, Leo G. Carroll, Nestor Paiva, Ross Elliot, Ed Rand.

Credits: Produced by William Alland; Directed by Jack Arnold; Final Screenplay by Martin Berkeley; Story by Arnold and Robert M. Fresco.

Horror fans and those who go for the science-fiction type of film should appreciate this fast-paced entry with the proper amount of chills and thrills present. With a little obvious exploitation selling this film could give a good account for itself on the program. The story, about a Frankenstein who creates a giant tarantula, is interestingly presented, and the special effects photography makes the film frightening and believable. Acting, direction and production are good.

Scientific student Mara Corday arrives at the desert laboratory of Professor Leo G. Carroll to do some work toward her degree. She learns from town doctor John Agar that Carroll's associate had died of a little-known disease. Unkown to them Carroll, while giving injections of a newly-dicovered nutrient to animals which caused them quickly to grow many times their normal size, is attacked by a horrible-looking creature, a former associate injected with the nutrient. Carroll is given an injection by the creature, which then dies. In the excitement, the lab is set afire and several of the animals escape, including a huge tarantula. Soon afterward, cattle, sheep and men are mysteriously slain by the giant tarantula. It attacks the lab building and kills Carroll while Miss Corday escapes with Agar's help. The town is warned to evacuate and when police can't stop the monster, the Air Force destroys it with rockets and napalm bombs on the outskirts of town.

"Toughest Man Alive"

(Allied Artists) 72 Min.

Cast: Dane Clark, Lita Milan, Anthony Caruso, Ross Elliott, Myrna Dell, Thomas B. Henry, Paul Levitt, John Eldredge, Dehl Berit.

Credits: A William F. Broidy Corporation Production; Produced by William F. Broidy; Directed by Sidney Salkow; Written by Steve Fisher.

This action melodrama is one of William Broidy's best films to date and is a strong supporting feature for any bill in the general market. Director Sidney Salkow has taken an interesting screen play and kept it moving all the way. Dane Clark socks across his role with authority as the U.S. government agent who poses as an international gunrunner. Lita Milan, a beautiful Latin girl, plays the feminine lead ably and also sings two songs, "I Hear A Rhapsody," and "You Walk By," skillfully. Picture uses its waterfront locations to great advantage to add to its realism. Title is another plus factor here, having exploitation appeal.

Dane Clark, a government man, poses as Anthony Caruso, a notorious gunrunner, in an effort to break up a multi-million dollar munitions ring. Working with Ross Elliott, Clark first contacts Lita Milan, a singer, who really has come to finance a revolution in a country where her father, the president, had been killed. Lita has contacted Thomas B. Henry, just as Caruso, freed from a South American prison, shows up in San Pedro, where Clark is posing as him. Crises come up, but Clark manages to find out that the backer of the ring is John Eldredge, owner of a chain of storage warehouses. Clark, in a fight for his life, kills Caruso, the arms shipment is blocked, and Lita is a sadder but wiser young lady.

: Hollywood Production :

ALLIED ARTISTS

Shooting

THE FIRST TEXAN
(CinemaScope)
Cast: Joel McCrea, Felicia Farr, Jeff Morrow, Wallace Ford.
Producer .....Walter Mirisch
Director .....Byron Haskin

CRIME IN THE STREETS
Cast: James Whitmore, John Cassavetes, Sal Mineo.
Producer .....Vincent M. Fennelly
Director .....Don Siegel

SCREAMING EAGLES
Cast: Tom Tryon, Jan Merlin, Alvy Moore, Martin Milner, Edward G. Robinson, Jr., Jacqueline Beer.
Producers .....Samuel Bischoff and David Diamond
Director .....Charles Haas

THE FRIENDLY PERSUASION
(Eastman Color) (Wide Screen)
Cast: Gary Cooper, Dorothy McGuire, Marjorie Main.
Producer-Director .....William Wyler

Cutting

THE FOUR SEASONS
(Eastman Color)
Cast: David Wayne, Keenan Wynn, Jim Backus, James Barton, Marcia Henderson, Myrna Dell, Denver Pyle.
Producer-Director .....Josef Shaftel

THE COME ON
(SuperScope)
Cast: Anne Baxter, Sterling Hayden.
Producers .....Lindsley Parsons and John H. Burrows
Director .....Russell Birdwell

BOBBY WARE IS MISSING
Cast: Neville Brand, Arthur Franz.
Producer .....Vincent M. Fennelly
Director .....Thomas Carr

COLUMBIA

Shooting

PORT AFRIQUE
(Technicolor)
Cast: Kathryn Grayson, Phil Carey, Dennis Price.
Producer .....David E. Rose
Director .....Rudy Mate

ODONGO
(CinemaScope) (Technicolor)
Cast: Rhonda Fleming, McDonald Carey.
Exec. Producers .....Irving Allen and A. R. Broccoli
Producer .....Max Varnell
Director .....John Gilling

SOLID GOLD CADILLAC
Cast: Judy Holliday, Paul Douglas, Fred Clark, John Williams.
Producer .....Fred Kohlmar
Director .....Richard Quine

THE HARDER THEY FALL
Cast: Humphrey Bogart, Rod Steiger, Mike Lane, Joe Walcott, Carlos Montalban.
Producer .....Phil Yordan
Director .....Mark Robson

Cutting

THE EDDY DUCHIN STORY
(CinemaScope) (Technicolor)
Cast: Tyrone Power, Kim Novak, James Whitmore, Victoria Shaw, Rex Thompson.
Producer .....Jerry Wald
Director .....George Sidney

THE WAY WE ARE
(William Goetz Productions)
Cast: Joan Crawford, Cliff Robertson, Ruth Donnelly.
Producer .....William Goetz
Director .....Robert Aldrich

STORM CENTER
(Phoenix Productions)
(Shooting at Santa Rosa, Calif.)
Cast: Bette Davis, Kim Hunter, Brian Keith, Joe Mantell, Paul Kelly.
Producer .....Julian Blaustein
Director .....Dan Taradash

BLACKJACK KETCHUM, DESPERADO
Cast: Howard Duff, Victor Jory, Margaret Field, Angela Stevens, Robert Roark.
Producer .....Sam Katzman
Director .....Earl Bellamy

SAFARI
Director .....Russell Birdwell
(CinemaScope) (Technicolor)
(Warwick Productions)
(Shooting in Africa)
Cast: Victor Mature, Janet Leigh, John Justin, Roland Culver, Orlando Martins.
Exec. Producers .....Irving Allen and A. R. Broccoli
Producer .....Adrian D. Worker
Director .....Terence Young

GAMMA PEOPLE
(Warwick Productions)
(Shooting in Austria)
Cast: Paul Douglas, Eva Bartok.
Exec. Producers .....Irving Allen and A. R. Broccoli
Producer .....John Gossage
Director .....John Gilling

JUBAL TROOP
(CinemaScope) (Technicolor)
Cast: Glenn Ford, Ernest Borgnine, Rod Stieger, Valerie French, Felicia Farr, Basil Ruysdael, Charles Bronson.
Producer .....William Fadiman
Director .....Delmer Daves

SURVIVORS TWO
(CinemaScope) (Technicolor)
(Warwick Productions)
Cast: Jose Ferrer, Trevor Howard, Victor Maddern, Anthony Newley, Peter Arne.
Exec. Producers ....Allen and Broccoli
Producer .....Phil C. Samuel
Director .....Jose Ferrer

JOE MACBETH
(Film Locations Inc.)
Cast: Paul Douglas, Ruth Roman, Bonar Colleano.
Exec. Producer .....Mike Frankovich
Producer .....George Maynard
Director .....Ken Hughes

THE GENTLE SERGEANT
Cast: Aldo Ray, Mitsuko Kinura, Phil Carey, Dick York, Chuck Connors.
Producer .....Fred Kohlmar
Director .....Richard Murphy

PICNIC
(CinemaScope) (Technicolor)
Cast: William Holden, Rosalind Russell, Kim Novak, Betty Field, Susan Strasberg, Cliff Robertson, Arthur O'Connell, Elizabeth Wilson, Phyllis Newman, Verna Felton, Reta Shaw.
Producer .....Fred Kohlmar
Director .....Josh Logan

1984
(Holiday Productions)
Cast: Edmond O'Brien, Jan Sterling.
Exec. Producer .....N. Peter Rathvon
Producer .....John Croydon
Director .....Michael Anderson

44 SOHO SQUARE
(Film Locations)
Cast: Faith Domergue, Lee Patterson, Martin Benson.
Exec. Producer .....Mike Frankovich
Producer .....George Maynard
Director .....Vernon Sewell

TAMBOURINE
(CinemaScope) (Technicolor)
Cast: Jane Russell, Cornel Wilde.
Producers .....Howard Welsch and Harry Tatleman
Director .....Nicholas Ray

INVASION BY THE FLYING SAUCERS
(Clover Productions)
Cast: Hugh Marlowe, Joan Taylor, Donald Curtis, Morris Ankrum, Harry Lauter.
Producer .....Charles Schneer
Director .....Fred F. Sears

INDEPENDENT

Shooting

SWAMP WOMEN
(CinemaScope) (Pathe Color)
Cast: Carole Mathews, Marie Windsor, Beverly Garland, Touch Connors, Jil Jarmyn, Susan Cummings.
Producer .....Barney Woolner
Director .....Roger Corman

THE WEAPON
(Alliance Films)
Cast: Steve Cochran, Lizabeth Scott, Herbert Marshall, Nicole Maurey.
Producer .....Hal E. Chester
Director .....Val Guest

AROUND THE WORLD IN 80 DAYS
(Michael Todd Prods. Todd-AO)
Cast: David Niven, Cantinflas, Martine Carol, Noel Coward, Finlay Currie, Luis Dominguin, Fernandel, Sir John Gielgud, Hermoine Gingold, Trevor Howard, Glynis Johns, Beatrice Lillie, A. E. Matthews, John Mills, Robert Morley.
Producer .....Michael Todd
Director .....Michael Anderson

FIRE MAIDENS FROM SPACE
Cast: Tony Dexter, Susan Shaw.
Producer-Director .....Cy Roth

Cutting

THE PHANTOM FROM 10,000 LEAGUES
(For American Releasing Corp. Release)
Cast: Kent Taylor, Cathy Downs, Michael Whalen, Helene Stanton, Philip Pine, Rodney Bell, Pierce Lyden, Vivi Janiss, Michael Garth.
Producer .....Jack Milner
Director .....Dan Milner

THE PEACEMAKER
Cast: James Mitchell, Rosemarie Bowe, Jan Merlin, Jess Barker.
Producer .....Hal R. Makelim
Director .....Ted Post

THE SUMMER GAME
(Eastman Color)
(Canyon Pictures)
Cast: Arthur Franz, Doris Dowling, Murvyn Vye, Myron Healey, Charles Delaney, Dick Reeves.
Producers.Jack Couffer and Conrad Hall
Assoc. Producer..Nicholas Rutgers, Jr.
Director .....Marvin Weinstein

THE DAY THE WORLD ENDED
(Golden State Prod., SuperScope)
(For American Releasing Corp. release)
Cast: Richard Denning, Lori Nelson, Adele Jergens.
Producer-Director .....Roger Corman

PLEASE MURDER ME
(Gross-Krasne Prods.)
Cast: Angela Lansbury, Raymond Burr, Dick Foran.
Producer .....Donald Hyde
Director .....Peter Godfrey

DAN'L BOONE
(Gannaway-Ver Halen Prods.)
Cast: Bruce Bennett, Lon Chaney, Faron Young.
Producer-directors .....Al Gannaway and Ismael Rodriquez

Lippert

Cutting

TWO GUN LADY
(Lyon and Bartlett Productions)
Cast: Peggie Castle, William Talman, Marie Windsor, Robert Lowery, Ian McDonald.
Exec. Producer .....Earle Lyon
Producer-Director ....Richard Bartlett

METRO-GOLDWYN-MAYER

Shooting

LUST FOR LIFE
(CinemaScope) (AnscoColor)
(Shooting in France)
Cast: Kirk Douglas, Anthony Quinn, Niall MacGinnis, Pamela Brown, Roger Livesey.
Producer .....John Houseman
Director .....Vincente Minnelli

FEARFUL DECISION
Cast: Glenn Ford, Donna Reed, Leslie Nielsen, Juano Hernadez, Robert Keith, Robert Burton, inslee Pryor.
Producer .....Nicholas Nayfack
Director .....Alex Segal

Cutting

TRIBUTE TO A BADMAN
(CinemaScope) (Eastmancolor)
Cast: James Cagney, Irene Pappas, Vic Morrow, Stephan McNally.
Producer .....Sam Zimbalist
Director .....Robert Wise

MEET ME IN LAS VEGAS
(CinemaScope) (EastmanColor)
Cast: Dan Dailey, Cyd Charisse, Oscar Karlweis, Lily Darvas.
Producer .....Joe Pasternak
Director .....Roy Rowland

GABY
(Eastman Color) (CinemaScope)
Cast: Leslie Caron, John Kerr, Sir Cedric Hardwicke, Taina Elg.
Producer .....Edwin H. Knopf
Director .....Curtis Bernhardt

THE LAST HUNT
(CinemaScope) (EastmanColor)
Cast: Robert Taylor, Stewart Granger, Lloyd Nolan, Russ Tamblyn, Anne Bancroft.
Director .....Richard Brooks

FOREVER, DARLING
(Zanra Prods.)
(Eastman Color) (Wide Screen)
Cast: Lucille Ball, Desi Arnaz, James Mason, Louis Calhern, Natalie Schafer, John Emery, John Hoyt, Mabel Albertson, Nancy Kulp.
Producer .....Desi Arnaz
Director .....Alexander Hall

BHOWANI JUNCTION
(CinemaScope) (Color)
Cast: Ava Gardner, Stewart Granger, William Travers, Francis Matthews, Abraham Sofaer, Peter Illing.
Producer .....Pandro S. Berman
Director .....George Cukor

DIANE
(CinemaScope) (Eastman Color)
Cast: Lana Turner, Pedro Armendariz, Marissa Pavan.
Producer .....Edwin Knopf
Director .....David Miller

Paramount

Shooting

THE TEN COMMANDMENTS
(VistaVision) (Technicolor)
Cast: Charlton Heston, Yul Brynner, Anne Baxter, Yvonne De Carlo, Debra Paget, Nina Foch, Edward G. Robinson, Sir Cedric Hardwicke, Vincent Price, John Carradine, John Derek, Oliver Deering, Peter Hanson, Baynes Barron.
Producer-Director ....Cecil B. DeMille

WAR AND PEACE
(VistaVision) (Technicolor)
(Ponti-De Laurentiis Prod.)
Cast: Audrey Hepburn, Henry Fonda, Mel Ferrer, Milly Vitale, Barry Jones, Jeremy Brett, May Britt.
Producer .....Dino de Laurentiis
Director .....King Vidor

THE MOUNTAIN
(Technicolor) (VistaVision)
Cast: Spencer Tracy, Robert Wagner, Claire Trevor, Richard Arlen.
Producer-Director .....A. C. Lyles

THAT CERTAIN FEELING
(VistaVision) (Technicolor)
Cast: Bob Hope, George Sanders, Eva Marie Saint, Pearl Bailey, Al Capp.
Producers-Directors ...Norman Panama and Melvin Frank

Cutting

THE PROUD AND THE PROFANE
(VistaVision)
(Shooting in the Virgin Islands)
Cast: William Holden, Deborah Kerr, Dewey Martin, Thelma Ritter, Marion Ross, Ann Morriss, Nancy Sinatra.
Producer .....William Perlberg
Director .....George Seaton

THE MAN WHO KNEW TOO MUCH
(VistaVision) (Technicolor)
Cast: James Stewart, Doris Day, Chris Olsen, Bernard Miles.
Producer-Director.....Alfred Hitchcock

Hollywood Production

"YOU'RE THE TOP"
(VistaVision) (Technicolor)
Cast: Bing Crosby, Donald O'Connor, Jeanmaire, Mitzi Gaynor, Phil Harris, Kurt Kasznar, Walter Saunde.
Producer .....Robert Emmett Dolan
Director ....Robert Lewis

THE SCARLET HOUR
(VistaVision)
Cast: Carol Ohmart, Tom Tryon, Jody Lawrence, James Gregory, David Lewis, Scott Marlowe, Jacques Aubuchon, Elaine Stritch, E. G. Marshall, Edward Binns, Maureen Hurley.
Producer-Director .....Michael Curtiz

THE BIRDS AND THE BEES
(VistaVision) (Technicolor)
Cast: George Gobel, Mitzi Gaynor, David Niven, Fred Clark, Reginald Gardiner, Harry Bellaver.
Producer .....Paul Jones

RKO RADIO PICTURES

Cutting

PORTRAIT OF ALISON
Cast: Terry Moore, Robert Beatty, William Sylvester, Josephine Griffin, Geoffrey Keen, Henry Oscar, Alan Culbertson.
Exec. Producer .....Tony Owen
Producer .....Frank Godwin
Director .....Guy Green

THE WAY OUT
(Todon Prods.)
Cast: Gene Nelson, Mona Freeman.
Producer .....Tony Owen
Director .. ..Montgomery Tully

SLIGHTLY SCARLET
(SuperScope) (Technicolor)
(Benedict Bogeaus Productions)
Cast: John Payne, Rhonda Fleming, Arlene Dahl.
Producer .....Benedict Bogeaus
Director .....Allan Dwan

GREAT DAY IN THE MORNING
(SuperScope) (Technicolor)
Cast: Robert Stack, Virginia Mayo, Ruth Roman, Alec Nicol, Raymond Burr.
Producer .....Edmund Grainger
Director .....Jacques Tourneur

Republic

Cutting

A FOREIGN ADVENTURE
(Trucolor)
(Shooting in Nassau, Bahamas Islands)
Cast: Yvonne De Carlo, Howard Duff, Zachary Scott.
Associate Producer-Director
Edward Ludwig

COME NEXT SPRING
(Trucolor)
Cast: Ann Sheridan, Steve Cochran, Walter Brennan, Edgar Buchanan, Sonny Tufts, Sherry Jackson.
Director .....R. G. Springsteen

TREACHERY
Cast: Marie Windsor, John Archer, Nancy Gates, Patric Knowles, Jil Jarmyn, Richard Crane.
Associate Producer .....Rudy Ralston
Director .....Franklin Adreon

A SHOT IN THE DARK
Cast: Marjie Millar, Tom Drake.
Assoc. producer..William J. O'Sullivan
Director .....R. G. Springsteen

20th CENTURY FOX

Shooting

THE KING AND I
(CinemaScope) (Color)
Cast: Dehorah Kerr, Yul Brynner, Rita Moreno, Yuriko.
Producer .....Charles Brackett
Director .....Walter Lang

CAROUSEL
(CinemaScope) (Color)
Cast: Gordon MacRae, Shirley Jones, Cameron Mitchell.
Producer .....Henry Ephron
Director .....Henry King

Cutting

THRESHOLD OF SPACE
Cast: Guy Madison, John Hodiak, Virginia Leith.
Producer .....William Bloom
Director .....Robert Webb

BOTTOM OF THE BOTTLE
(CinemaScope) (Color)
Cast: Van Johnson, Joseph Cotten, Ruth Roman, Jack Carson.
Producer .....Buddy Adler
Director .....Henry Hathaway

THE LIEUTENANT WORE SKIRTS
(CinemaScope) (Color)
Cast: Tom Ewell, Sheree North, Les Tremayne.
Producer .....Buddy Adler
Director .....Frank Tashlin

UNITED ARTISTS

Shooting

NIGHTMARE
(Pine-Thomas-Shane)
Cast: Edward G. Robinson, Kevin McCarthy, Connie Russell.
Producer .....Pine-Thomas-Shane
Director .....Maxwell Shane

RUN FOR THE SUN
(SuperScope) (Eastman Color)
Cast: Richard Widmark, Trevor Howard, June Greer.
Exec. Producer .....Robert Waterfield
Producer .....Harry Tatelman
Director .....Roy Boulting

BED OF FEAR
(Harris-Kubrick Prods.)
Cast: Sterling Hayden, Coleen Gray, Vince Edwards, Jay C. Flippen, Marie Windsor, Ted de Corsia, Elisha Cook, Jay Adler.
Producer .....James B. Harris
Director .....Stanley Kubrick

BANDIDO
(Eastman Color) (CinemaScope)
Cast: Robert Mitchum, Ursula Theiss, Gilbert Roland, Zachary Scott.
Producer .....Robert L. Jacks
Director .....Richard Fleischer

ALEXANDER THE GREAT
(CinemaScope (Technicolor)
Cast: Richard Burton, Fredric March, Danielle Darrieux, Claire Bloom.
Producer-Director .....Robert Rossen

TRAPEZE
(CinemaScope) (Technicolor)
(Hecht-Lancaster Prod.)
Gina Lollibrigida, Katy Jurado, Thomas Gomez, Johnny Puleo.
Thomas Gomez, Johnny Puleo.
Producer .....James Hill
Director .....Sir Carol Reed

HUK
(Eastman Color)
(Pan Pacific Pictures Inc.)
Cast: George Montgomery, Mona Freeman, John Baer, James Bell.
Producer .....Collier Young
Director .....John Barnwell

Cutting

COMANCHE
(Carl Krueger Co.; EastmanColor)
(CinemaScope)
Cast: Dana Andrews, Nester Paiva, Stacy Harris.
Producer .....Carl Krueger
Director .....George Sherman

THE BROKEN STAR
(Bel Air Productions)
Cast: Howard Duff, Lita Baron, Bill Williams.
Exec. Producer .....Aubrey Schenck
Producer .....Howard W. Koch
Director .....Lesley Selander

THREE BAD SISTERS
(Bel Air Productions)
Cast: Marla English, Kathleen Hughes, Sara Shane, Jess Barker, John Bromfield, Madge Evans.
Exec. Producer .....Aubrey Schenck
Producer .....Howard Koch
Director .....Gilbert L. Kay

FOREIGN INTRIGUE
(Sheldon Reynolds Prod.)
Cast: Robert Mitchum, Genevieve Page.
Producer-Director ...Sheldon Reynolds

STORM FEAR
(Theodora Productions)
Cast: Cornel Wilde, Jean Wallace, Dan Duryea, Lee Grant, Steven Hill, David Stollery, Dennis Weaver.
Producer-Director .....Cornel Wilde

THE INDIAN FIGHTER
(CinemaScope) (Color)
(Bryna Productions)
Cast: Kirk Douglas, Walter Mathau, Walter Abel, Elsa Martinelli, Eduard Franz, Diana Douglas, Lon Chaney, Alan Hale, Jr.
Producer .....William Schorr
Director .....Andre de Toth

NEWS IS MADE AT NIGHT
(Bert E. Friedlob Productions)
Cast: Dana Andrews, Rhonda Fleming, Ida Lupino, George Sanders, Thomas Mitchell, Howard Duff, Vincent Price, John Barrymore Jr., Sally Forrest, James Craig.
Producer .....Bert E. Friedlob
Director .....Fritz Lang

A KISS BEFORE DYING
(Crown Productions)
(CinemaScope) (Color)
Cast: Robert Wagner, Jeff Hunter, Joanne Woodward, Virginia Leith, Mary Astor.
Producers .....Robert L. Jacks and Robert Goldstein
Director .....Gerd Oswald

THE BEAST OF HOLLOW MOUNTAIN
(Nassour Studios)
Cast: Guy Madison, Sarita Montiel.
Producers.William and Edward Nassour
Director .....Edward Nassour

Universal International

Shooting

RAW EDGE
(Technicolor)
Cast: Rory Calhoun, Yvonne De Carlo, Rex Reason, Mara Corday.
Producer .....Albert Zugsmith
Director .....John Sherwood

CRY INNOCENT
Cast: Merle Oberon, Lex Barker, Charles Drake, Gia Scala.
Producer .....Howard Christie
Director .....Abner Biberman

CONGO CROSSING
(Technicolor)
Cast: Virginia Mayo, George Nader, Peter Lorre, Michael Pate, Rex Ingram, Tonio Selwart.
Producer .....Howard Christie
Director .....Joseph Pevney

Cutting

THE BENNY GOODMAN STORY
(Technicolor)
Cast: Steve Allen, Donna Reed, Beta Gersten, Barry Truex, Harry James, Ben Pollack, Gene Krupa, Lionel Hampton, Teddy Wilson, Sammy Davis, Jr.
Producer .....Aaron Rosenberg
Director .....Valentine Davies

RED SUNDOWN
(Technicolor)
Cast: Rory Calhoun, Martha Hyer, Dean Jagger, Robert Middleton, James Millican, Lita Baron.
Producer .....Albert Zugsmith
Director .....Jack Arnold

A DAY OF FURY
(Technicolor)
Cast: Dale Robertson, Mara Corday, Jock Mahoney, Carl Benton Reid, Jan Merlin, Sheila Bromley, Dayton Lummis.
Producer .....Robert Arthur
Director .....Harmon Jones

NEVER SAY GOODBYE
(Technicolor)
Cast: Rock Hudson, Cornell Borchers, George Sanders, Shelley Fabares.
Producer .....Albert J. Cohen
Director .....Jerry Hopper

WORLD IN MY CORNER
Cast: Audie Murphy, Barbara Rush, Jeff Morrow, John McIntire.
Producer .....Aaron Rosenberg
Director .....Jesse Hibbs

PILLARS OF THE SKY
(CinemaScope) (Technicolor)
Cast: Jeff Chandler, Dorothy Malone, Ward Bond, Keith Andes, Lee Marvin.
Producer .....Robert Arthur
Director .....George Marshall

THE CREATURE WALKS AMONG US
Cast: Jeff Morrow, Rex Reason, Leigh Snowden,
Producer .....William Alland
Director .....John Sherwood

GUN SHY
Cast: Jock Mahoney, Martha Hyer, Lyle Bettger.
Producer .....Howard Christie
Director .....Charles Haas

WARNER BROS.

Shooting

THE BAD SEED
Cast: Nancy Kelly, Patty McCormack, William Hopper.
Producer .....Mervyn LeRoy

A CRY IN THE NIGHT
(Jaguar Productions)
Cast: Edmond O'Brien, Natalie Wood, Brian Donlevy, Richard Anderson, Raymond Burr.
Producer .....Jaquar Prods.
Assoc. Producer .....George Bertholon
Director .....Frank Tuttle

THE SPIRIT OF ST. LOUIS
(CinemaScope) (WarnerColor)
Cast: James Stewart.
Producer .....Leland Hayward
Director .....Billy Wilder

THE OLD MAN AND THE SEA
(WarnerColor) (CinemaScope)
Cast: Spencer Tracy.
Producer .....Leland Hayward

SERENADE
(WarnerColor)
Cast: Mario Lanza, Joan Fontaine, Sarita Montiel, Vincent Price, Vince Edwards.
Producer .....Henry Blanke
Director .....Anthony Mann

Cutting

GIANT
(WarnerColor)
Cast: Elizabeth Taylor, Rock Hudson, James Dean, Jane Withers, Chill Wills, Mercedes McCambridge, Judith Evelyn, Paul Fix, Carroll Baker.
Producers .....George Stevens and Henry Ginsberg
Director .....George Stevens

SEVEN MEN FROM NOW
(WarnerColor)
Cast: Randolph Scott, Gail Russell, Lee Marvin, Don Barry.
Producer .....Batjac
Director .....Budd Boetticher

THE LONE RANGER
(WarnerColor)
Cast: Clayton Moore, Jay Silverheels, Bonita Granville, Lyle Bettger, Robert Wilke, Perry Lopez.
Producer .....Willis Goldbeck
Director .....Stuart Heisler

THE DARKEST HOUR
(CinemaScope) (WarnerColor)
Cast: Alan Ladd, Edward G. Robinson, Joanne Dru, William Demarest, Paul Stewart, Perry Lopez.
Director .....Frank Tuttle

THE COURT MARTIAL OF BILLY MITCHELL
(CinemaScope) (WarnerColor)
Cast: Gary Cooper, Ralph Bellamy, Charles Bickford, Rod Stieger, Herbert Heyes, Fred Clark, Elizabeth Montgomery, Jack Lord.
Producer .....Milton Sperling
Director .....Otto Preminger

GOODBYE, MY LADY
Cast: Walter Brennan, Brandon de Wilde, Phil Harris, William Hopper.
Producer .....Robert Fellows
Director .....William A. Wellman

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"Suspenseful throughout! Action is fast, directed with vigor and understanding. Marquee names have pulling power!"
—*Showman's Trade Review*

"It is a humdinger of an outdoor actioner, sure to strike the fancy of many who do not usually take to bang-bang, sagebrush entertainment. It should be a winner in its classification!"
—*Variety*

"Violent action! Good camera work in the bleak 'High Noon' fashion!"
—*The Independent*

"A fascinating, offbeat western. 'High Noon' is the quickest and surest way to give a fair indication of the picture's quality and nature. It augurs for its beginner-producer a fine career!"—*M. P. Daily*

"Rich suspense, hard bitten humor, a fine western, geared for B.O.!!!"
—*Hollywood Reporter*

"Exceptionally good. Intense suspense from start to finish. Grips throughout. Robert Mitchum does fine work as a quiet but fearless man!"
—*Harrison's Reports*

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presents

ROBERT MITCHUM

MAN WITH THE GUN

co-starring

JAN STERLING

with KAREN SHARPE · HENRY HULL · EMILE MEYER · JOHN LUPTON
BARBARA LAWRENCE · TED DE CORSIA · JAMES WESTERFIELD
LEO GORDON · Story and Screenplay by N. B. STONE, JR. and RICHARD WILSON
Directed by RICHARD WILSON



CONGRATULATIONS TO **SAM GOLDWYN, JR.**
THE MAN BEHIND THE **"MAN WITH THE GUN"**

THRU UA

THE Independent FILM JOURNAL

DEVOTED to the BEST INTERESTS of the MOTION PICTURE INDUSTRY

In this issue

NEWS

INDUSTRY REACTION INDICATES "AUDIES" WILL STAY

COURT THROWS OUT [illegible] TRUST SUIT

U.A. QUITS NEW[illegible] AFTER SEAL DENIAL

PARA. MAKES DEBATE POLICIES

NEW PRODUCT

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REVIEWS

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A Blessed Event—

"AUDIE" IS BORN

EARLIER this week, "Audie," COMPO's Motion Picture Audience Award, enjoyed a successful world premiere debut on the Coast, and, with the best wishes of the press, became a full-fledged personality, taking her rightful place in the amusement world alongside of brother "Oscar" and cousins "Tony" and "Emmy."

Jennifer Jones, possessor of an 'Oscar,' for "Song of Bernadette," was voted top actress of the year for "Love Is A Many Splendored Thing" at the first annual awards presentation. In accepting her "Audie," she said it "means more than the Academy Award because the people who see the movies do the voting, and not the people who make the movies."

(See Page 3)

VERY WARM FOR JANUARY!



LANA TURNER

dares the devil
in M-G-M's

"DIANE"

Co-starring

PEDRO ARMENDARIZ
ROGER MOORE
MARISA PAVAN
SIR CEDRIC HARDWICKE

with

TORIN THATCHER • TAINA ELG

Screen Story and Screen Play by
CHRISTOPHER ISHERWOOD

Based On the Story "DIANE DE POITIERS" by
JOHN ERSKINE

Photographed in **EASTMAN COLOR**

Directed by **DAVID MILLER**

Produced by **EDWIN H. KNOPF**

In **CINEMASCOPE**
And **COLOR**

(Available in Magnetic Stereophonic,
Perspecta Stereophonic or 1-Channel Sound)

December 10, 1955
Vol. 36 No. 11

THE Independent FILM JOURNAL

Editor: MORTON SUNSHINE

DEVOTED TO THE BEST INTERESTS OF THE MOTION PICTURE INDUSTRY

(*Continued from cover*)

With this statement, she highlighted the value of the award above and beyond anything we can write.

For many months now, we have been emphasizing the tangible benefits that will accrue to the industry in terms of increased interest and attendance to be derived from this broad program which for the first time gave the movie-going public its rightful place in the scheme of things alongside the judges of artistic merit.

The people's choice in the other categories were "Mister Roberts," best picture of the year; James Dean, best actor of the year; Tab Hunter and Peggy Lee, most promising new personalities of the year. Surprised?

There is much that the industry can learn from these results, particularly in an analysis of the regional preferences across the country. The magnificient event was covered by hundreds of newspapermen, the wire services, magazines, radio, theatre and TV newsreels. The result in terms of publicity are excellent and undoubtedly the results in terms of added boxoffice potential to the features in which these winners appear will be substantial enough to convert the doubting Thomases.

"Audie" can undoubtedly increase in stature year by year and experience will make each succeeding campaign in her behalf a better one—and COMPO is needed to serve as the agent for welding the industry into a coordinated unit. If COMPO is not given support, the job simply will not be done.

With the COMPO meeting set for next week in New York, it must be understood that the issue of the Council's future does not depend on any question of its value. Unfortunately, it has become the whipping boy for the agitators who thrive on industry friction.

COMPO and its personnel has tried to serve the industry as a whole and not as the tool of a particular group. It is not dominated by any segment nor does it attempt to override the desires of any branch and frequently is rendered powerless to act in a given situation because of the veto privileges which may be utilized by a member.

COMPO must continue to serve the industry. It must not be dissolved because of intra-industry bickering.

Justice Has The Ball

The arbitration "football" will shortly be placed in the hands of the Department of Justice and the U.S. Statutory Court for consideration. The draft of the proposed system has been approved by the Motion Picture Association of America, Theatre Owners of America and ITOA, and rejected by the Southern California Theatre Owners and National Allied which has notified the Attorney-General of its objections to the adoption of such a plan.

It should be remembered that the Federal court in the Paramount decision urged the adoption of a voluntary arbitration plan by the industry as a means of providing speedy and inexpensive procedure for the settlement of trade disputes and minimizing litigation. Despite the opposition, it is hoped that the government will interpose no objection to the establishment of the arbitration proposals upon which agreement has been reached by the Joint Committee after extended deliberations.

The arbitration provisions will not give validity to any illegal procedures and place no exhibitor under obligation to use its machinery unless he elects to do so. The theatre owner is not precluded from pursuing his legal remedies . . . but arbitration should be given an opportunity to prove itself in cases where exhibitors, without regard to organization affiliation, desire to avail themselves of its provisions instead of going to court.

"Picnic" King

Harry Brandt, president of the ITOA, tells us that "Picnic" is one of the best pictures he has ever seen and everybody we meet says the same thing. And we agree too (see review on page 37). William Holden, Rosalind Russell, Kim Novak, Betty Field and Susan Strasberg will all be hot contenders for "Oscars" and "Audies." This one will really be a "picnic" at the boxoffice.

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The Great Debate

Para, Allied Counsel Argue "Merchandising Engagements"

—The Paramount Case—

Paramount has taken sharp exception to Allied States Association's questioning of the propriety and legality of the company's merchandising engagement policy.

In a letter sent by Louis Phillips, Paramount vice-president and general counsel, to Abram F. Myers, Allied's general counsel, the distributor asserted that "we cannot be put into a straightjacket and forced to license our pictures one way, your way, and still continue to make the outstanding pictures we are making."

Paramount denied that clearance was in any way involved in the merchandising engagements policy.

Phillips' letter, an eight-page reply to a letter Myers addressed in mid-October to George Weltner, Para world-wide sales head, answered the complaints point by point.

"Invaluable Method"

Paramount's position, emphatically stated, was that the holding of merchandising engagements for appropriate pictures in a relatively small number of carefully selected theatres is a marketing and merchandising method that has proven to be invaluable in creating "The largest audiences for the benefit of all runs, early as well as subsequent."

Phillips letter points out the great and many changes in the production of motion pictures in the past few years, including the huge increase in the cost of production. The average negative cost of Paramount has jumped to over $3 million in the past year, he asserted, and this requires the individual handling of pictures so as to make the production of outstanding pictures possible.

The Paramount spokesman stated that Paramount is strictly adhering to both the letter and the spirit of the consent decree. "We are not withholding pictures from subsequent run and thereby increasing clearance. When a picture is not made available for any theatre or theatres, it is withheld only for a brief period," Phillips said.

"Willing To Deal"

Paramount has indicated that it would be willing to deal with the complaints of particular exhibitors on this problem, but the statement by Phillips' noted that since particular exhibitors are as yet unidentified, the studio was obliged "to deal with the subject generally, from an overall standpoint, as a producer and distributor."

Declaring that the Paramount method of merchandising is profitable to all concerned —prodneer, distributor, exhibitor and moviegoer—Phillips declared that the burden of selling rests with the distributor, with almost no initial support from the exhibitor. "We must have freedom in our method of distribution" in order to determine the most palatable selling ingredients, Phillips

(*Continued on page* 31)

—The Allied Case—

National Allied has poured added fuel on the Great Debate over the Paramount merchandising engagements policy. In a public letter to the company's vice-president and general counsel Louis Phillips, Allied counsel Abram F. Myers has sharply retorted in detailed fashion to the company spokesman's defense of the selling policy.

Labeling Phillips' answer to his original unpublished letter of Oct. 14 to George Weltner as a "scatter-gun" attack, Myers declared that he welcomed the opportunity to bring the controversy to the public's eye."

Explaining the consistency of his position toward the system of fixed runs and clearances, Myers indicated the distinction between the system created for the benefit of the affiliated theatres, a system which the courts have attacked, and the system of runs and clearances which prevents all theatres from playing the same film at the same time. "The point in my letter to Weltner," Myers declared, "was that since present clearances endured so long, they may be presumed to be reasonable, but that increases therein resulting from the pre-releasing practice may render them unlawful." The point was in reference to the Phillips' attack on Myers' warning that the established run of films in their respective order would be endangered if the Para system spread to other companies as a permanent policy.

"Headline Stuff"

Myers continued the attack on the keynote point of Paramount's reply: that the studio will not be put into a policy straight-jacket. Myers called the statement "the stuff of which headlines are made," and said that he was both astounded and disappointed by the "abrupt dismissal of complaints on the basis of Paramount's power and rights in utter disregard of the exhibitors' convenience, interests and welfare."

In reference to the system of runs and clearances, Myers averred that Para had confused "a system that never had been challenged by public authority with the monopolistic system condemned in the Paramount case," and added that he saw no better way to restore the unlawful system than by the company's merchandising en-

(*Continued on page* 30)

UA Quits MPAA After Code Seal Denial To "Arm"

United Artists has resigned from the Motion Picture Association of America. A brief statement from UA president Arthur B. Krim announced the company's decision soon after the board of directors of the MPAA upheld the refusal of a Code seal to "The Man With the Golden Arm." The Otto Preminger production deals with dope addiction, forbidden under the Code, and stars Frank Sinatra, Eleanor Parker and Kim Novak.

Representatives of United Artists did not vote. Krim recently said he regarded "Arm" as of "outstanding calibre" and one of the most important productions ever handled by his company. He voiced his confidence that the MPAA would "recognize its immense potential for public service and grant the film a . . . Seal." The company had announced its intention to distribute the film, Seal or no Seal.

Resigned In 1945

United Artists, under different management, resigned from the MPAA (then called the MPPDA) in 1945. This week the company released the statement made when it rejoined the Association in September, 1954. The company said, in part:

"We have always made it clear that we are in favor of self-regulation to prevent obscenity from reaching the screen. At the same time, we are interested in preserving the right of our independent producers to bring adult entertainment to the screen.

"We believe this can be done within the framework of the Code and we intend to bend every effort to ensure this. If we or our independent producers find it cannot be done, we are free to resign from the Association, which is the privilege of all its members."

Preminger "Not Surprised"

Commenting on the MPAA action banning "Arm" producer Preminger said he was "not surprised." He said he was interested only in what the motion picture critics and the public think of the picture, and said the film has a better moral point of view than some which have been passed by the Code.

On the eve of United Artists' appeal for the "Arm" Seal, the American Civil Liberties Union addressed a letter to MPAA president Eric Johnston which called for the abolition of the film industry's code of self-censorship. The ACLU took sharp issue with the recent statement from Roman Catholic Bishops in the U.S., who announced a new

(*Continued on page* 15)

Local Admissions Tax To Be Urged Before Congress For Capital

Washington.—The District of Columbia commissioners will recommend to Congress that it enact a local admission tax, it was learned this week. The proposal will be part of a program to increase $10 million additional revenue to balance an expected deficit of that amount in the next 18 months.

The proposed levy on all admissions would be one cent on each 50 cents or fraction thereof, and it is estimated that such a tax would yield $500,000 of the needed revenue. Local theatre owners will oppose the proposal.

16mm Anti-Trust Suit Dismissed By Trial Court

HOLLYWOOD.—The motion picture industry has emerged from the 16mm Hollywood trial vindicated and triumphant. In a sweeping decision handed down by Federal Judge Leon Yankwich, the defendant distributing companies were cleared of conspiracy-restraint of trade charges growing out of the restriction of 16mm films for TV consumption.

Judge Yankwich's ruling viewed the restriction as a sound and reasonable business practice protecting the sources of motion picture revenue. The court also aired its opinion that TV was primarily an advertising medium using free entertainment to merchandise other products—compared to the status of films as viewed by the Supreme Court as a means of expression and therefore protected by the U.S. Constitution.

Different Marketing

In ruling on the reasonableness of the TV restriction, the court cited the Sherman Act which condemns only unreasonable restraint of trade. In the original charges made by the Justice Dept. in 1952, the defendants were cited as violating Section I of that act. The following were listed as defendants in the six-week trial which took place during October and November: RKO, Warners, 20th-Fox, Columbia and Universal and their subsidiaries, Columbia's Screen Gems, Universal's United World Films and Warner Bros. Distributing. Named as co-conspirators were National Allied, TOA, ITOA, SCOTA, MMPTA, PCCITO and COMPO.

Judge Yankwich ruled that motion pictures cannot be marketed like other products and noted that exhibitors are granted a system of clearances protecting them from competition by time and locale restraints. Similarity in the action of the defendants, the judge declared, was a result of the similarity

(*Continued on page* 30)

The People's Choice

Favorable Industry Reactions Indicate 'Audie' Here To Stay

The 15,000,000 theatre-goers across the nation gave their own award to filmdom's bests with the gala presentation of the new Audience Award "Audie" to Jennifer Jones and the late James Dean for the best acting performances of 1955, to "Mr. Roberts" as the best film of the year and to Peggy Lee and Tab Hunter as the year's most promising new stars.



"AUDIE"

At a glittering press banquet in Hollywood's Beverly Hilton Hotel, more than 800 guests including leading stars, film executives, representative exhibitors and members of the press participated in the COMPO - sponsored festivities that have received major press breaks throughout the country. The five major newsrels were on hand to record the ceremonies, as well as the three TV newsreels and more than 30 cameramen from the wire services, fan magazines and hundreds of newspapermen.

Trade reaction to the outcome of the nation-wide poll was highly favorable and the reaction in many quarters points to the continuation of the audience election. Initial publicity of the affair in the press was extensive and many exhibitors will be rushing to book repeats of the films showing off the winning stars, such as "East of Eden," "Rebel Without a Cause," "Love is a Many-Splendored Thing," "Good Morning, Miss Dove," "Battle Cry," "Mr. Roberts" and others.

Elmer C. Rhoden, National Theatres president and chairman of the Audience Award committee, hailed the banquet as "one of the most important and festive in the history of Hollywood." The Grand Ballroom of the Hilton was lavishly decorated and transformed into a panorama of film history from the nickelodeon days to modren times. Five giant replicas of the "Audie," a woman reaching for a star, adorned the room. About the great hall, 80 14x16 foot sepia blowups of all the nominees were displayed.

Miss Jones, already an Oscar winner for her first film, "The Song of Bernadette," told the audience that winning the gold "Audie" meant more to her than winning the Academy Award "because the people who see the movies do the voting, and not the people who make the movies." Miss Jones' award for "Love is a Many-Splendored Thing" was presented by William Holden. After Grace Kelly presented Dean's award to his "Rebel" co-star, Natalie Wood, George Murphy, master of ceremonies called for a moment of silence for the late actor. Miss Lee and Hunter received their awards from Alec Guinness and Rosalind Russell, while the "Mr. Roberts" award was presented by Walt Disney.

The 58th in the series of COMPO ads in Editor & Publisher, which appeared this week contained a message of thanks to the nation's newspapers for their generous support of the Audience Awards election. . . .

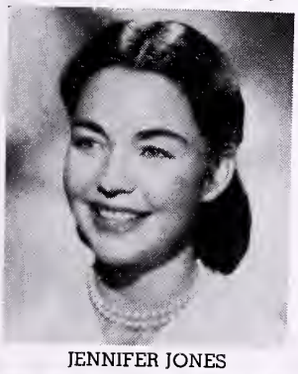
"The balloting for the Audience Awards is over," the ad says, "but, as this piece of copy is written, it is still too early to know the results. . . .

"There is one result, however, that is already established. That is, that the Audience Awards campaign has been a huge success with the public.

"For this we wish to thank the country's newspapers. Recognizing immediately that it

(*Continued on page* 43)

"AUDIE" WINNERS



JENNIFER JONES



PEGGY LEE



"MR. ROBERTS"



JAMES DEAN



TAB HUNTER

United Artists World Gross For '56 Seen At $65 Million



At a trade press conference, UA president Arthur B. Krim (second from right) reports that the company's gross in 1955 will be about $55 million. Also participating, L. to R.: distribution vice-president William J. Heineman, board chairman Robert J. Benjamin, and vice-president Max E. Youngstein.

Predicting a world-wide gross of $65 million in 1956 for United Artists, Arthur Krim, company president, revealed to the trade press that the distributing company has already reached its 1955 goal of $55 million world gross. World-wide grosses have been rising progressively, Krim said, from $18 million in 1951, $28 million in 1952, $36 million in 1953, $44 million in 1954 to this year's predicted figure.

United Artists plans to release on the average of three films a month for the next ten months. Krim announced that at the present time at least 100 projects are in various stages of development, and that UA has invested $40 million in the program of the coming eight to ten month period. Nearly all UA profits have gone directly back into film financing, Krim declared.

The 1955 gross was seen by the president as representing the production of more higher grossing pictures rather than by a flood of mediocre product. He predicted that two UA films, "Vera Cruz" and "Not As a Stranger," would gross $10 million each world-wide. On the subject of television, president Krim felt it would become more the incubating rather than the final medium for tomorrow's actors and writers.

Allied Walkout On Agenda Of COMPO Meeting

Withdrawal of National Allied from COMPO will undoubtedly draw heavy discussion during the Council's annual meeting of its membership, directorate and executive committees schduled for December 15 at the Sheraton-Astor Hotel.

The general membership will convene to elect next year's directors, to adopt a budget and to receive a report on COMPO affairs. Directors will later meet to elect Council officers and executive committee members.

The informal agenda set for the executive committee includes: present and future COMPO status; recent proposed withdrawal from COMPO and consequent necessity for by-law revision affecting membership; COMPO management; Audience Award project; renewed admissions tax campaign; continued industry research; audience expansion; group and liability insurance; and budget and financing.

Gov. Ellis Arnall, president of the Society of Independent Motion Picture Producers, and a man who originally aired strong reservations on COMPO, has declared that he sees no reason for COMPO's dissolution because of Allied's action. "I do not see how the industry can afford to say that it has botched the first attempt to unify the industry," Arnall said.

750 RKO Pictures On Television Soon?

The greatest sale of Hollywood product ever made to TV is reported to be in its final stages between Thomas O'Neil's General Teleradio, new owners of RKO Radio Pictures, and television syndicator, Matthew Fox. A total of 750 old RKO films will be dealt to Fox for an estimated $12 million. One hundred fifty of the films will be earmarked for first run on General Teleradio's six TV outlets. It is further believed that GT would also retain the right to use all 750 films. Final agreement is expected within two weeks.

The General Teleradio deal followed hard on the heels of a negotiation that will bring an additional 104 J. Arthur Rank films to ABC-TV. An estimated $2 million is involved and final agreement is pending. All 104 were produced in England within the last ten years. ABC-TV is planning to air the British product starting Jan. 16 from 3 to 5 p.m.

The $12 million accruing from the GT-Fox sale will go back into RKO movie production, according to O'Neil. Some insight into the Midas touch of General Tire & Rubber president O'Neil, whose influence is now at work in both motion pictures and in radio and television, is given by Robert Coughlan's *Life* article, "The O'Neil's Money Machine." Revealed is a GT staff prediction that RKO will enjoy a $9 million profit with its renewed production activity. The studio was purchased from Howard Hughes for $25 million. It is estimated by studio officials that "The Conqueror" and "Jet Pilot" soon to be released will give a additional net of $5 million.

Realign RKO Executive Sales Setup; Will Facilitate New Product Release



Domestic sales execs. in the new alignment of RKO's Home Office echelon pose with Walter Branson, distribution vice-president. L. to R.: Nat Levy, eastern sales mgr.; Frank Mooney, h.o. asst. to Levy; Branson; Harry Gittleson, domestic exec. asst.; Herbert H. Greenblatt, western sales mgr.; and M. G. Poller, h.o. asst. to Greenblatt.

A revision of RKO's executive sales set-up to make for greater concentration in sales and distribution, was announced this week by Walter Branson, vice-president in charge of distribution. "This new alignment of our Home Office echelon will create closer coordination with our sales staff in the field for the handling of the important product which RKO will announce for release shortly," Branson said.

Under the new alignment, RKO's domestic organization will be divided into two parts: West and East. The West will be headed by Herbert H. Greenblatt, with the title of western sales manager; the East will be handled by Nat Levy, as eastern sales manager. Greenblatt and Levy will have complete authority and responsibility for every phase of sales and distribution in their respective areas, according to Branson, to whom both will be directly responsible.

Harry Gittleson, who assumes the new post of domestic executive assistant, will serve as personal aide to Branson and will co-ordinate all phases of domestic distribution and administration. M. G. Poller will be Home Office Assistant to Greenblatt, while Levy's assistant will be Frank Mooney.

The Eastern area includes the metropolitan district under Len Gruenberg, New York; the eastern district, Bob Folliard, Philadelphia; east-central district, Morris Lefto, Cleveland; southeastern district, Dave Prince, Atlanta, and southwestern district, Ben Cammack, Dallas. The Western territory will consist of the midwestern district under Sam Gorelick, Chicago; the Rocky Mountain district, Al Kolitz, Denver; western district, Herb MacIntyre, Los Angeles, and Canadian district, Jack Labow, Toronto. The foreign sales organization continues in its same set-up.

THE CHARLES J. FELDMAN ANNUAL DRIVE

Universal International

Look Forward

...Mr. Exhibitor to the greatest group of profit powered pictures in Universal history.

12 consecutive releases ...each specially selected for the Charles J. Feldman Annual Drive..... guaranteeing a complete variety of product for all types of theatres... for all types of screens!

Universal-International Announces

"THE FORWARD LOOK" for '56!

FOR THE CHARLES J. FELDMAN *Annual Drive*

January 1 – April 28



Again we invite Exhibitors everywhere to participate... and LOOK FORWARD to the greatest profits ever!



The SECOND GREATEST SEX

IN CINEMASCOPE PRINT BY TECHNICOLOR

STARRING

JEANNE CRAIN · KITTY KALLEN | GEORGE NADER · BERT LAHR
MAMIE VAN DOREN · KATHLEEN CASE | KEITH ANDES · PAUL GILBERT

with TOMMY RALL · EDNA SKINNER · JIMMY BOYD · COUSIN EMMY · THE MIDWESTERNERS

Universal International

AVAILABLE FOR THE CHARLES J. FELDMAN

THE STARS OF *Magnificent Obsession* REUNITED IN ANOTHER GREAT MOTION PICTURE!

JANE WYMAN
ROCK HUDSON



All that Heaven Allows



PRINT BY TECHNICOLOR

with AGNES MOOREHEAD · CONRAD NAGEL · VIRGINIA GREY · GLORIA TALBOT · WILLIAM REYNOLDS



THE SQUARE JUNGLE

STARRING

TONY CURTIS · PAT CROWLEY
ERNEST BORGNINE

with

PAUL KELLY · JIM BACKUS



THE WONDERFUL STAR OF "MARTY"



ANNUAL DRIVE JANUARY 1 TO APRIL 28, 1956



The KETTLES IN THE OZARKS



STARRING

Marjorie MAIN · Arthur HUNNICUTT

with UNA MERKEL · TED de CORSIA



ROCK HUDSON *Miss* CORNELL BORCHERS
GEORGE SANDERS



"Never Say Goodbye"

PRINT BY TECHNICOLOR

AVAILABLE FOR THE CHARLES J. FELDMAN



"THE CREATURE WALKS AMONG US"

STARRING
JEFF MORROW
REX REASON · LEIGH SNOWDEN

Directed by JEAN NEGULESCO

the Benny Goodman Story

COLOR BY TECHNICOLOR

STARRING

STEVE ALLEN



DONNA REED



with

GENE KRUPA · LIONEL HAMPTON · BEN POLLACK · TEDDY WILSON

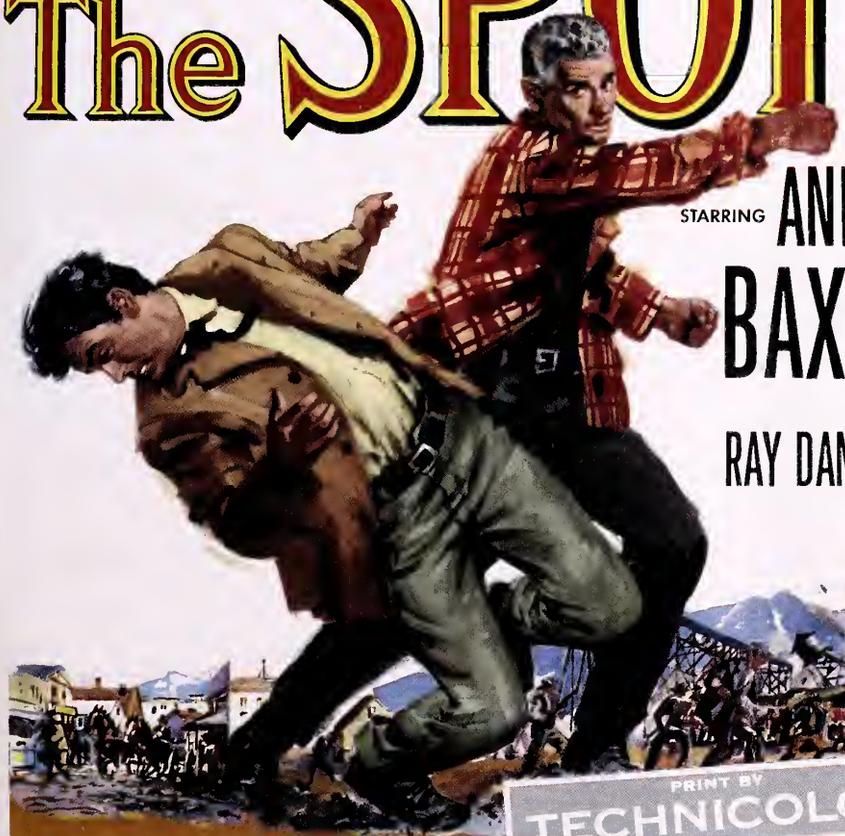
EDWARD "KID" ORY and "GUEST STARS" · HARRY JAMES · MARTHA TILTON · ZIGGY ELMAN

and all the exciting Goodman hits!

ANNUAL DRIVE JANUARY 1 TO APRIL 28, 1956

Rex Beach's

The SPOILERS



STARRING

ANNE BAXTER · JEFF CHANDLER · RORY CALHOUN

CO-STARRING

RAY DANTON · BARBARA BRITTON · JOHN McINTIRE

PRINT BY TECHNICOLOR

with CARL BENTON REID · WALLACE FORD · RAYMOND WALBURN



AUDIE MURPHY
BARBARA RUSH

WORLD IN MY CORNER

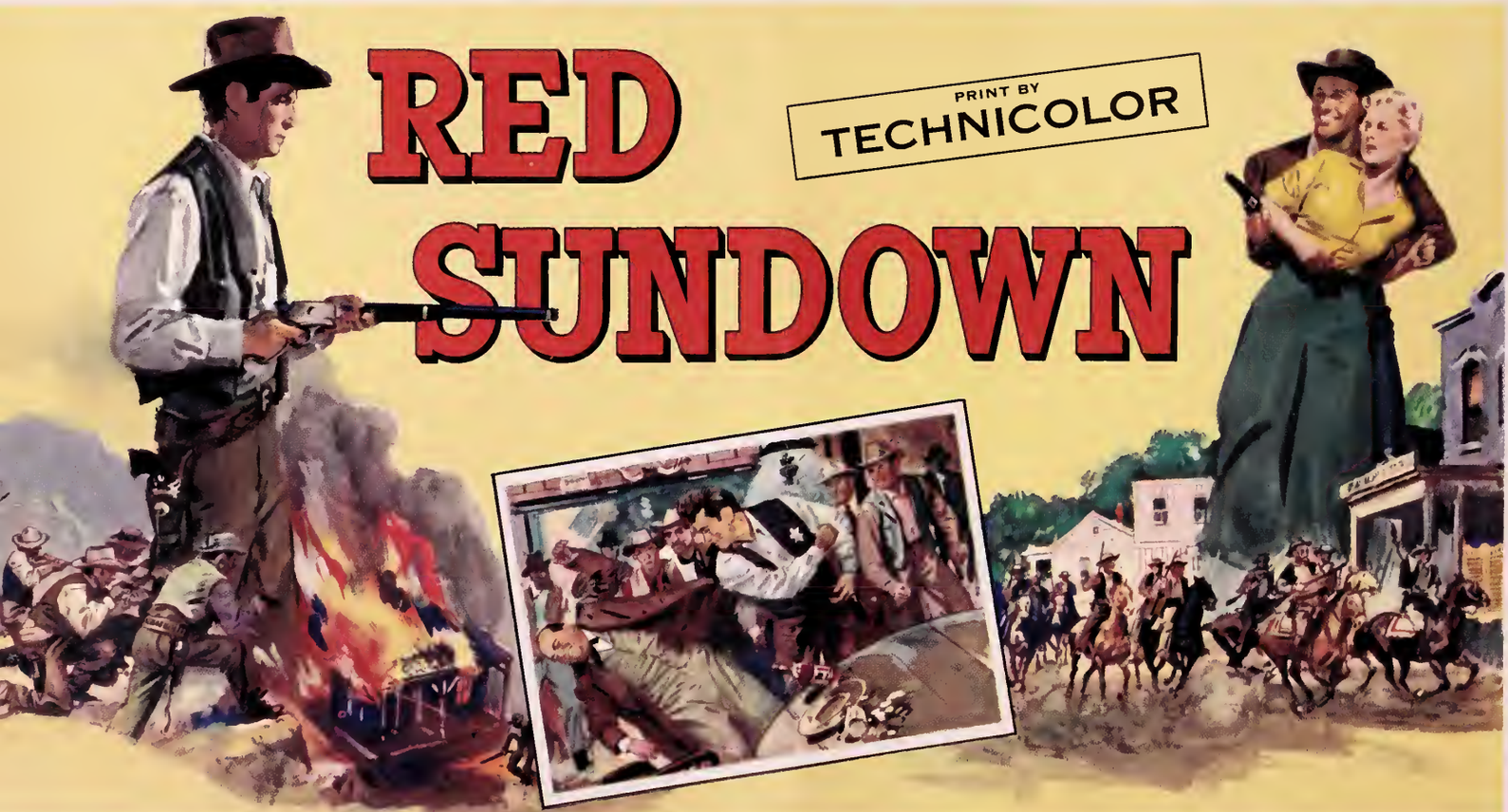
CO-STARRING
JEFF MORROW
JOHN McINTIRE
with HOWARD ST. JOHN



AVAILABLE FOR THE CHARLES J. FELDMAN

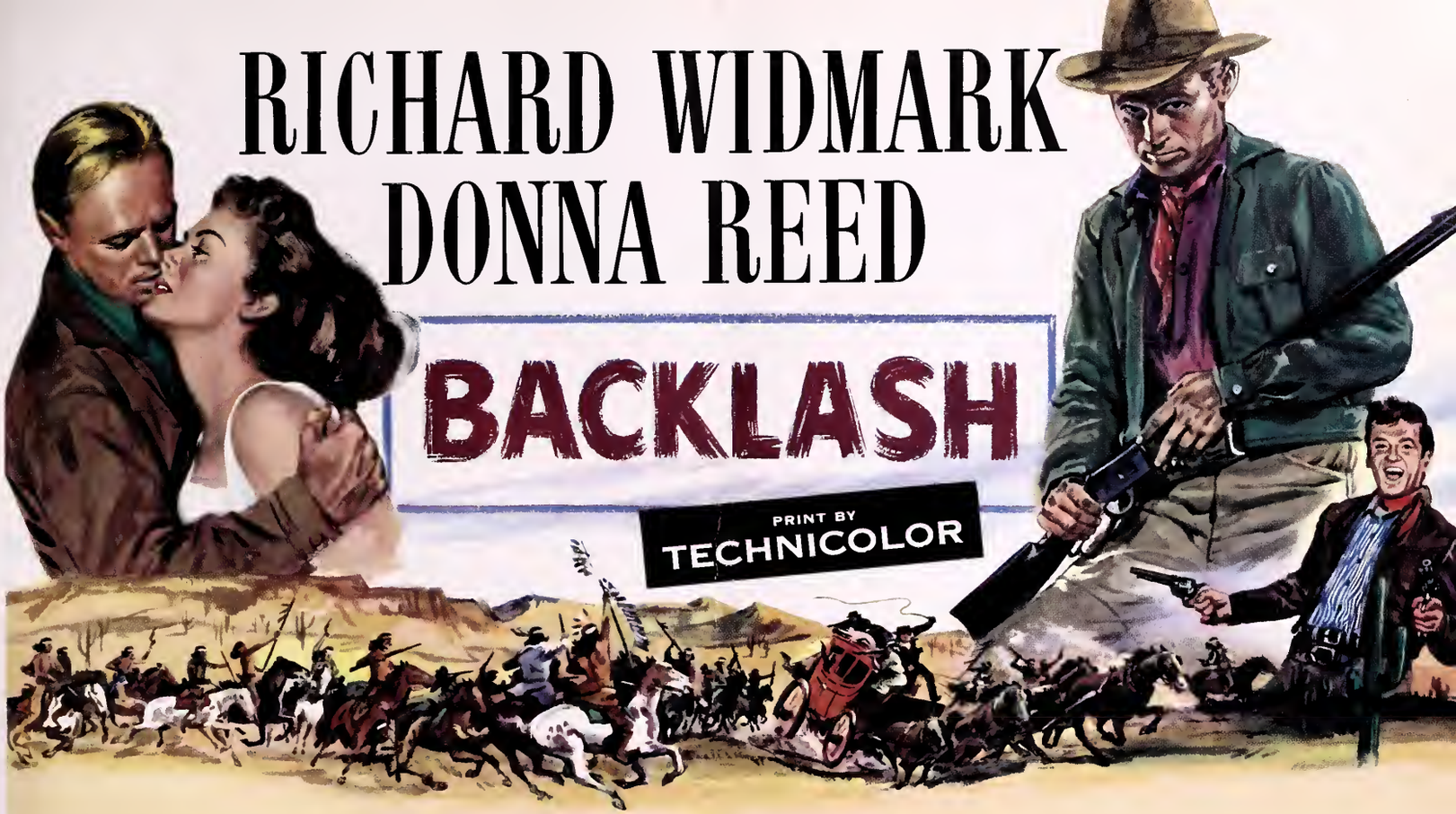
RED SUNDOWN

PRINT BY TECHNICOLOR



STARRING Rory CALHOUN · Martha HYER · Dean JAGGER
with ROBERT MIDDLETON

RICHARD WIDMARK
DONNA REED



BACKLASH

PRINT BY TECHNICOLOR

CO-STARRING **WILLIAM CAMPBELL · JOHN McINTIRE**

ANNUAL DRIVE JANUARY 1 TO APRIL 28, 1956

BARBARA STANWYCK · FRED MacMURRAY
JOAN BENNETT



"There's Always Tomorrow"

CO-STARRING **PAT CROWLEY**
WILLIAM REYNOLDS · GIGI PERREAU

...and these important Pictures currently in release

"THE PRIVATE WAR OF MAJOR BENSON"
print by Technicolor

"THE SHRIKE"

"FEMALE on the BEACH"

"KISS OF FIRE"
print by Technicolor

"TO HELL AND BACK"
in Cinemascope
print by Technicolor

"LADY GODIVA"
print by Technicolor

"THE NAKED DAWN"
print by Technicolor

"TARANTULA"

"RUNNING WILD"

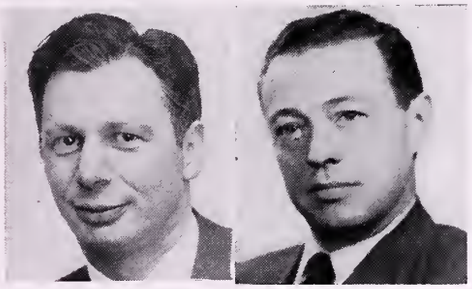


Universal International

THE CHARLES J. FELDMAN ANNUAL DRIVE

NEW POSTS

JOSEPH GOULD has been appointed advertising manager of United Artists. He replaces Roger H. Lewis, who has been elevated to National Director of advertising, publicity and exploitation for UA. Gould was formerly executive assistant to Seymour Poe Vice-President of I.F.E. Releasing Corp. He takes over his new post on December 19.



ALFRED STERN JOSEPH GOULD

ALFRED E. F. STERN has been appointed Publicity Manager for RKO Radio's foreign operation, in addition to domestic. Stern has been manager of domestic publicity for the past two years, and has been with the company for ten years.

PAT MCDERMOTT has joined the RKO Radio Studio publicity department. She formerly served as CBS-TV publicity manager for the past three years.

JOHN E. DUGAN, formerly Buena Vista and 20th-Fox sales representative in St. Louis, has been appointed I.F.E.'s sales representative for the St. Louis and Kansas City exchange areas.

FRANK H. FISCHER has been named vice-president in charge of theatre operations for Odeon Theatres of Canada. Odeon has also elevated FRANK VAUGHAN to supervisor of J. Arthur Rank Organization motion picture sales, and C. R. B. SALMON to executive vice-president of the organization.

MEDLEY G. B. WHELPLEY has been elected a director of Republic Pictures Corp.

DOUGLAS WHITNEY will join RKO Radio Pictures as executive in charge of the casting and talent department. He left MCA two years ago to join CBS-TV as staff producer of the "Red Skelton Show" and "My Favorite Husband."

WYNN LOEWENTHAL has joined the RKO foreign publicity department.

ALBERT R. PERSAUD has been appointed manager of the Warner Bros. office in Trinidad. He was formerly acting manager of that office.

'CARE' For 'Conqueror'

The Keith Theatre, Washington, D. C., premiere of Howard Hughes' "The Conqueror," which will debut also in the other capitals of the world in late January, will be sponsored by CARE, one of the leading international charities, Walter Branson, RKO distribution vice president announced. The sale of tickets to the glittering event will be aided by a telethon on WTOP-TV, CBS outlet, which will present prominent personalities from Capitol Hill and ambassadors from the countries of the world. This TV event marks the first time a telethon has been produced for the sale of tickets to a movie.

Dimes Up, Hats Off to Skouras



Spyros P. Skouras (center), president of 20th Century-Fox, is flanked by Richard C. Patterson, Jr., (left), N.Y. City Commerce Commissioner, and Basil O'Connor, head of the National Foundation for Infantile Paralysis, as a check for $100,000 is presented to the polio-fighting organization. The sum was raised at a $100 per plate tribute dinner to Skouras held at New York's Waldorf Astoria Hotel, where more than 1,200 leading citizens gathered to salute the film executive for his distinguished record of service to humanitarian causes.

World leaders joined in paying tribute to Spyros P. Skouras, 20th-Fox president, for his deep devotion to humanitarian principles at a $100 a plate dinner held in his honor at the Waldorf-Astoria Hotel this week. The audience of 1,200 notables from all walks of life heard messages from President Eisenhower, Winston Churchill, Anthony Eden and David Ben-Gurion. The dinner, held for the benefit of the March of Dimes at Skouras' request, raised over $100,000 for the National Foundation for Infantile Paralysis.

Principal speakers were Mayor Robert F. Wagner, Basil O'Connor, Foundation president, Commerce commissioner Richard C. Patterson, and Senator William Knowland, California Republican. Jack Benny acted as toastmaster with George Jessel emceeing a small-scale musical revue staged by the Music Hall's Leonidoff featuring Ray Bolger, Patti Page, Johnny Ray, and Katherine Dunham and her dancers.

Hearing Due For Snaper On Protest Lodged Over Proposed Loew Drive-In

The Federal District Court has set Dec. 12 as the hearing date on the Loew's application to erect a drive-in theatre in Raritan, N.J. Judge Sidney Sugarman reserved his decision this week after hearing an intervention motion filed on behalf of exhibitor Wilbur Snaper who operates the nearby Strand Theatre in Keyport. Opposing Snaper's motion were the Dept. of Justice and Loew's, which is seeking court permission as outlined in the consent decree. The move by Snaper marked the first such action by an Allied member since the Allied convention criticism of the Justice Dept. on the circuit expansion issue.

Judge Sugarman declared that he would rule both on the Loew's application and on whether an exhibitor can intervene in court action affecting a consent decree party to expand its theatre interests. In any case, the court has said that it will hear the Keyport case.

The court sided with Snaper when his attorney objected to the government attorney's stand that enough notice had been given on the Loew's project. The court disagreed with the government's claim that all information had been properly evaluated, charging that it appeared that "the matter had not been properly investigated."

UA Resigns From MPAA After Production Code Seal Nix On "Golden Arm"

(*Continued from page 4*)

crusade against allegedly immoral movies and the MPAA's lax enforcement of the Code.

"The Bishops' attack only emphasizes . . . the impossibility of a Code pleasing all segments of opinion. . . . We earnestly suggest that the Code be eliminated, and the responsibility for presentation of acceptable films be placed where it belongs, in the hands of the *individual* company and producer and the general public who, in the last analysis, will be the final judge, and the courts where the problem of obscenity can best be handled."

This week another potential film about dope addiction was in the news when 20th-Fox announced it had purchased the Broadway stage success. "A Hatful of Rain," also about narcotics. However, president Spyros P. Skouras later said the company would not use the theme unless the Code were amended to allow films of that nature.

Arbitration Draft To Go To Justice Department, Federal Statutory Court

The legal committee of the Motion Picture Association of America, which represents the major producers, has approved the industry arbitration draft and will submit it to the Department of Justice for their consideration.

If the draft is approved by the Department, it would then be submitted to the statutory court before coming effective. Arbitration would then be available to any exhibitor, regardless of affiliation, whether or not his organization has approved the document.

Box score of exhibitor organizations for and against the draft to date shows Theatre Owners of America and Independent Theatre Owners Assn. in favor; National Allied and Southern California Theatre Owners opposed. Metropolitan Motion Pictures Theatres Assn. has tabled the document for the time being.

DEEPER! RICH

CINEMA

5

THE NEW DIMENSION

See for yourself
at the
Demonstrations
to be held in
150 key cities
from coast to coast
in JANUARY!

(REDUCED TO

No changes required i
equipped for ster

ER! CLEARER!

ASCOPE

5

IN SIGHT AND SOUND

...introducing
RODGERS
and
HAMMERSTEIN'S
Great Musical Romance
CAROUSEL
COLOR by DE LUXE
Available from 20th for
WASHINGTON'S BIRTHDAY



35MM PRINTS)

n the booth of theatres
eophonic sound!

Flexibility Pays Off

Universal-International's "Forward March" Reflects Sound Planning

HOLLYWOOD. — Universal - International's "record-breaking march" of the past five years will never stop, as long as the company's thinking and efforts are directed "along the line that we still have a long way to go," U-I executive vice-president Alfred E. Daff predicted during a conference of sales executives here.

The announcement of the sixth annual "Charles J. Feldman Drive," from January 1, 1956 to April 28, 1956 capped four days of meetings during which the Universal executives reviewed production, distribution and promotion plans for 1956 which the company aims to make its sixth record-breaking year in a row.

"Flexible Policies"

"Our production policy, like our sales policy, continues to be flexible," Daff said, "flexible enough to seize opportunities as they present themselves and courageous enough to plan into the future. . . . Our exhibitor friends respect us today. They know they can depend upon us for a steady flow of quality product that will bring dollars to their box offices. And they are not going to be disappointed."

Also addressing the meeting, U-I president Milton R. Rackmil stated that "because of our past success, U-I is now in a position . . . to purchase the best literary properties, cast them with the most important name personalities and bring them to the screen through producers, directors, writers and technicians who are tops in their respective fields. This is an unbeatable combination that assures us continued growth, not only next year but also in other years to come."

"Story Appeal Dominant"

N. J. Blumberg, U-I chairman of the board, commented that the industry has just come through two important years of technical developments. "Despite the interest shown in these developments one thing has remained clear," he said. "That is that the real box office potential of a motion picture lies inherently in its story appeal plus its star and production values. They are the values that are everlasting."

Pre-sold stories, outstanding literary and dramatic properties which are responsively received by the public, will continue to play an important role in the production program planned by the company for 1956, Edward Muhl, vice-president in charge of production, declared.

Muhl pointed out that 22 best-selling books, national magazine stories and hit stage productions have been acquired by U-I and now are in various stages of production and preparation.

"In addition to these pre-sold stories we will continue, as in the past, to develop original story ideas which we feel are particularly suitable for the screen," Muhl stated. "Figuring importantly in this category at our studio have been biographies inspired by interesting men."

Of the feature schedule to be put before the cameras by U-I during the coming year, Muhl said the majority will be filmed in color, with some also being shot in either CinemaScope or VistaVision when the use of these processes will enchance the values of a particular story or background.

Topping the novels that U-I will bring to the screen during 1956 will be Al Morgan's "The Great Man," for which Jose Ferrer recently was signed as both star and director and "A Time To Love and A Time To Die," with a World War II background, by Erich Maria Remarque.

Novels Listed

Other top novels and national magazine stories now in preparation include "The Night Runner." Owen Cameron's Cosmopolitan story; "Maracaibo," by Stirling Silliphant; "Tammy Out Of Time," by Cid Ricketts Sumner; "Miss Pettigrew Lives For A Day," by Winifred Watson; "And No One Answered," McCall's novelette by Ann Head; "The White King," by Samuel B. Harrison; "New Heaven, New Earth," by Arthemise Goertz; "The Shrinking Man," by Richard Matheson; "Dead Man Pass," Saturday Evening Post serial by Peter Dawson; "Plans Of The Mohawk," by James Oliver Curwood; "Run Of The Caprock," by Noel M. Loomis; "Mississippi Landing," by Ben Lucient Burman; "The Galileans," by Frank G. Slaughter; "Dolly Hessian," by MacKinlay Kantor; and Jay Dratler's "The Hidden Heart," to be published in Red Book.

Hit productions from the Broadway boards to be brought to the screen include the recently-purchased "Emperor Jones," by the late Eugene O'Neill; "Song Of Norway," adapted from the smash operetta; and "Teach Me How To Cry," by Patricia Joudry.

These are in addition to two of U-I's most important 1956 releases which have now entered the completion stage—"Away All Boats," most ambitious picture in the company's history which is based on Kenneth Dodson's best-selling novel and stars Jeff Chandler, George Nader, Julie Adams and Lex Barker; and "Never Say Goodbye," adapted from Luigi Pirandello's famous play and starring Rock Hudson opposite Cornell Borchers.

Biographies Pay Off

Biographies will figure importantly in the schedule.

Pictures in this category scheduled for filming include "Ataturk," the story of the great Turkish leader, Kemal Ataturk; "Battle Hymn," based on the heroic Korean exploits of Col. Dean Hess, the flying parson; "The Bill Robinson Story," bringing to the screen the life of the great Negro dancer; and "The Charles Russell Story," which will star Audie Murphy in the film biography of the West's greatest cowbody painter; and "Apache Agent," which stars Audie Murphy in the true story of John Philip Clum.

Other outstanding literary properties scheduled for production during the year include James M. Cain's original, "The Unfinished Symphony," which will star Jane Wyman and Rossano Brazzi, and "Kelly And Me," an original Everett Freeman which will star Van Johnson.

Biggest U-I Push For "B. G." Story

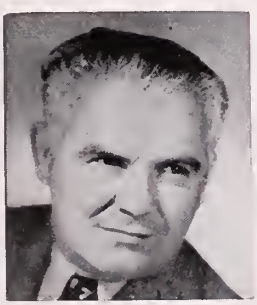
Hollywood.—More people will be exposed to the pre-selling of "The Benny Goodman Story" than any previous picture in the history of Universal Pictures, according to David A. Lipton, U-I vice-president, speaking at the week-long studio sales conference here.

The national magazine advertising campaign on the film is the biggest in the company's history, Lipton said. Detailing the promotional campaign already underway and blueprinted on the film, which will reach its climax with the world premiere in Chicago the first week in February, Lipton estimated that close to one billion impressions will have been achieved on television and radio alone.

One stunt will see NBC's network TV show, "Tonight," starring Steve Allen, join forces with Universal on Tuesday, Dec. 13, for a nationwide salute to "The Benny Goodman Story." After the invitational press preview, to be held at the RKO 86th St., N.Y.C., a contingent of celebrities will appear on the 90-minute long "Tonight." Meanwhile, exhibitors in many exchange cities who will see the preview in their own cities will be guests of U-I at exchange supper parties to see the network salute.



MILTON J. RACKMIL



N. J. BLUMBERG



ALFRED E. DAFF



CHARLES J. FELDMAN



EDWARD MUHL



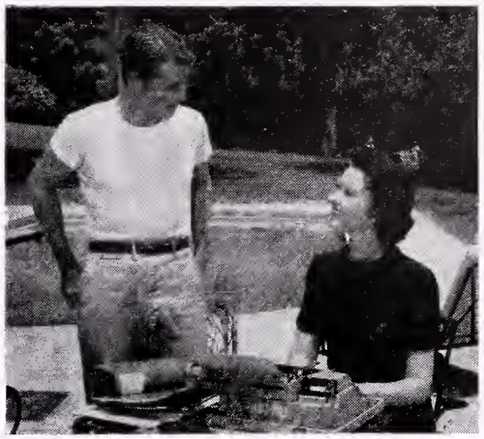
DAVID LIPTON



Steve Allen and Donna Reed, in "The Benny Goodman Story," Technicolor.



Rock Hudson and Jane Wyman, in "All That Heaven Allows," Technicolor.



Audie Murphy and Barbara Rush in "World In My Corner."

Continuous Flow of Important Films For New Year Set By U-I

Universal-International will release 12 of its most important film productions during the first four months of 1956, designed to provide the nation's exhibitors with a steady flow of top box office attractions, according to Charles J. Feldman, vice-president and general sales manager.

In announcing the release schedule, Feldman hailed these pictures as the greatest grossing group of boxoffice attractions in the history of U-I. "This schedule of pre-sold properties offering a variety of outstanding screen entertainment with a group of Hollywood's top box office stars, re-affirms U-I's policy of confidence in our industry and responsibility to our exhibitor customers," he said.

Seven of the pictures will be in Technicolor and one in CinemaScope with the group being highlighted by the release in February of "The Benny Goodman Story," which the company feels is the most pre-sold picture in its history.

Already set for Christmas-New Year's release in key situations from coast to coast is "The Second Greatest Sex," CinemaScope-Technicolor production which has been hailed by the trade press as being in the same vein as "Seven Brides for Seven Brothers." Heading the large cast are Jeanne Crain, George Nader, Kitty Kallen, Bert Lahr, and Mamie Van Doren. It was produced by Albert J. Cohen and directed by the veteran George Marshall.

Also scheduled for key city holiday bookings is "All That Heaven Allows," in Technicolor, starring Jane Wyman and Rock Hudson and delivered by the same producer-director team of Ross Hunter and Douglas Sirk which was responsible for "Magnificent Obsession."

Another January release is "The Spoilers," Technicolor, starring Anne Baxter, Jeff Chandler, and Rory Calhoun. Based on the Rex Beach classic this is an action drama of the Yukon gold rush.

The final January release will be "The Square Jungle" prize-fighting drama starring Tony Curtis, Pat Crowley and Ernest Borgnine and featuring Paul Kelly, Jim Backus, Leigh Snowden and Joe Louis.

"The Benny Goodman Story," in Technicolor starring top television personality Steve Allen and Donna Reed and produced by Aaron Rosenberg who made "The Glenn Miller Story," highlights the February releases. "There's Always Tomorrow," a domestic drama starring Barbara Stanwyck, Fred MacMurray, Joan Bennett and Pat Crowley, will be the second February release.

March releases will be "Never Say Goodbye," Technicolor drama starring Rock Hudson, Cornell Borchers and George Sanders, the film which marks the American debut of Miss Borchers, the British Academy Award winning actress and Continental sensation; "Red Sundown" a western in Technicolor starring Rory Calhoun, Martha Hyer and Dean Jagger; and "World In My Corner" a drama starring Audie Murphy and Barbara Rush, Murphy's first film since his current "To Hell and Back."

For April release, U-I will have "Backlash" a Western drama starring Richard Widmark and Donna Reed and co-starring William Campbell and John McIntire; also "The Kettles in the Ozarks" which stars Marjorie Main with Arthur Hunnicutt and "The Creature Walks Among Us" starring Jeff Morrow, Rex Reason and Leigh Snowden.



Anne Baxter and Jeff Chandler in "The Spoilers," Technicolor.



Jeanne Crain and George Nader in "The Second Greatest Sex," CinemaScope-Technicolor.



Rock Hudson and Cornell Borchers in "Never Say Goodbye," Technicolor.



Ernest Borgnine, Jim Backus, and Tony Curtis in "The Square Jungle."



Donna Reed and Richard Widmark in "Backlash," Technicolor.

The Sweep Of "RED RIVER"...



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Walter MATTHAU · Diana DOUGLAS · Walter ABEL · WITH LON CHANEY · EDUARD FRANZ · ALAN HALE

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CINEMASCOPE

PRINT BY

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Screenplay by

FRANK DAVIS and BEN HECHT · Directed by ANDRE DE TOTH

Produced by

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The Drama Of "HIGH NOON"...The Violence Of "SHANE"...

AND NOW... THE MIGHT OF

KIRK DOUGLAS

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INDIAN FIGHTER

FOR CHRISTMAS thru UA

Introducing

Elsa MARTINELLI

whose obvious appeal has already won her tremendous space in major national magazines – even before the release of her first film.

"SURE TO BE A HOLLYWOOD SENSATION!"—*says Esquire*





M-G-M Releasing Eight New Films

M-G-M will have eight new pictures and four reprints for release during the first four months of 1956.

During January, there will be "Diane," in CinemaScope and Eastman Color, starring Lana Turner and Pedro Armendariz, followed by "Ransom!" starring Glenn Ford and Donna Reed. For February, "Forever Darling," the second Lucille Ball—Desi Arnaz attraction for M-G-M, with James Mason and Louis Calhern in Eastman Color will be followed by "The Last Hunt," in CinemaScope and Eastman Color, starring Robert Taylor. Supplementing the new releases will be a reprint combination "The Three Musketeers," in Technicolor starring Lana Turner and Gene Kelly and "The Stratton Story," starring Jimmy Stewart and June Allyson.

March releases will be headed by "Meet Me In Las Vegas," in CinemaScope and Eastman Color, starring Dan Dailey and Cyd Charisse; "Forbidden Planet," starring Walter Pidgeon and Anne Francis; plus the Technicolor reprints "Northwest Passage," starring Spencer Tracy and "The Yearling," starring Gregory Peck, Jane Wyman and Claude Jarman, Jr.

For April, there will be "Tribute to a Bad Man," starring James Cagney, and "Gaby," starring Leslie Caron, both in CinemaScope and Eastman Color. "It's a Dog's Life," formerly "The Bar Sinister" and "Wildfire," will be available for bookings after December 23.

Film News Ads Leap

A leap in newspaper advertising of 42.8 percent was reported for the first three quarters of 1955 by the Bureau of Advertising of the American Newspaper Publishers Association. "The steep increase," based on a study of 228 newspapers in 110 cities, "does not account for all newspaper investments by motion picture and other national advertisers in the amusement lineage category, since much of their expenditure goes into ads bearing exhibitors signatures," the Bureau stated. The total lineage jumped from 868,233 for the 1954 period to 1955's 1,240,093.

Williams Heads MITO

L. J. (Bill) Williams, Union, Mo., was elected president of the Missouri-Illinois Theatre Owners at its annual convention held in St. Louis. Williams succeeds Lester Cropp. Also elected were: Thomas James, St. Louis, board chairman; Paul Krueger, St. Louis, vice-president; Charles Goldman, St. Louis, treasurer; A. B. Margarian, E. St. Louis, secretary; Phillip Nanos, St. Louis, Pete Medley, Sikeston, Mo. and Eddie Clark, Metropolis, Ill., regional vice-presidents; John Meinardi, St. Louis, sergeant-at-arms; and Myra Stroud, St. Louis, managing secretary.

. . . . VIEWPOINTS

George Kerasotes, assistant to Myron Blank, TOA president, has declared in the most recent TOA bulletin "there is no other method in selling motion pictures on percentage that is more fair and equitable than the sliding scale." Admitting that as a system it has been abused by both distributors and exhibitors, Kerasotes said that most difficulties could be resolved by computing the sliding scale to suit the individual theatre.

"If the distributor is unwilling to accept the sliding scale based on overhead, then a scale could easily be devised based on grosses, and the scale would rise or decline with the gross of each feature," he said. By taking the average of the top grossing features, Kerasotes opined, a scale based on average gross could be established, "with film companies receiving a higher rental if it grosses more than the average and correspondingly less if the gross is lower."

"(There is) an increasing and dangerous trend to trade valuable television time for the questionable bargains of a few marquee names, free rides on major scheduled airlines, backstage visits with movie moguls, trailer-like clips from non-TV movies, or 'planted' products and services not sharing in a program's budget expenses. . . .

"If we continue to avoid the problem, television may find that it's being played for a billion dollar sucker, one that permits itself to lure audiences away from their TV sets and into theatres and to surrender its powerful advertising potential to promote 'free ride' products and services." — Frederic W. Ziv, board chairman of ZIV Television Programs, Inc.

A long wait on any federal action regarding pay-as-you-see TV was indicated by FCC chairman George C. McConnaughey. Addressing the professional baseball convention in Columbus, Ohio, the government official told the club executives not to count on toll TV just yet as a possible boost to their box office receipts. He explained that the Commission cannot be expected to reach a speedy decision—since "there are no neutral parties in the case"—and there is a possibility that an even longer delay may be brought about by a determination that the FCC is unauthorized to handle the matter. In that case, Congress will have to make the final decision. . . .

"If we continue to get the goodly amount of product we're getting today, we will die of starvation from improvements. . . ." —Samuel Pinanski, honorary TOA board chairman, in a recent TOA bulletin.

Another voice thrown behind the "sanctity of the airwaves" was heard as TV Guide backed the recent TOA stand against the exclusive teleeasting of World Series games for closed-channel theatre TV presentation. The television publication was glad to see that the exhibitor association "has good public relations sense and is willing to sacrifice a chance to profit for the sake of keeping the public happy." The TOA statement aired the view that a wave of public protest would damage all those who would be associated with such a television scheme. . . .

A U.S. government delegate has labeled the international film festivals as a great opportunity to "maintain or improve the position of U.S. films on the foreign market." Nathan D. Golden, Commerce Dept. representative at the Cannes festival, reporting on the festival, declared that "to send anything but the finest films and the most attractive stars to such a gold-mine of world-wide free publicity would seem most short-sighted, particularly when the challenges to American pre-eminence in motion pictures are increasing." He had high praise for both the judging at Cannes and for the behavior of the U.S. stars attending the festival. . . .

"The opposition of the theatres and the networks will have no more effect on Phonevision than the outraged protests of the fly harness and buggy whip manufacturers had on the progress of the automobile industry." — Joseph S. Wright, vice-president and general counsel, Zenith Radio Corp., addressing the Society of Security Analysts, Chicago.

The somber warning that TV publicity was stealing filmdom's thunder was issued by Samuel Goldwyn Jr., at an AMPA luncheon honoring the young producer. Goldwyn noted that on his recent tour plugging his "Man With a Gun" he saw that TV is providing more colorful copy for the nations journals and that by and large responsibility for this condition rested with the film makers. . . .

Broadcasting Field Soars To Billion Dollar Revenue As Television Tops Radio

WASHINGTON.—The year 1954 was the first in which total revenues of the broadcasting industry exceeded $1 billion, according to the FCC. TV accounted for $593 million and radio for $440 million, and it was also the first year in which TV topped radio.

The 1954 TV revenues were 37 percent over 1953 while radio revenues dropped 5 percent below the previous year. Actual broadcasting profits were $132 million in 1954, seven percent higher than in 1953. TV profits accounted for $90 million, almost 33 percent higher, while the $42 million radio profits were 24 percent lower than in 1953.

The TV networks and their 16 owned and operated stations accounted for 52 percent of total TV revenue, with the 394 other TV stations splitting up the remaining 48 percent. Of the $286 million revenue earned by the 394 other TV stations, 70 percent went to 92 non-network pre-freeze stations.

The four TV networks and their owned stations earned $36.5 million in profits, more than double 1953. The 92 non-network pre-freeze stations earned $67.6 million in profits. But the 302 post-freeze VHF stations lost a total of $3.8 million and the 125 UHFers lost $10 million.

"Carousel" Tees off Fox Releases

Rains Of Ranchipur



Lana Turner; Richard Burton

Bottom Of The Bottle



Van Johnson; Ruth Roman; Joseph Cotten

Threshold Of Space



Ken Clarke; Guy Madison; Donald Murphy; Martin Milner

The first motion picture filmed in the revolutionary new 55mm. CinemaScope process-Rogers & Hammerstein's "Carousel"—will highlight a line-up of six major CinemaScope attractions scheduled by 20th Century-Fox for national release during the first quarter of 1956. All are in color by De Luxe.

The multi-million-dollar filmization of the smash Broadway musical, starring Gordon MacRae, Shirley Jones, Cameron Mitchell and Barbara Ruick, will be released in February preceded by a promotional campaign that bids to surpass that introducing CinemaScope and "The Robe" two years ago. The film was produced by Henry Ephron and directed by Henry King.

"Skirts" Leads Off

Leading-off the 1956 product roster will be "The Lieutenant Wore Skirts," a modern comedy starring Tom Ewell, of "The Seven Year Itch" fame, Sheree North and Rita Moreno. Frank Tashlin directed the Buddy Adler production. Also in January will be "The Bottom of the Bottle," an adventure drama topcasting Joseph Cotten, Van Johnson and Ruth Roman. Buddy Adler produced and Henry Hathaway directed.

Joining "Carousel" on the February agenda will be "The Man Who Never Was," based on the best-selling story of one of the most amazing spy incidents of World War II. The Sumar Production being released by the company stars Clifton Webb, Gloria Grahame and William Russell. It was filmed in actual locales in England and Spain. Andre Hakim produced and Ronald Neame directed.

Released in March will be "On The Threshold of Space" thrilling story of Air Force planning for space travel, starring Guy Madison, Virginia Leith, John Hodiak and Dean Jagger.

"Suit" For Easter

The big Easter attraction from 20th-Fox will be "The Man In The Gray Flannel Suit" starring Gregory Peck. The adaptation of Sloan Wilson's best-selling novel is being produced, directed and written for the screen by Nunnally Johnson.

With the number of releases from 20th-Fox in 1956 expected to number 30, the company this week announced that three other major CinemaScope productions, all in color, currently are before the cameras.

The roster includes "The King and I," the second production to be filmed in CinemaScope 55 and the second Rodgers & Hammerstein hit musical photographed in the revolutionary new process. Topcast are Deborah Kerr, Yul Brynner and Rita Moreno. Charles Brackett is producing and Walter Lang is directing.

The current lensing slate also numbers "The Revolt of Mamie Stover," a Buddy Adler production starring Richard Egan, Jane Russell, Agnes Moorehead and Joan Leslie. Raoul Walsh is directing the filmization of William Bradford Huie's best-seller.

"23 Paces To Baker Street," starring Van Johnson and Vera Miles, currently is shooting in England.

Carousel



Shirley Jones; Gordon MacRae

Lieutenant Wore Skirts



Tom Ewell; Sheree North; Rick Jason

Man Who Never Was



Robert Fleming; Clifton Webb

THE COURT MARTIAL THAT ROCKED THE WORLD!



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"THE COURT-MART

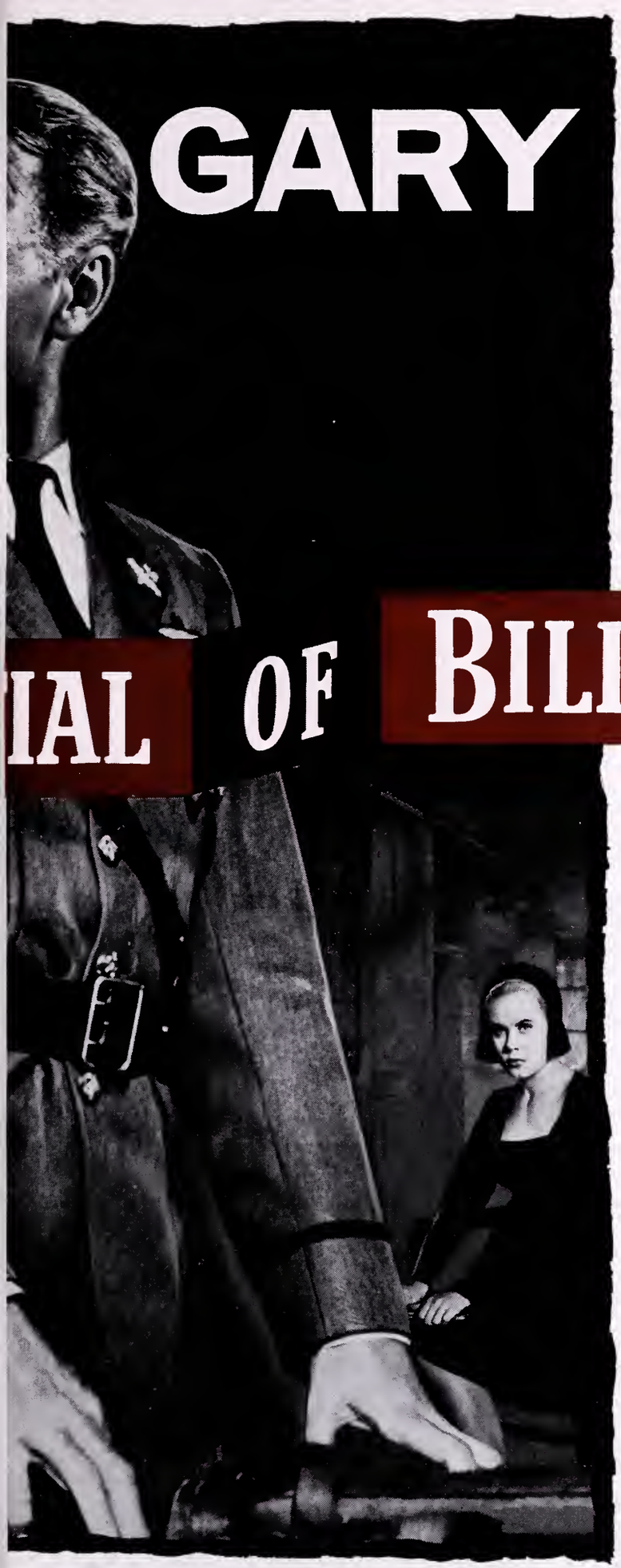


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It all began in this room... and swept across the nation!



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HOLLYWOOD

. . . on the wire

RICHARD BERNSTEIN, *Editor*
Hollywood Offices:
8245 Beeman Avenue
North Hollywood. Tel.:
ROgers 7-2347

Warner Brothers have put "The Burning Hills," which will be produced by Richard Whorf, on Tab Hunter's schedule. Irving Wallace is screen-playing the Louis L'Amour novel. . . . Helen Hawley has been signed for a featured role in Warner Brothers' Mario Lanza starrer, "Serenade." She will play the key role of Marcella, an opera singer. . . . U-I will star Esther Williams in "The Gentle Web." This will be the actress' first dramatic role in some time. . . . Richard Carlson will direct from his own screen play, "Counterpunch" for Producer Vincent Fennelly, who will release through Allied Artists.

* * *

U-I signed actress Dorothy Malone to a multiple picture contract. Actress co-stars with Rock Hudson, Lauren Bacall and Robert Stack in the studio's "Written On The Wind." Miss Malone was signed by Edward Muhl, U-I's vice-president in charge of production on the strength of her performance opposite Jeff Chandler in "Pillars In The Sky," which was made in color by Technicolor and in CinemaScope. "Jazz Beat," a feature length film with musical backgrounds, is being prepared for independent production in 1956 by John Hubley, president of Storyboard, Inc. Hubley has signed James Di Gangi, as producer. The screen play of "Jazz Beat" relcates the story of jazz and its impact on American life. It was written by Hubley in collaboration with Di Gangi and Faith Elliot. It will ultilize top bands and introduce a "unique wedding of animated and live action techniques."

* * *

20th-Fox signed Lili Gentle and one day after inking cast her in a key role in "Carousel," which Henry King is directing. . . . Producer Lindsley Parsons signed Harold Schuster to direct "Massacre at Dragon Wells," which will go into production Mar. 5. It will be Parsons' first film on his Allied Artists schedule for the year. He will also film "Proving Ground" and "The Intruder." . . . Yvonne De Carlo has been signed by producer-director Charles Martin for one of the co-starring roles in "Death of a Scoundrel," which Martin will put before the cameras at Goldwyn Studios next month. George Sanders and Zsa Zsa Gabor will also star in the film.

* * *

Paramount signed Fred Astaire for a starring role in a picture based on "Papa's Delicate Condition," Corinne Griffith's best selling novel. The film will roll early next year. Robert Emmett Dolan will produce the film in VistaVision. . . . Executive Producer Robert Waterfield left for Cuernavaca, Mexico after completing final details of the SuperScope Eastman Color production which stars Richard Widmark, Jane Greer and Trevor Howard. United Artists is releasing the film, which is to be filmed entirely in Mexico.

* * *

Bruce Newbery, Dudley Pictures Corporation vice-president, winged back from Cuba where he completed arrangements with the Industrial and Agricultural Bank of Cuba for the production of a series of pictures in that island nation during the next three years. The first film, which will be done in EastmanColor and Vistarama, rolls with a Hollywood cast in Havana early in February. . . . James Cagney will co-star with Robert Wagner in "The Wedding Clock," for 20th-Fox release. Henry Ephron will produce and also will work on the screen play with his wife, Phoebe. Film will be based on the William Fay Saturday Evening Post story, "Seven Steps To Murder." The studio also announced the purchase of the Broadway hit, "A Hatful of Rain," by Michael Gazza. The film version of the play will not go into production until 1957. It will be produced by Buddy Adler.

* * *

M-G-M assigned writer Gore Vidal, who just finished scripting "The Catered Affair," to the screen play of Nicholas Hallasz' "Captain Dryfus," . . . Studio also announced that Bing Crosby, Frank Sinatra and Grace Kelly will star in "High Society," which will roll in January. Louis Armstrong, Walter Pidgeon and Louis Calhern will also top the cast. The film will be produced by Sol Siegel. . . . Alan Ladd purchased the film rights to "Guns of the Timberlane," a novel by Louis L'Amour, which will be produced under his Jaguar Prods. banner. The film version will be made under the title, "Shasta," and will roll in the Spring. . . . British film star John Bentley arrived in Hollywood to start his long term film contract with U-I. Bentley's first film for the studio will be announced shortly.

* * *

Sam Katzman announced that Fred Sears will direct his musical, "Rock Around The Clock." Film will roll Jan. 5th for Co-

(*Continued on page* 29)

Press & Exhibs Must Push New Faces: Hartman

HOLLYWOOD.—Don Hartman, production head at Paramount, explained at a press luncheon after a screening of the studio's short subject dealing with new faces, that he must have support from both the press and the exhibitor in his campaign to build new stars.

Hartman stressed that the industry must find new faces or that it will be doomed. He pointed out that it is no longer possible to make a star gradually in a series of films, because fewer pictures are being produced.

He highlighted the fact that patrons of theatres today are most discriminating and stated, "That is all to the good, particularly in helping us find stars that will last."

Hartman also introduced some of the new personalities to the press. The special short included scenes from "The Scarlet Hour," which co-stars Carol Ohmart and Tom Tryon; two newcomers, Shirley MacLaine and John Forsythe in "The Trouble With Harry"; Jeanmaire in "Anything Goes"; and a portion of "The Birds and The Bees," which brings comic George Gobel to the screen.

In a special short produced by Howie Horwitz, titled "Bing Introduces Oreste," Crosby introduced the young singer, who plays the lead in "The Vagabond King."

Hartman emphasized that all the studios in Hollywood are adopting the same policies and that along with new stars, new producers, new directors and new writers must be brought to the fore.—R.B.

Levey Buys "Tontine"

"The Tontine," best-selling novel by Thomas B. Costain, was acquired as a motion picture property this week by Jules Levey, independent film producer. Already embarked on the pre-production work, Levey has been discussing the scenario with several top writers and has begun casting conferences with leading Hollywood stars. The film is to be made in England.



Don Hartman (seated center), in charge of production at Paramount, hosts a studio press luncheon following presentation of the studio's new acting talent and a talk stressing the need for new stars. Standing, L to R: "new faces" Carol Ohmart, Larry Pennell, Ursula Andress, Jody Lawrence, George Kerris, Valerie Allen, Oreste. Seated right of Hartman is Richard Bernstein, Hollywood editor of THE INDEPENDENT.

HOLLYWOOD...

(*Continued from page* 28)

lumbia release. . . . Producer Ted Richmond will put his production of David Goodis' novel, "Nightfall," before the cameras under his Copa Productions banner for Columbia release Jan. 9. . . . Peggie Castle was signed by James H. Nicholson and Roger Corman for the title role in "Oklahoma Woman." . . . Tony Perkins has been signed to a long-term contract by Paramount and will make his screen debut in the title role of "The Piersall Story," based on the book, "Fear Strikes Out." . . . M-G-M announced that Paul Newman has been signed to play the starring role of Rocky Graziano in the film version of the book, "Somebody Up There Likes Me," which is the biography of the former champion boxer. Charles Schnee will produce the film and Robert Wise will direct. Newman is currently starring in "The Rack," also at M-G-M.

* * *

Hal Wallis' next production for Paramount release will be "Gunfight at the OK Corral," which is Leon Uris' version of the Wyatt Earp story. The film will roll in the middle of January. . . . Lee J. Cobb was signed by 20th Century-Fox for "The Man In The Gray Flannel Suit." Cobb joins Fredric March, Gregory Peck and Jennifer Jones in the picture, based on the best selling novel of the same name. . . . Harris-Kubrick Productions' "Bed of Fear," film version of the Lionel White novel dealing with a race track holdup, has been forced to shutdown temporarily due to a back injury suffered by star Sterling Hayden.

* * *

Producer Robert Jacks rolls "The Proud One," next week, for 20th-Fox release. It will be shot in CinemaScope and color. Robert Webb will direct. Cast toppers are Guy Madison, Virginia Mayo and Robert Ryan. . . . Bel Air Productions will put their production of "Rebel in the Town," before the cameras Jan. 6th. It will be produced by Howard Koch and Aubrey Schneck. . . . Robert Aldrich will produce and direct "The Fragile Fox" for United Artists release. The film goes before the cameras Jan. 5. . . . Mickey Rooney's starrer for Republic, "Hinky Dinky Parlez Vous" goes on the sound stages Jan. 4. . . . Agnes Moorhead joined the cast of the Dean Martin and Jerry Lewis starrer, "Pardners." Norman Taurog is directing the film, which is in color by Technicolor and in VistaVision. Company is currently locationing in Phoenix, Arizona. . . . Hecht-Lancaster Productions acquired the novel by George Simeon, "The Hitch Hiker." Harold Hecht also revealed that he had signed Simeon to write the screen play for the film version.

* * *

Michael Myerberg will make as his next film feature for United Artists "Line of Duty." . . . Betta St. John inked for the femme lead in Sol Lesser's feature, "Tarzan and The Lost Safari." Miss St. John was signed through Lesser's associate, N. Peter Rathvon. Also cast in the feature are George Coulouris, Robert Beatty, Yolande Donlan and Wilfred Hyde White. . . . Vince Edwards signed for a lead in Hugo Haas' "Hit and Run," which will also co-star Cleo Moore and Haas. Haas will also direct and produce the feature.

Inside Production

"Piersall" To Hit World Market On Alan Pakula's First Pitch?

By Richard Bernstein

"The Jim Piersall Story" is going to be more than just a baseball film," declared Alan Pakula, who is taking over his first full-producer job with the Paramount celluloid version of the Boston Red Sox outfielder's biography. Adapted from a popular best-seller titled "Fear Strikes Out," by Piersall and Al Hirschberg, the film tells the story of Piersall's triumph over mental disease and his return to his present status as one of the luminaries in the Red Sox line-up.

"This is a story that could have happened to anyone in any profession, a universally human story," Pakula said, "and it calls for a director with deep understanding of human problems." The producer sees the film as a world-wide success, because "you won't need a thorough understanding of baseball to appreciate what Jimmy and his wife went through."

Post Story

The film play calls for three main characters: Piersall; his wife, who courageously stuck out the hardships with him; and the player's father. The story, which later appeared in condensation in the *Saturday Evening Post* and *Reader's Digest*, tells the story of why Piersall suffered his breakdown.

"There are many reasons why people suffer mental breakdowns," offered Pakula, "and this is a highly emotional story of one of the reasons and the drama that resulted from it. Jimmy had always been channeled toward baseball by his father who wanted to have a big leaguer for a son. The constant pressure Piersall put upon himself was part of the background to this breakdown, and the film will deal with how he faced and overcame it."

The promotion of Pakula to full producership is part of the policy of Paramount's Don Hartman to train young film makers to take over production responsibilities. Pukula was a producer-director at the Circle Theatre in Hollywood before he joined Hartman as his assistant at M-G-M in 1950. Later both moved to Paramount.



ALAN PAKULA

"The wonderful thing about office experience," Pakula notes, "is that it gives you an all-round view of the movie business." Pakula feels his baekground in distribution as well as produetion will aid in knowing what kind of product the market needs and what kind of budget a given film should receive.

Careful consideration for the three starring roles is under way now, and Pakula wants to make sure that casting bears out his feeling that this story "is important screen entertainment." He has seleeted Anthony Perkins, talented 23-year-old Broadway actor highly praised for his job in "Tea and Sympathy" for the starring role of Piersall. The Piersall property was chosen after Pakula was given his choice of any studio film material.

Calling for more daring films, Pakula said that Hollywood has recognized the need for new talent to meet today's strong competition. "Hollywood is doing its best to get this talent in all fields of motion pictures." His experience has taught him, he feels, that the public wants to see fresh themes, and he feels that in the final run, they get what they ask for.

WB's "Bad Seed"



Director Mervyn LeRoy, with star Nancy Kelly and young Patty McCormack, who play the much-discussed roles they created on Broadway in Warner Bros.' forthcoming drama about a strange child, "The Bad Seed."

Committee May Quit

HOLLYWOOD.—With financial support of the Motion Picture Association of America and the Screen Actors Guild appearing as unlikely for the coming year, there is evidence that the Hollywood Co-ordinating committee may terminate its activities after the first of the year, it was reported. Among its activities, the Co-ordinating Committee has arranged talent participation for benefit shows and servicemen's entertainment.



16mm Anti-Trust Suit Dismissed By Trial Court

(*Continued from page 5*)

of the problem.

In discussing the role of TOA, Yankwich labeled saw the exhibitor group "not as a co-conspirator, . . . but as a gadfly, constantly urging the producers to adopt a definitive policy. In evaluating the evidence, the court felt that the role of exhibition was not one of exeeuting the policies of the distributor but rather one of crying out for more concrete action on the 16mm problem.

Ruling A "First"

Judge Yankwieh's ruling is the first major interpretation on the status of 16mm film. Used extensively during the Second World War, film companies began exploring the commercial possibilities of the medium after the end of the war. At this time, careful time and location provisions were created to protect the income of theatres showing 35mm film. Paramount and Loew's were not included as defendant parties since they did not produce commercial 16mm versions of their films.

The Government case was built on the charge that the major companies and exhibitor groups had conspired in joint aetion to withhold films from television. The 80 page verdiet elears the defendants as aeting both reasonably and independently in facing identical situations, and that there was no conspiracy in restraint of trade.

Complaints Lodged

Among the complaints lodged by the plaintiff were: written and oral agreements on the time, place and condition of the exhibition of 16mm film; refusal to license telecasts; refusal to license 16mm theatres in a zone which had an established 35mm theatre; limitation of admission prices, hours shown, advertising and categories of persons admitted for showings in drive-ins, churches, clubs and schools; excessive clearance between 35mm and 16mm release; and maintenance of a policing system to enforce these regulation under threat of boycott.

The Great Debate:

Pro & Con Of "Merchandising Engagements"

—The Paramount Case—

(*Continued from page* 4)

averred.

In explanation of this position, the studio counsel said: "By this method, we seek to determine when the greatest sales penetration, through advertising and exploitation, will have been achieved, and then we will put our picture, what ever it may be, into the broadest possible release. We even make changes in an announced plan of release as soon as we think a change is indicated, as in the case of "Desperate Hours." Phillips denied that Myers' letter was in any way influential in evoking this change in "Hours" handling.

Phillips pointed out three reasons why Paramount feels its policy is not discriminatory:

First, cities are chosen on basis on size and trading value, and on influence in creating public interest.

Second, a theatre is selected on the basis of its value as an outlet and on its capacity to produce mutually satisfying rental terms.

Third, in situations where exhibitors desire opportunity to compete for earliest exhibition in comparable theatres, the studio affords exhibitors the chance of competitive bidding or negotiation.

Phillips attacked Myers' position, labeling it "a fixed system of release to established runs" which would mean a"freezing of runs" and very possibly, the Para counsel said, a violation of the decree and the anti-trust laws. He went on to comment on Myers' speech at the local Allied meeting in Winchendom, Mass. in which Myers said the selling method was aimed at raising prices. "On the subject of the exhibitor being free to fix his admission price, it is of interest to note that in the question period, following your speech, Mr. Nathan Yamins asked you if there was anything in the Bill (I presume he meant the Bill sponsored by you, to regulate the film industry), which would involve the regulating of the prices a theatre should charge, and you answered hotly, according to the trade paper, 'Of course not. If it were, I could be strung up.'

"In fairness, Mr. Myers, is it not logical to say that if the industry is regulated by the government, and film rentals are regulated, as you are so anxious to have done, it would follow, as a corallary that the admission prices of a theatre would and should also be regulated? Would it not have been fairer for you to have told your audience that at least the government regulation of the industry might bring regulation of admission prices?

—The Allied Case—

(*Continued from page* 4)

gagement program.

In an effort to show Paramount's interest in "hand-picked" theatres, (a proposition strenuously denied in the Phillips' letter), Myers pointed out the situation in 1945 when in 92 cities with 100,000 population "at least 70 percent of the first run theatres were affiliated with film companies . . . and in the case of Paramount and some others, the men who headed the film companies are still on the job and the theatres are under the same management." Myers concluded by pointedly asking if it was not fair to assume "that in the vast majority of cases Paramount selects for these merchandising runs the first run theatres of the former affiliated (so-called 'divorced') circuits?"

Admitting that a trader has the inherent right to select his own customers in bona fida transaction, Myers reported that he sought to halt forced bidding among independent exhibitors, but that he was rebuffed or ignored by all the film companies. The Allied counsel said the companies claimed that under the consent decree, they were required "to offer and license pictures theatre by theatre without discrimination in favor of affiliated theatres, circuit theatres or others." Myers wished to strike out the word "others" from the provisions, he said, so that the true spirit of the decree would be spelled out. Since he was rebuffed, Myers asked, "Are we to assume from Paramount's unyielding attitude on that occasion, and its present determined to select its customers for merchandising runs, that the "theatre by theatre" clause exists merely as a cloak for enforcing competitive bidding upon independent exhibitors?"

In the case of "Desperate Hours," Myers pointed out that after the "carefully selected" merchandising run, a period of 71 days elapsed before it was available for general release, comparing the situation with Phillips' explanation that "clearance is not involved because a picture is withheld from general release only for a brief period." Countering the Para counsel's remark that his letter had no influence in the changes of merchandising policy with the Wyler film, Myers cited the possibility that the change came about because the film "fell flat on it face."

Hitting Paramount's regard for increased production costs and the need for specialized selling, Allied's counsel indicated that exhibition costs also have risen. He further stated that Paramount has been meeting its high negative costs by simply reducing its number of annual productions, a practice which has done the exhibitor no good but which has boosted the company's net earning from 1953's $6,780,000 to 1954's $9,003,000 to a three-quarters 1955 figure of $7,680,000.

Myers concluded by explaining that very clearly government control of film rentals did not in any way indicate government regulation of admission prices. Since the interstate regulatory function of the Congress is clearly defined, Myers found the closing section of Phillips' letter completely unjustified.



REGIONEWS

ALBANY

The week of Jan. 10 has been set for trial in U.S. Dist. Court of the anti-trust suit brought in 1951 by St. Lawrence Investors against Schine Chain Theas. and other Schine defendants, as well as the eight major distributors. The case involved James Papayanakos' American in Canton and Schine's Pontiac and Strand in Ogdensburg. . . . A professional basketball game featuring the Harlem Magicians and a championship boxing bout are planned by Variety's athletic committee for next Feb. and Aug., the beneficiary to be Camp Thacher. The Club's new rooms at the Sheraton Ten Eyck are now open weekdays for luncheon and dinner.

Hollywood Drive-In at Averill Park went to week-end operation after installation of car electric heaters. . . . Jack Hamilton, Berlo Vending branch mgr., resigned as property master of the Variety Club due to pressure of business and was succeeded by Aaron Winig. . . . Walter Reade's Kingston theatres were among those plugging the sale of $3-value ticket books for $2.50.

ATLANTA

Fred Storey, pres. & gen. mgr. of Storey Theas., was named treas. of the Atlanta Chamber of Commerce. . . . Twilight Corp., W. Palm Beach, Fla., opened its $150,000 ozoner for Negro patronage with a 350-car capacity, large seating space and a "hurricane proof" screen tower, prefabricated by Unit Structures. . . . Ralph Berquist, Universal office mgr., was upped to sales rep. and Allen Rainwater became office mgr. . . A 500-car drive-in will be built by Archie Adams, Jr., mgr. of the Florida Theatre, Vero Beach, Fla. . . . Riley P. Davis, 50, sales rep. for Columbia, passed away. . . . Maurice and Sam Gaspin opened their Radio Station WDAR atop the concession booth of Patio Drive-In, Savannah, Ga.

Skeet Talley was appointed mgr. of Wales Drive-In at Lake Wales, to succeed mgr. Sturgess who transferred to Cocoa Drive-In, Cocoa, Fla. . . . Mgr. Joe Gatrell is featuring auction nights on Monday at the Colony Theatre, Winter Park, Fla., with SLOF broadcasting the sale of washers, TV sets, dryers, etc. at bargain prices. . . . J. G. Heard has again taken over the Star Theatre at Roanoke, Fla. . . . E. D. Martin, pres. of Martin Theas., was guest speaker at recent luncheon meeting of the Atlanta WOMPI's, whose Nov. project is support of the Georgia Assn. for Retarded Children. . . . . Roxy Theatre, St. Pete, Fla., is doing well with it's "Bargain Monday," which is a two-for-the-price-of-one deal.

Rockwood Amuse. sold its Strand at Hartselle, Ala. to Hubert Mitchell, theatre owner there. . . . Mrs. Frank Brierley closed her Charles Theatre, Maryville, Tenn. because of poor business. . . . Latest CinemaScope installation in the Florida Keys was at the Ceder Theatre, Ceder City. . . . A plastic screen was installed at Starlite Drive-In, Winter Park, Fla., managed by Howard Spears. . . . Mobile, Ala. amusement tax collections for the fiscal year ending Sept. 30 was $13,614.84 less than last year. . . . Harry Blotto, mgr. of the Palace Theatre, Bradenton, Fla., was appointed head of the polio fund drive for the sixth successive year.

Alabaster, Ala. will soon have a new theatre. . . . Ralph Mann resigned as mgr. of the Monroe Theatre, Monroeville, Ala., to go with the Baldwin Times, Bay Minette, Ala. as asst. mgr. W. S. Shelton, formerly with Floyd Theas., is new projectionist at the Jefferson Theatre, Monticello, Fla. . . . Albert Weis, gen. mgr. of Weis Theas. in Savannah, Ga., named his new son after his showman father, Fred G. Weis. . . . M. C. Moore reopened his Coosa Theatre, Gadsden, Ala., with a new look. . . . R. M. McClure, son of 20th-Fox's office mgr., was married to Dorothy Beard of Sycamore.

BOSTON

Joseph E. Levine, pres. of Embassy Picts., who has world-wide distribution of "Wiretapper," arranged to have world premiere in the Los Angeles area, where it opened Dec. 7 in 35 theatres. . . . Robert Whitten, operator of the Opera House, Millbridge, Me., shuttered it and will devote full time to operation of the Ben Franklin Store there. . . . Pomes brothers of Jamestown, R.I. have permanently closed the Jamestown Theatre. . . . Moe Silver, Stanley-Warner director and zone mgr. in Pittsburgh, addressed local film leaders at a luncheon here to coordinate the Christmas Salute drive for Will Rogers Memorial Hospital. Silver was the guest of Loew's div. mgr. Charles E. Kurtzman, who is area exhibitor chairman, and Paramount mgr. Gasper Urban, distributor chairman.

Martin J. Mullin, pres. of New Eng. Theas., was reelected pres. of Allied of New Eng., and Frank C. Lydon, exec. secy. Elected v.p.'s were Samuel Pinanski, Charles E. Kurtzman, Benjamin Domingo, Harry Feinstein and Edward S. Canter; Stanley Sumner, treas., and John J. Ford, board chairman. . . . Plans for the launching of Walt Disney's "Song of the South" were announced at a "Zip-A-Deedoo-Dah" luncheon hosted by Buena Vista. It will be re-released in New Eng. prior to national release. . . . The Third District of IATSE is tendering a testimonal dinner to William Scanlan, for 30 years New Eng. representative, at the Hotel Bradford. Hy Fine, New Eng. Theas. dist. mgr., will be toastmaster; John J. Miller and Walter F. Diehl, co-chairmen.

Richard Smith, v.p. of Smith Mgmt. Co., concluded the 1956 screen advertising contracts for his drive-ins with Alexander Film Co. and United Film Service. . . . Affiliated Theas. is handling buying and booking for the University Theatre, Cambridge. There will be no policy change. . . . Samuel Pinanski was reelected pres. of the Hebrew Free Loan Society, which was founded by his father. . . . Edward X. Callahan, former dist. mgr. for 20th-Fox, is recovering from a heart attack at Newton-Wellesley Hospital.

BUFFALO

George MacPherson arrived in Jamestown from Wheeling, W. Va. to take over management of the Dipson Palace, succeeding Jerry Germaine, who was appointed mgr. of Dipson's Capitol in Steubenville, O. Carl Degenhart transferred from the Olean in Olean to take over management of the Abbott Theatre in S. Buffalo. Dipson reopened the Bradford in Bradford, Pa. and appointed Timothy Valanos as mgr. . . . Buffalo theatres got a pleasant surprise the day after the big storm when the Evening News cancelled all ad bills because circulation had been incomplete.

The 450-seat downtown Cinema, which has been showing art films, gets "Guys and Dolls" on Dec. 22, with prices scaled at $1.80 for evening performances. . . . Carl E. Bell, mgr. of the Buffalo Perkins Theatre Supply office, has purchased the branch from Perkins Electric Co., Ltd. . . . Peter Bifarella, owner of the Joyland Theatre in Springville, and the Mrs. celebrated their golden anniversary with a reception for some 300 guests at the Leland House. . . . Whitington and Bellefonte have reopened



Columbia's CinemaScope version of the hit play "Picnic" had a gala sneak preview at Loew's 72nd Street in N.Y. before an invited audience of industry leaders and press. Among those present were (l. to r.): Lou Astor, Columbia sales executive; Lou Segal, Ted Schlanger, Ted Minsky and Harry Goldberg of the Stanley-Warner theatres.

BUFFALO (cont'd.)

the World Theatre in Rochester. . . . The Playhouse in Clyde, N.Y. was sold to C. Belcher.

The three-alarm fire that raged out of control during height of the blizzard caused about $125,000 damage to the Varsity Theatre building but not a seat in the house was damaged because of a fire wall which separates it from the lobby. . . . Clare L. Ricket was elected pres. of Kenmore Theas. to succeed the late Henry J. Ebling. . . . Elmer F. Lux, Council pres. and Variety Club chief barker, was designated to select a committee to plan for celebration of Buffalo's 125th anniversary in 1957.

CHARLOTTE

Meiselman Circuit has plans for an up-to-date motion picture theatre to be built at Fayetteville, N.C. . . . A proposal to allow Sunday movies at Randleman, N.C. was withdrawn without action by the City Council at request of C. C. Price, who resumed operation of the Rand Theatre there. . . . Annual convention of Theatre Owners of N. & S. Carolina will be held Jan. 29-31 at the Hotel Charlotte. . . . A. A. Alston, Burlington, N.C. theatre mgr., served as head of the commercial division of the 1955 United Fund-Red Cross campaign. . . . Patsy Griffith of the Paramount Exchange is sporting a sparkler.

CHICAGO

Final settlement of the Essaness $20 million suit against film companies and B&K delayed by inventory taking of two Oak Park theatres involved in out-of-court agreement. . . . First loop price reduction, from $1.25 to 98¢, staged by Oriental for matinee showings of "Tender Trap." . . . Jack Garber, 14 years with B&K publicity dept., will join Allied Artists' publicity staff in Hollywood Jan. 1. . . . Ted Schlosser named mgr. of Indiana Theatre, Indiana Harbor, Ind.; Lee Affback named mgr. of York Theatre, Elmhurst, Ill. . . . In an arrangement with Quaker Oats Co., Chicago, M-G-M will put two movie tickets in each of 80 million cereal boxes during the next three months, entitling children up to 12, when accompanied by a paying adult, free admission to "Forever Darling" and "Forbidden Planet."



Ruth Mitchell, sister of the famed Billy Mitchell, stops off in Boston on her 17-city tour in connection with U.S. Pictures production for Warner, "The Court-Martial of Billy Mitchell." She is shown here discussing pressbook with Warner branch mgr. Bill Kumins (left) and New England dist. mgr. Ralph Iannuzi.



To introduce the title tune from the Holt-Rosen film, "Texas Lady," RKO held a screening and cocktail party for leading disc jockeys, with Les Paul and Mary Ford, who perform the song in the Superscope-Technicolor production, serving as hosts. L. to R.: Gray Gordon, v.p. of Deerhaven Music Corp.; Les Paul & Mary Ford, and Perry Lieber, RKO ad-pub chief.

B&K loop theatres are featuring "Take A Break" trailers to push concession sales. . . . Dino Tubekis, Alliance div. mgr. who was called to Greece because of the serious illness of his mother, found her in improved health and is expected back shortly. . . . Jack Kirsch, Allied prexy; Van Nomikos and James Gregory of Alliance; Mr. & Mrs. John Manta of Manta Theas., and Manny Smerling of Confection Cabinet, attended the March of Dimes testimonial dinner to Spyros Skouras in N.Y. . . . George H. Meissner and Joseph E. Russell, veteran members of Chicago Operators Union, passed away, also Joseph F. Lawler, former drama and film editor for Chicago Daily News who became publicist for Universal Studios, in Burbank, Calif.

Managers from Universal exchanges in Milwaukee, Minneapolis, Indianapolis and Chicago will meet at the Sheraton Blackstone Dec. 19-20 for product conferences. . . . Permit for an ozoner at 78th & Harlem Ave., outside city limits, approved by County Board Committee, must receive full Board approval before acting on permit. . . . Great States div. of B&K doing well with its Good Will holiday package of Xmas cards, which includes two tickets of admission to theatres of the circuit. . . . Theatres in the area collected $60,915.81 for the Variety Club charity, LaRabida Sanatorium. Ladies of Variety contributed $2,500 from their activities. . . . Home Theatre, Rantoul, Ill., was destroyed by fire. . . . B&K's Regal Theatre on the southside is trying out stage shows again.

M. P. Technicians Local 780 will hold its 12th annual dinner-dance at the Morrison Hotel on Jan. 28, reports business agent Arthur Beeman. . . . Nov. theatre admission tax was $94,023, a drop of $2,324 from last Nov. . . . Abbott Theatre Supply reports installations of RCA Dynalite screens in the Carnegie, Four Hundred and Indiana theatres in Chicago. . . . Reported that the management of Tampico Theatre, which features Mexican films, is negotiating for the Plaza on West North Ave. . . . Max Roth, mgr., Henri Elman Ents., is in Michael Reese Hospital for treatment; theatre mgr. Fred Mindlin in Wesley Memorial for checkup. . . . Men's and Women's Variety Club will hold a New Year's Eve party at the clubrooms in the Congress Hotel, for members and wives only, at a cost of $6 per person, and a Christmas party for their youngster Saturday afternoon, Dec. 17.

CINCINNATI

RKO's "Glory," much of which was filmed in Kentucky, will have its world premiere in Lexington on Jan. 11 and area saturation bookings after. . . . Charles Scott closed his Alps Drive-In, Vevay, Ind., and reopened his small Hoosier Theatre there for weekend showings. . . . Floyd Morrow, who books and buys for the Starway Drive-In, Frankfort, Ky., will handle the New Drive-In at Dry Ridge, Ky., being built by Ralph Taylor, and the Fleming at Flemingsburg, Ky. for Lee Ledford and W. L. Walton. . . . William A. Keyes, 76, Dayton's "Mr. Theatre," passed away after a short illness. He operated the Victory Theatre in Dayton, the Moraine Hotel, and was a former chief barker of Dayton Variety Club.

Keesling-Newbold took over operation of the Colonial, Bluefield, W. Va., and Skyway Drive-In, Bluefield, from Max Katz on a long-term lease. Matz will confine his activities to his Matz Hotel there. . . . Tom Hill installed in-car heaters in his Florence Drive-In, Florence, Ky., to allow year-round operation. . . . Sophia Theatre, Sophia, W. Va., was recently reopened by L. C. Stone. . . . Price Coomer took over operation of the Opera House in Lexington, Ky., and W. T. Elsworth is now operating the Belle at Belle, W. Va. . . . Sam Weiss, Columbus sales rep. for 20th-Fox, and his wife Fay, former pres. of the Variety Ladies' Auxiliary, suffered bruises and minor injuries when they were hit by a car recently.

Variety Tent No. 3 moved to the Metropole Hotel and took along the Dan Aeito mural which adorned the wall of its quarters at the Netherland Plaza. Chief Barker Robert C. McNabb and Mrs. Herman (Pearl) Hunt, pres. of the Ladies' Auxiliary, posed with Aeito for one of the local newspapers during the mural moving. . . . Rube Shor, pres. of S&S Amuse., is scheduled to take over operation of the Greenbrier Theatre, Charleston, W. Va., from J. C. Shanklin on Feb. 1. . . . G. C. "Spots" Porter, exhibitor of Beckley, W. Va., is taking over the Lyric there on Feb. 1 from Carl Meadows. . . . The local Colosseum of M.P. salesmen elected Al Kolkmeyer, pres.; Ross Williams, v.p., and Art Admas, secy.

CLEVELAND

Virgil Grindstaff sold his interest in the Leatherwood Drive-In at Barnesville, which will now be operated under name of Leatherwood Drive-In Theatre Corp. Grindstaff's partner, Barnard Satchett, will remain in the new company with other new members, who are from Cambridge, O. . . . Milt Mooney of Cooperative Theas. left for a three-month vacation in Europe, to include a Mediterranean Cruise, and will return the 1st of Feb. . . . Loew's Keith Theatre at 105th & Euclid is closed for remodeling.

Richard Kline, mgr. of the Lorain Drive-In, was fined $500 and costs when he pleaded guilty to a charge of showing a film which tends to corrupt morals. . . . Warner booker Ellis Lewin will marry Joan Levine of Cleveland on Dec. 18. . . . The Warner staff will hold its annual Christmas Party Dec. 19

CLEVELAND (cont'd.)

at the Robin Hood Inn. . . . Outgoing chief barker Jack Silverthorne was honored at Variety recent installation dinner in the Vogue Room of the Statler and new chief barker Marshall Fine was installed along with his co-officers.

DES MOINES

Board of Directors of Winfield Community Center voted to purchase the Winfield Theatre building and adjacent lot from the Pratt interests of Washington, Ia. E. J. Kramer, mgr. of the Winfield, will continue to show movies in the building. Plans for extensive remodeling and alteration of the basement and main floor are being made by the building committee to be used for other recreational facilities. . . . A tie-in promotion with the Perry Theatre, Minburn Businessmen and Minburn Booster has been launched. The Booster will print a name in each issue entitling that person to a pass for show listed in the ad. Names of subscribers to the newspaper will be used and pass must be called for at the business place which lists the name.

Mr. & Mrs. Walt Lechtenberg leased the Calmar Theatre in Calmar from Mrs. Myrtle Svendsen and reopened the house. . . . Rudolph G. Faulds, 63, co-owner of the Des Moines Theatre Supply passed away after a lengthy illness. . . . Coed Theatre in Fairfield was host to children for a movie at which admission was a toy, in conjunction with the Junior Chamber of Commerce Christmas toy project. . . . Sibley merchants plan Christmas entertainment for children of the community—with free movies on four consecutive Saturdays during Dec.

Clifford Shearon reopened the Norkka Theatre in Akron after remodeling and installing a new wide screen and CinemaScope equipment. . . . Mrs. Earl Stanton sold the theatre and equipment in Nora Springs leaving the town without a motion picture theatre for the first time in 17 years. Equipment was moved to Mercer, Mo. where it was purchased by the American Legion Post. . . . Mgr. Rollin K. Stonebrook announced that evening shows at the Arrow Theatre in Cherokee will begin at 7:30 p.m., so that patrons may get home early during the winter months! . . . Danny Kaye was in Des Moines for a personal appearance at the sneak preview of "The Court Jester," after which a reception was held at Hotel Savery. The Leo Wolcotts of Eldora were among the out-of-town theatre owners present.



Arriving for the American premiere of the UMPO release, "Les Diaboliques," at the Fine Arts Theatre in N.Y., are (l. to r.): Joseph Maternati, director of the new French Cinema Center; Mrs. Lillian Gerard, Paris Theatre v.p., and Philip Gerard, Universal's eastern publicity mgr.

DETROIT

Local first-runs are moving into a new extended run era, with the United Artists Theatre now closed for installation of Todd-AO equipment for opening of "Oklahoma" in time for the holiday clientele. At the same time, the Adams Theatre is showing "Guys and Dolls," with a commitment up to March, leaving only the United Detroit houses and the Fox available for other first-runs. . . . Mickey Zide, booker for Columbia before joining the Coast Guard over three years ago, is joining his dad's Allied Film Exchange here.

William Swistak moved from the downtown National Theatre to the Ecorse Drive-In, succeeding William Martin, who went to the Holiday Drive-In when that new theatre opened for a "dry run" recently. . . . The Roosevelt Theatre was closed by Wisper & Wetsman and reports indicate it may be converted to other uses. . . . Bill Clark realigned his Clark Theatre Service staff when John Himmelein left to take a post elsewhere. . . . Ted Levy, local mgr. for Buena Vista, enlarged his office staff by adding two distaff members to keep up with the volume of business on current Walt Disney product.

Albert Dezel has confirmed that he will start legal action against Filmakers, to seek delivery of "The Bold and The Brave" for the Detroit and Chicago territories. Dezel has been franchise distributor for Filmakers for several years. . . . The Rialto Theatre in the downriver suburb of Wyandotte, formerly operated by Down River Theas., is being reopened by a religious group with a policy of strictly religious films on a no-admission basis. Voluntary offerings are expected to support the house.

The movie short, "24 Hour Alert," produced for Warner by Cedric Francis, was accorded a full-scale world premiere in Detroit with everybody from the Mayor to the head of Selfridge Field Air Force Base on hand. It tells the story of a small town up in arms over the noise of Air Force jets and how its Mayor and citizens became informed about what the jets were doing for their protection. . . . Sol Krim, who runs the Krim Theatre in Highland Park, flew to Palm Springs for a short vacation.

HOUSTON

The new Willowin Ents., headed by Wm. O'Donnell, took over management of the Broadway and Yale theatres in Houston, formerly under Interstate. O'Donnell is also head of Cinema Art Theas., which will operate the Texas in San Antonio and Bowie in Ft. Worth. Terrence Hudgins will book for the two companies, which headquarter in the Melba Theatre bldg., Dallas. . . . Sam Seidelman expects to open offices in San Antonio for Mexifilm Co. after setting up Calif. distribution offices in Los Angeles. . . . Post Oak Drive-In, Houston, has been featuring live entertainment from Ed Staib and his Miracle Horse, along with films, at no extra cost. . . . Interstate doing well with its annual books of tickets, reports John Arnold.



William J. Trambukis, mgr. of Loew's State in Providence, R. I., presents a trophy to Bobby Ussery, winning jockey of the "Queen Bee Race" held at Narragansett in conjunction with Columbia's picture, "Queen Bee." At right is Bill Brown, Columbia publicist.

Texan Theatre at Athens, managed by Sherman L. Hart, was remodeled and has new paint job in lobbies and exterior, also new curtains and carpets. . . . Owner Paul Garza blames TV for closing of 250-seat Teatro Obrero in San Antonio after 29 years in operation. . . . Fiesta Drive-In at Mathis is being remodeled and enlarged. Owner Zamora plans to have vaudeville shows on midweek dates during the winter. . . . McArthur Drive-In at Orange, managed by W. L. Rooks, was remodeled in six days, including installation of a 50x100' aluminum screen. . . . Variety Club's Paul Boesch built himself a new home in Houston—and a 2-story doghouse for his three dogs! . . . New booker at local Columbia Exchange is Ronnie Montgomery.

Houston Popcorn's Augie Schmitt reported to be insuring his golden-ear-of-corn award for $5,000. . . . North Main Theatre operator Jimmy Duncan has his record "I Asked The Lord" out on Cue label. . . . Harold Schwartz, head of Tower Picts., Dallas, and Martin Villapadierna, San Antonio projectionist, passed away. . . . Mrs. Ruby Gibson, Navaway Theatre, was elected to the newly created office of v.p. for Houston Ind. Theatre Assn. . . . King Center Drive-In's Karl Stroud proud father of a new son. . . . Audrey Cox, Palace, Lamesa, is home from the hospital following a heart attack. . . . Wm. H. Butler, mgr. of Alamo Drive-In, San Antonio, came out of an auto accident with a broken leg. . . . Jerry Kirby, Bluebonnet Express, back at work after a severe case of mumps.

Wm. Locklin, Jr. is pres. of Locklin Pictures, Inc., a new producing company in Dallas organized to make low budget films for theatre and eventual TV release. All initial filming is to be done in Texas and the firm intends to produce the equivalent of $40,000 pictures for less than $25,000. Locklin is also treas. and other officers include Atty. Thos. J. Cook, v.p.; pub. relations counselor Marvin J. Wiss, secy.; insurance exec. Lawrence Shannon Cook, asst. treas. . . . Captain Theatre's Bill Stone elected on committee to represent Pasadena, Tex. in the Pasadena, Calif. Rose Bowl parade in Jan. . . . Variety Tent No. 17, Dallas, named Roy Kanter delegate to the national convention, with Johnny Hicks and Richard C. White as alternates.

INDIANAPOLIS

Keith's Theatre, operated by Greater Ind. Amuse. Co., has closed. According to gen. mgr. Dale M. McFarland, Todd-AO projection and sound equipment may be installed to permit showing of "Oklahoma," or the theatre may reopen spring of 1956 with first-run movies and occasional stage attractions. . . . Donations are still coming in as result of the Telethon sponsored by Variety for the Cerebral Palsy Clinic, of which Marc Wolf of Y&W Mgmt. was gen. mgr. Total sum expected is between $125,000 and $150,000. . . . Columbia is holding its annual Christmas party at the Variety Club on Dec. 13. . . . Variety Club will hold a holiday party and dance, with midnight buffet supper, on Dec. 29.

KANSAS CITY

The Vogue, a K.C. art theatre, set up an art exhibit in the lobby, called the Little Gallery. Exhibit is changed monthly. . . . New equipment was installed in Mid-Central's Junction Theatre, Jefferson City, Mo.; Mr. & Mrs. Chas. Brooks' Ritz at Marshfield, Mo.; Lyric, Salisbury, Mo.; Gem, Baldwin, Kans.; Avon Gregg's Kelly at Wakeeny, Kans. . . . Despite concern over censorship in Kans., "The Moon is Blue" is on at theatres in K.C., Parsons, Garden City, Junction City and Wichita. . . . Art films have been introduced in Columbia, Mo., home of the state university, by Commonwealth at the Uptown, managed by J. French.

New mgr. of Ritz at Stafford, Kans. is Emory Dawson; at Durwood's State in Jefferson City is Ben McKinley. . . . Ralph Gregory, IFE sales rep. here, had a heart attack and passed away. Gregory began his career as booker for Warner's in 1941 and joined IFE in 1955. . . . Jewell Theatre at Poplar Bluff, Mo. reopened. . . . University of K.C.'s foreign language clubs are sponsoring series of foreign films at Haag Hall on the campus. . . . Harold Lyon, Paramount mgr. in K.C., offered tickets to next week's show to patrons who did not agree that "Sincerely Yours" was fine entertainment.

LOS ANGELES

Recently elected 1956 officers of the Las Vegas, Nev. Variety Club, Tent No. 39, are Fred Solby, chief barker; Harry Farnow, 1st asst.; Eugene K. Murphy, 2nd asst.; Harry A. White, property master; Robert O. Cannon, dough guy. . . . C. K. Cargile, mgr.-owner with the Harry L. Nace circuit, reopened the Sands Drive-In near Mesa, Ariz., complete with a new tower. Shortly after the ozoner opened for the first time, a freak storm flattened the screen structure. . . . Joe Kogan, who formerly managed the Stanley Wiltern Theatre, joined Dietrich-Feldstein as publicist-exploiteer. . . . Freddie Dee of the Carlton Theatre was in the hospital for a checkup.



His Holiness Pope Pius XII granted a private audience to Republic president Herbert J. Yates, Mrs. Yates and her mother during their recent visit to Rome while on an overseas trip.

Howard "Hoot" Clark, was upped from head booker to office mgr. at RKO, succeeding Lloyd McCullough, who resigned. Booker Harry Novak succeeds Clark. . . . After completing the formation of Fred Stein Ents., specializing in distribution of exploitation subjects, Stein resigned as v.p. of the Metropolitan circuit, headed by Sherrill C. Corwin. . . . Film Row Club's Christmas dance was held Dec. 10 at the new Sunset Room of the Ambassador, with Milt Frankel as chairman of the event. . . . Formerly an exhibitor in Carpenteria, Jay Berger is now managing the Sierra and Towne theatres in San Fernando for Earl Collins and associates.

Watch These Dates!

1956

Jan. 22: Los Angeles—Screen Producers Guild Milestone Award Banquet, honoring Cecil B. DeMille—Beverly Hilton Hotel.

Jan. 29-31: Charlotte—Theatre Owners of N. & S. Carolina annual convention—Hotel Charlotte.

Feb. 7-9: Oklahoma City—United Theatre Owners of Oklahoma convention—Skirvin Hotel.

Feb. 21-23: Cleveland—National Drive-In Convention—Hotel Cleveland.

March 6-7: Kansas City—Kansas-Missouri Theatre Association annual convention.

March 21: Hollywood — 28th Academy Awards presentation.

May 9-12: New York—Variety Clubs International convention—Waldorf-Astoria.

Sept. 19-25: New York—Theatre Owners of America convention — New York Coliseum.

MEMPHIS

United Theatre Corp. purchased a one-fourth interest in the Conway and Grand theatres, Conway, Ark, from Sid B. Robinson and will operate as Conway Theatre Corp. Clarence Hobbs succeeds Robinson as mgr. . . . The new ozoner at Eupora, Miss. is being readied for a Dec. 15 opening, and will be managed by Joe Wofford. . . . A smorgasbord luncheon and orchestra greeted industryites attending opening of the new Universal Exchange. Howco Exchange has taken over Universal's old quarters. . . . Arkansas Theatre at Mammoth Springs, Ark. closed for extensive repairs. . . . Kentucky Lake Drive-In, Benton, Ky., owned by R. L. Norman, changed to week-end operation.

Six stockholers of Rose Theatre, Inc. have asked the Pulaski, Ark. Chancery Court to dissolve the organization in answer to a $10,740 suit filed by stockholder W. E. Bailey, representing the sum he put into a Little Rock, Ark. drive-in project. . . . Marvin Goodrich of Goodrich, McLeod and Stewart, reopened the Medina Theatre at Medina, Tenn., which had been closed since last summer. . . . A $100,000 damage suit was filed against Malco Theatre, Memphis, by Mrs. Virginia Lee Bigham for alleged injuries sustained when a door toppled through an arc in front of the theatre and fell on her, requiring long hospitalization. . . . Mrs. Edith Evans, mgr. of the Malco Theatre, Newport, Ark., is chairman of the Jackson Tuberculosis Christmas Seal campaign.

MIAMI

Sam Rowland, mgr. of the Sheridan Theatre in Miami Beach was elected v.p. of the 41 Street Business Men's Assn. . . . Wometco employees are getting ready for a huge Xmas Party to be held Dec. 19 at WTVJ.—The event will be televised. Similar parties are planned for Wometco theatres in Tampa, Bunche Park, W. Palm Beach and Ft. Lauderdale. . . . Richard (Pop) Montgomery, doorman at the Center Theatre, is in Northshore Hospital. . . . Claughton announced appointment of Milton Franklyn as asst. mgr. at the Embassy and Harold Jacobs at the Trial, to replace Paul Hepner, who became mgr. of the Normandie.

MILWAUKEE

Tony LaPorte, operator of the Avalon Theatre here, cooperated with the Bayview Lion's Club in their "Light For Sight" fund raising campaign by allowing them to sell light bulbs in the theatre, putting two passes in each bag sold, and showing a slide during intermission of a blind man and his Leader Dog. . . . Colonial Theatre, managed by Ralph Barns for Theatre Service, featured a stage show on Dec. 9, run by Chuck Dunaway, disc jockey over WRIT, which included four other disc jockeys and other acts. . . . Theatres Candy Co. opened its new warehouse at 1220 E. Meinecke Ave. . . . Palace Theatre at Wisconsin Rapids, operated by Gran Ents., closed.

Standard Theas. took over operation of the Walworth Theatre at Walworth, Wis. . . . New mgr. at Unity's theatre in Sun Prairie is Charlie Nygard. . . . Starlite Outdoor Theatre here, operated by Ben Marcus, is the only ozoner still open. It has car heaters. . . . New mgr. at the Raulf Theatre in Oshkosh is George Andrews. . . . Angelo Provinzano of Pix theatres and pres. of Wisconsin Allied, was named exhibitor chairman for the March of Dimes campaign here. Wisconsin received excellent support from the National Foundation in its second worst polio epidemic this past season.

MINNEAPOLIS

Three theatres in the area have closed because of poor business. They are the Park at Pelican Rapids, Minn., Pic at Pickstown, S.D., and the Rialto at Chester, S.D. . . . John Jessen, Spread Eagle, Wis., succeeds Norman Enquist as mgr. of the Towne, Florence, Wis. . . . Ray S. Hanson is pushing preliminary work on his drive-in near Fertile, Minn., with a spring opening planned. . . . Bill Baden is the new student booker at Allied Artists.

CinemaScope has been installed in the Met at Mellen, Wis., and the Royal at Northome, Minn. Latter house also installed new high intensity lamps. . . . Seven-year-old Harry Wren, son of Henry O. Wren, governing director of Celebrity Theatres circuit in Australia and New Zealand, died here following an exploratory operation for correction of a heart defect. Young Wren was brought to Mpls. from Sydney, Australia, by his parents.

NEW HAVEN

Donald McPhee has been upped from asst. to mgr. of L&G's Danbury Drive-In, replacing John O'Sullivan, who will supervise circuit theatres in R.I., Mass., and N.H. Harry Sullivan, mgr. of the circuit's East Windsor Drive-In, was shifted to a similar post at the Pix D-I, Bridgeport. . . . Fred McCarthy, who served as Conn. dist. mgr. for Stanley-Warner, was named asst. mgr. of the company's Strand, Hartford, replacing Robert Miller, resigned. . . . Maurice Greenberg, owner of the Parsons Theatre, Hartford, and his son Leonard, are backing plans for a $25,000,000 industrial park at suburban South Windsor.

Art Jennings, mgr. of the Manchester Drive-In, Bolton Notch, will serve as relief mgr. for the Menschell-Calvocoressci houses in Hartford this winter. . . . Chester Pickman, New Haven salesman for Paramount, and his bride, the former Francine Shane, returned from a honeymoon trip to Bermuda. . . . The Meadows, Hartford, only ozoner in the area to install in-car electric heaters, may operate through the winter. . . . Walter Kordek, Newington, Newington, is marking his third year of cooperation with the local Police Dept. in a traffic safety program.

NEW ORLEANS

E. V. Landaiche reopened the Bayview Drive-In, Biloxi, Miss., formerly operated by Charles Levy. . . . Joy Theatres are new owners of the Brad Drive-In at Plaquemine, Miss., formerly owned by Bill Cobb. . . . W. Long, owner of the Parkway Drive-In, Winnfield, La., is taking over the Winn Theatre there. . . . Tommy Thompson, Paramount sales rep., was inducted into the company's 100 percent Club by southern div. mgr. W. G. Bradley. . . . Frank Zeigler reopened the subsequent-run Laurel in New Orleans. . . . Mrs. Nathalie Odom, formerly with M-G-M and now booker at United Artists, is succeeded at Metro by Armand Perie, and Berton Rhodee moved up to third booker. . . . Giddens & Rester closed their suburban theatre at Crichton, Ala.

The WOMPI's annual Xmas Party for children from various homes will be held the morning of Dec. 17 at the Imperial Theatre, use of which was again donated by owner Rene Brunet. Scheduled for showing are "Heidi" and "White Rain" through courtesy of UA branch mgr. Alex Maillho. Mrs. Gene Barnett, pres. of WOMPI, was photographed with Cleo Moore and John Agar, who were in town for premiere of "Hold Back Tomorrow" and participated in parade to launch the Annual Tuberculosis Drive.

NEW YORK

Robert C. Rothafel, mng. dir. of the Roxy, introduced another "Roxy Service" for the convenience of patrons by setting aside 1,000 reserved seats in the mezzanine for those who wish advance assurance of excellet seating. Tickets may be purchased at the box office or by mail. A special Christmas and Ice Show, together with "The Rains of Ranchipur" will usher in the new policy. . . . Apollo Distributing Co. of Newark was named distributor for Zenith lines in the State of N.J.

Eugene Picker, v.p. in charge of Loew's N.Y. theatre operations, announced the following managerial shifts: Margaret Ernest, Loew's American to Loew's Sheridan; Inez Groething, Post Road to Loew's American; Ben Newman, Loew's Delancey to Loew's Commodore, replacing James Napoli, who goes to Loew's Coney Island; Allan Isaacs from Loew's Coney Is. to Loew's Olympia, with George Kirby taking over Loew's Delancey. Effie Engel, mgr. of Loew's Sheridan, is on a leave of absence.



Dana Wynter, star of 20th-Fox's "The View From Pompey's Head," on visit to Philadelphia meets Mayor Josph S. Clark (right) and William Goldman, prominent exhibitor and co-chairman of the recently concluded Audience Awards campaign.

OKLAHOMA CITY

Universal office mgr. and head booker Hugh McKee transferred to the Kansas City office as salesman in southern Missouri, and Dick Mays was upped to his post from booker. . . . Charles Smith, who has a buying and booking agency, will service L. A. Pense's Ritz Theatre in Jenks, Okla. . . . Regal Theatre in Tulsa has been dismantled and the building converted for use as a skating rink and auditorium for boxing and special attractions. . . . G. N. Walker installed CinemaScope in his OK Theatre, Newkirk, Okla.

Jess Jones closed his Ritz Theatre, Crescent, Okla., stating "it is for sale." . . . Variety Tent No. 22 elected its 1956 Board of Directors and the Ladies' Auxiliary elected Mrs. George Fisher as pres. . . . The K. Lee Williams Circuit closed all its drive-ins for the season. . . . Wesley Hodges, owner of the Bulldog Theatre, Weatherford, Okla., who was hospitalized with pneumonia, is reported to be well and about again.

PHILADELPHIA

The new Milgram Booking Service, located at 303 N. 13 St., added to its accounts the Grand Theatre in E. Stroudsburg, Twain in Mansfield, Rialto in Canton and Colonnade in Millersburg, Pa. . . . Victor H. Blanc, past chief barker of Variety Tent No. 13, was honored by the club, on his election to District Attorney, with a luncheon in the Grand Ballroom of the Bellevue-Stratford. . . . A $100,000 Otis escalator was placed in operation at Stanley-Warner's Stanton Theatre, climaxing a $175,000 improvement program which also included a new front and marquee, hi-fi CinemaScope projection and large screen. . . . Charles P. Haubert, owner of the Haubert Theatre Newfoundland, and the Milford in Milford, Pa., was elected Associate Justice of the Court of Common Pleas of Pike County.

Recently shuttered: Wm. Greenfield's Riviera in Manayunk; Hiway Theatre in Myerstown; Palace in McClure; Middleburg in Middleburg, Pa., and the Avenue in Delmar, Del. . . . Arnold Vanderwalk is new owner of the Auditorium Theatre in Manheim, Pa. . . . Alec Alexander's Luzerne Theatre in Luzerne, and Charles Walker's Fox in Dickson City have reopened, also the Diamond Theatre in Wilkes-Barre. . . . Roy Sullender's National Theatre Service is buying and booking for the Stonybrook Drive-In at York and the Lincoln Drive-In, Thomasville, Pa., formerly handled by Allied MPT Service. . . Allied is now handling Andrew J. Dzurkovich and Edward L. Foley's Laurel Theatre in Laureldale, Pa., also James A. Carey's Elmwood in York.

A suit for injunctive relief and an unspecified amount in damages was started by Raymond Schwartz against the major distributors on behalf of his Walton Theatre. . . . J. Engle is booking and buying once again for the Strand and Temple in Berwick, Family in Glen Lyon, Plains in Plains, Center in Shickshinny, and the Family Drive-In, Bloomsburg, Pa. . . . Ind. Theatre Service is booking and buying for the Diamond in Selbyville, Del. . . . J. W. Richley, builder and operator of the York Theatre in York, Pa., and David Silberman of the Town in Wrightsville passed away.

PITTSBURGH

Bert Freese, from Syracuse, has joined Abe Weiner's Allied Artists staff as salesman for the Main Line territory. . . . Veteran theatre man, Sam Gould, most recently dist. mgr. for Granlee Circuit, resigned to go into the automobile business. . . . Frank A. Orban, Jr., the theatre owner, was re-elected District Attorney of Somerset County. . . . Harry Kodinsky was named delegate to the Variety International convention in N.Y. next May, with Bill Finkel, Norman Mervis and Ben Steerman as alternates. . . . Variety Club officers for 1956 are: Ray Scott, chief barker; secy.; Ernest Stern, treas. . . . Connie Valenti joined the 20th-Fox booking dept. . . . Mona Katz of the M-G-M exchange announced her engagement to Alan Hirsh.

ST. LOUIS

Fred MacMurray and his wife, June Haver, will be here Jan. 17 for opening of Allied Artists "Gunpoint" at the Fox Theatre. . . . Leon Jarodsky of Paris, Ill., pioneer exhibitor here, denied a rumor that he planned to retire and turn over manage-

(*Continued on page* 43)

Independent Trade Reviews

"PICNIC"



L to R: Betty Field, Cliff Robertson, Verna Felton, Kim Novak, William Holden, Rosalind Russell, Arthur O'Connell, Susan Strasberg in Columbia's "Picnic," CinemaScope-Technicolor.

(Columbia) CinemaScope-Technicolor 115 Min.

Cast: William Holden, Kim Novak, Rosalind Russell, Betty Field, Susan Strasberg, Cliff Robertson, Arthur O'Connell, Verna Felton, Reta Shaw, Nick Adams.

Credits: Produced by Fred Kohlmar; Directed by Joshua Logan; Screenplay by Daniel Taradash; Based on William Inge's stage play, "Picnic."

This is a Kansas picnic that has everything—laughs, romance, beauty, excitement—and best of all, a handsome stranger to throw the party into an uproar. In fact, this magnificent, no expense-spared comedy-drama from Columbia is one of the finest treats of this or any other year, superbly-executed in every department, and has virtually unlimited box-office potential.

The exhibitor can expect tremendous word-of-mouth to bolster a strong marquee. No less than seven actors turn in finely-etched, memorable characterizations, at least two of which—Holden's and Rosalind Russell's—are sure-fire Oscar contenders (there will surely be nominations for screenplay, direction, photography, and editing as well). The moody, evocative CinemaScope-Technicolor photography, guided by James Wong Howe, is the equal of any seen this year, in any shape, size or color. The story, as adapted by Daniel Taradash, ranges from violent drama to hilarious humor, always over a mounting undercurrent of eroticism—handled, incidentally, in a highly mature manner. And direction by Joshua Logan is supremely fresh, investing every moment with tremendous energy and vitality.

The story is unusual, at once ludicrous and deadly serious. Holden plays a young drifter, virile, always flaunting his muscles, unconsciously funny. Still full of big ideas, he's been tossed out of college years before (after attending courtesy of his football prowess). Now he's reformed, and hops a freight into a sleepy Kansas town to convince the wealthy father of a college chum that he ought to have a job and settle down. At first everything goes well. Holden is invited to join his friend, his girl's family and some other townspeople (including a spinster schoolteacher and her date) on a picnic which is as gay, festive, and romantic an affair as has been celebrated on any screen. Cross-cutting scenes of traditional Americana (the three-legged race, watermelon eating, balloon inflation, and various tests of strength and athletic skill) with scenes of yowling babies, had the preview audience at Loew's 72nd St., N.Y.C., busting with laughter.

But during that day and night Holden has a shattering impact on the little family. Mother Betty Field suspects him instinctively and wants only a rich marriage for her beautiful, not-bright daughter, Kim Novak, who is being courted by the rich boy. Despite himself (there's really nothing he can do about it), the muscleman is drawn irresistibly towards the girl, and after a moment of tenderness, they are in love. Furious at the betrayal, the school friend has Holden run out of town by the police, onto the top of a freight train from whence he came. But this time the girl—over the objections of her mother—will follow him.

Both Holden and Rosalind Russell, get the roles of their careers. He displays not only superb comedy techniques, but also physical strength and grace that will delight many. And Miss Russell is brilliant as the spinster schoolteacher, concealing buried levels of hate, envy and passion under a superficial "old maid" facade, and she lays bare her soul in one of the most memorable scenes ever captured on film. Not far behind in the quality of their performances are Kim Novak, Betty Field, newcomers Susan Strasberg, Cliff Robertson and Arthur O'Connell, and Verna Felton. Given a solid push by studio and exhibitors alike, this superb picnic can't miss.

"The Court-Martial of Billy Mitchell"

(Warner Bros.) CinemaScope-WarnerColor 100 Min.

Cast: Gary Cooper, Charles Bickford, Ralph Bellamy, Rod Steiger, Elizabeth Montgomery, Fred Clark, James Daly, Jack Lord, Peter Graves, Darrin McGavin.

Credits: A United States Picture Production; Produced by Milton Sperling; Directed by Otto Preminger; Story and screenplay by Sperling and Emmet Lavery.

This CinemaScope-WarnerColor drama is made of unusual and exploitable material that should provoke considerable discussion, and, helped by the appeal of star Gary Cooper, could stimulate box office receipts handsomely. The film tells the true (and amazing) story of Billy Mitchell, the rebel Air Service general who in the early 20's, while fighting for better treatment of the Air program and its personnel (needless accidents were common, and our combat air force numbered a mere nine planes), predicted with uncanny accuracy the growing importance of air power, intercontinental nonstop flights, the strategy of the Pearl Harbor attack, and even the nature of the enemy. His story is told in a straight-forward, orthodox manner from a rather undistinguished script, but the story of this exceptional man has enough latent power to overcome these faults. The absence of a love interest should be noted. There are many scenes of action in the air, including a test bombing of a warship, but the best scenes are at the court-martial itself. Glimpses of famous figures like Pershing, Coolidge, MacArthur, Rickenbacker and LaGuardia and their reactions to Mitchell's predictions constitute an important attraction of the film. And Rod Steiger and Ralph Bellamy, as prosecuting and defense attorneys, add considerably to the film's power.

In the early Twenties, torn between duty to the Army or to his country, Mitchell is faced with a great decision. Already busted from general to colonel for disobeying orders while trying to prove the importance of air power, he is shaken by a series of air force accidents. When a final senseless tragedy kills a young friend, Mitchell determines to get public attention focused on the problem. He holds a press conference calling the administration of the Army "treasonable," thereby inviting court-martial and publicity. Defended by a friendly Congressman (Bellamy), Mitchell gets his case into the record, but when faced with a clever prosecutor (Steiger) is made to seem disobedient, a crackpot dreamer, and a personally ambitious man. Convicted by the court-martial and suspended from service for 5 years, Mitchell is saluted by his former comrades as he returns to civilian life.

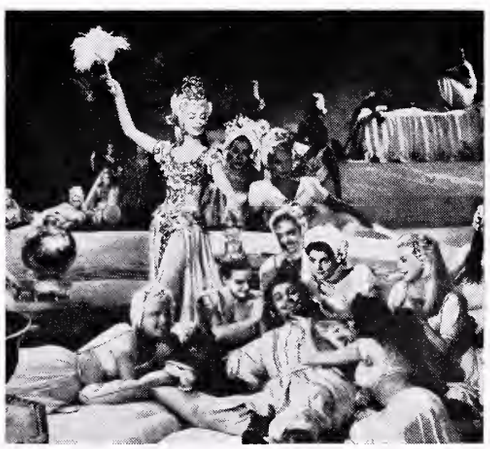
"Kismet"

(M-G-M) CinemaScope-Eastman Color 113 Min.

Cast: Howard Keel, Ann Blyth, Dolores Gray, Vic Damone, Monte Woolley, Sebastian Cabot, Jay C. Flippen, Mike Mazurski, Jack Elam, Ted de Corsia.

Credits: Produced by Arthur Freed; Directed by Vincente Minelli; Screenplay by Charles Lederer and Luther Davis; Adapted from their musical play, "Kismet."

Beautiful melodies, splashing color and





Top: Dolores Gray, Howard Keel in M-G-M's "Kismet," CinemaScope-Eastman Color.

Bottom: Ralph Bellamy, Gary Cooper in Warner Bros.' "The Court-Martial of Billy Mitchell," CinemaScope-WarnerColor.

Oriental dancing and backgrounds (including some picturesque harem scenes) are the order of the day in M-G-M's latest lavish musical entry. "Kismet." Photographed in Eastman Color and CinemaScope, this story of old Baghdad was adapted from the successful stage play and stars Howard Keel, Dolores Gray, Ann Blyth and Vic Damone. The slight story tells about a poor beggar Poet (Keel), who can't make a living selling verses, and then in a few riotous days wins fame and fortune as a supposed magician. Meanwhile, his daughter (Miss Blyth) is chosen as the wife of the Caliph (Damone). The music, adapted from compositions by the Russian composer Borodin, is as lovely as ever—although some undistinguished tunes (which could have been cut) detract from the effect of the good ones. Many of the film's best songs have already been heard on records ("Stranger in Paradise," "Baubles, Bangles and Beads") and Damone and Miss Blythe sing the former tune engagingly. Dolores Gray, as the saucy, unhappy wife of a Baghdad potentate who is intrigued by the devil-may-care Poet, gets many laughs with risque dialogoue.

Victim of mistaken identity, the poor but brainy Poet is ordered by a notorious brigand to remove a curse which has separated the criminal from his son. With 100 stolen gold pieces as a down-payment, the carefree Poet lives it up until he is captured by the evil Wazir with the money in his possession and sentenced to die. Then the brigand is accidentally reunited with his son (who turns out to be the Wazir himself) and the Wazir spares the Poet's life, thinking to advance his political career with the Poet's "power." The Poet's next assignment is to prevent the marriage between the Caliph (Damone) and a poor girl. The Poet does not know that the girl is his daughter (Ann Blyth). Quite by accident he does prevent the marriage, and is boosted even higher at the Court, but learning the truth, the Poet exposes the Wazir's treachery and brings the lovers together. He gets the deposed Wazir's Wife of Wives, Dolores Gray, in the bargain.

"The Spoilers"

(Univ.-Int'l.) Technicolor 84 Min.

Cast: Anne Baxter, Rory Calhoun, Jeff Chandler, Ray Danton, Barbara Britton, John McIntire, Carl Benton Reid, Wallace Ford.

Credits: Produced by Ross Hunter; Directed by Jesse Hibbs; Screen play by Oscar Brodney and Charles Hoffman; Based on a Rex Beach novel.

This Alaskan gold-town Technicolor action melodrama has one of the biggest, most colorful fights ever seen on the screen. With Anne Baxter, Rory Calhoun and Jeff Chandler on the marquee, "The Spoilers" can also rely heavily on its stars' drawing power. A remake of the popular John Wayne-Marlene Dietrich film of some 15 years ago from a Rex Beach novel, its brawling and colorful setting will lend itself neatly to exploitation. Anne Baxter's provocative costuming and throaty singing plus heaps of fist-and-gun action should balance out generally slow plotting and labored characterization. Most action erupts inside Miss Baxter's saloon, in Chandler's mine and on the muddiest Nome streets ever put on film. The closing minutes are devoted to a bloody hand-to-hand battle between Chandler and Calhoun that starts on the saloon's second floor, crashes its way over balconies, across tables, chairs and gambling boards, through doors and windows until its fury finally dies in the Alaskan mud.

New gold commissioner Calhoun promises fair treatment to the Nome miners, at the turn of the century, and makes a start by befriending popular chanteuse Anne Baxter. At first Calhoun and rich miner Chandler hit it off fine, but it develops that Calhoun is an ally of the town's fake federal judge and his supposed niece, Barbara Britton. Calhoun plans to steal Chandler's mine, money and girl friend as the miner's property is confiscated by the court for surveying purposes and his safe is stowed in the town bank. Discovering the thieves plot, Chandler tries to retrieve the safe from the bank vault, fails, and is thrown in jail. But the plot to kill him while escaping is foiled, and after the fight with Calhoun, regains his mine.

"The Square Jungle"

(Univ.-Int'l.) 86 Min.

Cast: Tony Curtis, Pat Crowley, Ernest Borgnine, Paul Kelly, Jim Backus, Leigh Snowden, John Day, Joe Vitale, David Janssen, Joe Louis.

Credits: Produced by Alfred Zugsmith; Directed by Jerry Hopper; Story and screen play by George Zuckerman.

Strengthened by some hard-hitting and fast-moving fight sequences in the ring, this prize-fight entry could stir up some excitement for not only can it be attractive to action fans and sport enthusiasts but it also contains a dramatic yarn that holds interest on high pretty much throughout the running time. While some of the situations may seem familiar still there are enough off-beat and different twists to take this out of the ordinary category. Curtis is surprisingly good in the fight sequences with newly-popular Borgnine and the balance of the cast doing well by their roles. Direction and production is expert and efficient.

Curtis, a grocery store clerk, lives with his father, Jim Backus, who has been drinking excessively since the death of his wife several years back. Curtis gets a spot on a local fight card to raise money and wins by a knockout. Entering the fight game seriously, he is finally matched with titleholder John Day and wins. He has an off-again, on-again romance with Pat Crowley, whose father disapproves of him. A return bout with Day sees the fight stopped by the referee with Day the winner. In a third match Curtis warns the referee to let the fight proceed until a knockout is scored. When Day is almost killed after a merciless beating, Curtis quits the ring and takes to drinking. Finally he shows up at a fight where the recovered Day gets the crowd to forgive Curtis.

"Texas Lady"

(RKO) Technicolor-Superscope 86 Min.

Cast: Claudette Colbert, Barry Sullivan, Greg Walcott, Ray Collins, Walter Sande, James Bell, Horace McMahon.

Credits: A Holt-Rosen Production; Produced by Nat Holt; Directed by Tim Whelan; Screen play by Horace McCoy.

"Texas Lady" comes to town as a spacious and colorful action film about the trials of a lady editor in the days when the Lone Star state was growing up. Photographed in Technicolor and Superscope, starring Claudette Colbert as the distaff journalist with Barry Sullivan as her gambler-swain, its appeal should reach female viewers and the more mature elements of the general audience who appreciate Miss Colbert's expert work. Some suspenseful moments are built around her fight against the grab-as-you-grow rule of some mighty big Texas land barons, high pointed by a tense duel, some colorful gambling scenes and the last ditch blockade of the town staged by the cattlemen. Promising too is the appearance of Greg Walcott who is somberly menacing in the Mitchum tradition. Despite a slow start and a leisurely pace, the better than average story should maintain audience interest.

Prudence Webb, played by Miss Colbert, goes west to take over an inherited newspaper after snatching $50,000 from gambler Sullivan getting even for a bad turn he did her father years before. Her Texas town is run by cattle barons who apply their own law through henchman Greg Walcott. Attracted to him, Miss Colbert soon learns he is a ruthless gunslinger. Following the lady westward, Sullivan quickly arouses the ire of Walcott who threatens to kill the gambler. Instead he is wounded and disgraced by the wily but honest Sullivan. Efforts continue to dislodge Miss Colbert from her editorship, but the tide turns with the death of Walcott at the hands of a victim's wife. The town, heartened, saves the newspaper from the tax collector and elects its own officers with Miss Colbert and Sullivan at the helm. The Texas Rangers thwart the land barons' blockade of the town, and Miss Colbert, Sullivan and all Texas rejoice.

"The Prisoner"

(Columbia) BRITISH 91 Min.

Cast: Alec Guinness, Jack Hawkins, Wilfred Lawson, Raymond Huntley, Jeanette Sterke, Ronald Lewis, Kenneth Griffith.

Credits: Executive producer, Sidney Box; Produced by Vivian A. Cox; Directed by Peter Glenville; Screenplay by Bridget Boland; Adapted from her stage play of the same name.

An imprisoned Roman Catholic Cardinal and his totalitarian Interrogator, who wants a public confession of "treason" in a nameless modern country, are the main antagonists in this stylized but superbly-executed British drama. Getting memorable performances from Alec Guinness (as the Cardinal), Jack Hawkins (as the Interrogator) and Wilfred Lawson, the film is a highly intellectual study of two brilliant minds at odds with each other. With more characterization than physical action, the film is best suited for art-houses whose audiences are sophisticated and/or politically conscious. Exploitable is the first appearance of Guinness here in a highly dramatic role—he's played them many times in England, and of course the film's theme echoes today's headlines.

Determined to destroy the "national monument," the Interrogator scorns a faked confession and tries instead to find a chink in the priest's armor. This he finds unexpectedly when the Cardinal confesses he has never loved his mother. Eventually the Cardinal reveals a tortured mind obsessed with the guilty knowledge that he became a priest not from divine vocation, but to escape the sordid environment of his childhood. Persuaded to purge his sin by humiliating himself with a public confession, the Cardinal is sentenced to death. A worse fate prevails when he is released to face a bewildered crowd. Meanwhile, the Interrogator feels he has lost also, but his suddenly-discovered pity for the priest and his situation has destroyed his value to the regime.

"Heidi and Peter"

(United Artists) Technicolor 89 Min.

Cast: Elsbeth Sigmund, Thomas Klamath, Isa Guenther, Theo Lingen, Anita Mey.

Credits: Produced by Lazar Weschler; Directed by Franz Schnyder; Screenplay by Richard Schweizer; From Johanna Spyri's novel, "Heidi Makes Use of What She Has Learned."

Here is a charming, old-fashioned Christmastime offering for all those children who are not irrevocably committed to flying saucers, interplanetary travel, and men from Outer Space. And Lazer Wechsler's tasteful sequel to his "Heidi" will provide a pleasant interlude also for many parents who don't mind going back a few years in their memories, to scenes of school rooms, parental guidance, and the pleasures of exploring the outdoors. Beautifully photographed in Technicolor, the film offers several dramatic views of the Swiss Alps that brought gasps of admiration from a preview audience of children and adults at the Little Carnegie Theatre. There is also a well-done lightning-storm scene which may shake some young people out of their chairs. There is plenty of comedy—especially from a nervous nurse and irreverent butler—and the actors are perfect. Dubbing from German to English is average, with faulty sync less noticeable as the picture

runs on.

The story hinges on a kind of teen-age triangle. The principals are the Swiss heroine, Heidi; Peter, the goat herd boy who is her constant companion; and wealthy Clara, the crippled girl from the big city who comes on a long-awaited visit to Heidi and arouses Peter's jealousy. Finally, in anger, he throws her wheelchair over a cliff (which only leads to increased self-reliance on her part), and after the torrential rains flood Heidi's little village, Clara learns she can walk satisfactorily and pitches in to help restore the wrecked home. She leaves with her father, a new girl, and Peter and Heidi are reconciled.

"Top Gun"

(United Artists) 73 Min.

Cast: Sterling Hayden, William Bishop, Karen Booth, James Millican, Regis Toomey, Hugh Sanders, John Dehner.

Credits: A Fame Pictures Production; Directed by Ray Nazarro; Screen play by Richard Schayer and Steve Fisher; Story by Fisher.

The dividing line between the good and the bad hombres is about as clear as it can get in this average western programmer about the home town boy who makes good as the "top gun" in his Wyoming territory. By now, it's a familiar story—the gunfighter who loses his gun-shy girl friend and uses some super-heroics to win her back from the varmint who's at the bottom of the trouble. Sterling Hayden, William Bishop and Karen Booth go through the paces with no betrayal of the formula. A satisfactory pace and a brief but interesting view of a renegade band called Quentin's Raiders should fill out the bill for acceptance as a programmer.

Gunslinger Hayden returns to his home town to visit the grave of his mother and warn the town of the approaching Raiders. The town council refuses to accept his aid, however, and advises him to be on his way. After his girl (Karen Booth) reveals she has promised to marry council chairman William Bishop during Hayden's absence, the gunslinger learns that his mother was murdered by Bishop for the Hayden ranch. Bishop then frames the murder of a young gunslinger on Hayden. Without the aid of the jailed hero, the town's small band is unable to halt the rampaging Raiders. As the outlaws drink in the town saloon, the town elders free Hayden, who captures or kills the remaining bandits, and Miss Booth shoots Bishop before he can do in the gunslinger. The reunited couple then take off toward California to raise a peace-loving brood.

"Shack Out On 101"

(Allied Artists) 80 Min.

Cast: Terry Moore, Frank Lovejoy, Keenan Wynn, Lee Marvin, Whit Bissell, Jess Barker, Donald Murphy.

Credits: A William F. Broidy Pictures Corp. Prod.; Produced by Mort Millman; Directed by Edward Dein; Story and screenplay by Edward and Mildred Dein.

"Shack Out on 101" is a good supporting feature, which has suspense, sex and some top notch emoting. Terry Moore, who is very beautiful in this one, delivers a very fine performance, as do Frank Lovejoy and Keenan Wynn in this story about an eating shack, which is the focal point for a spy ring seeking electronics secrets. Film lags in spots, but overall, it is a trim entertainment package. Edward Dein capably directs from a screen play by his wife, Mildred, and himself. Exploitation ingredients are here aplenty, especially with Miss Moore being one of the top pinup girls in the world.

Keenan Wynn's eating shack is near an electronics laboratory operated by Prof. Frank Lovejoy. Waitress Terry Moore is having a romance with Lovejoy. The cook, Lee Marvin is key man in a spy ring that is operating out of the shack, and Terry soon learns of its activities, and is shocked to overhear that Lovejoy is mixed in with them. She confronts Marvin with knowledge of his activities and he tries to kill her. Lovejoy and Whit Bissell, a buddy of Wynn's, arrive just in time, with Bissell, a nervous ex-GI getting up the courage to kill Marvin with a speargun. After this Terry learns that Lovejoy and some of the other shack diners are really FBI men out to uncover the spy ring.

"At Gunpoint"

(Allied Artists) CinemaScope-Technicolor 80 Min.

Cast: Fred MacMurray, Dorothy Malone, Walter Brennan, Tommy Rettig, Skip Homeier, John Qualen, Whit Bissell, Irving Bacon.

Credits: Produced by Vincent M. Fennelly; Directed by Alfred Werker; Story and screenplay by Daniel B. Ullman.

"At Gunpoint" is one of the strongest western entries to come from Allied Artists. The picture, which stars Fred MacMurray, Dorothy Malone and Walter Brennan, all potent screen marquee names who gave excellent performances, is aided by CinemaScope and some brilliant Technicolor photography. Plotwise, the picture has a new gimmick and a freshness, telling the tale of a man who accidentally shoots down a notorious outlaw and is made the town hero. There is considerable suspense and word of mouth should be good on his. Title is also a plus factor exploitation-wise.

An outlaw gang rides into a Texas town and holds up the bank. As they leave, Fred MacMurray, the town general store keeper, shoots down the leader and another townsman finishes him off. MacMurray is the town hero, but when the outlaws return to kill MacMurray, the townsfolk veer away from him. Soon he is considered a danger to the town and a committee, headed by John Qualen, asks him to leave. When the outlaws ride in for the kill, MacMurray, a terrible shot, goes out to make a lone stand. Shamed, the townspeople, who have been scorned by MacMurray's lone staunch friend the town doctor, Walter Brennan, back his play and help him by capturing the gang after Brennan kills the principal outlaw.

"Hill 24 Doesn't Answer"

(Continental) ISRAELI 102 Min.

Cast: Edward Mulhard, Haya Harait, Michael Shillo, Michael Wager, Margalit Oved.

Credits: A Sikor Presentation; Produced by Thorold Dickinson and Peter Fry; Directed by Dickinson; Screen play by Frye and Zvi Kolitz.

"Hill 24" is an excellent, tensely gripping partisan document of the Israeli war for independence. The film is well-timed with today's headlines to draw general as well as art house audiences. Presented in English dialogue and occasional sub-titles from an intelligent and often tender script, "Hill 24" dramatizes the war through the lives of three soldiers who will die on the final day before the U.N. truce is effected. Their stories, told independently through flashbacks as they move toward the fateful hill, embrace the love and violence of wartime, depict war from the streets of sacred Jerusalem to the grimy Negev desert, and give a broad yet always personal drama to the sense and senselessness of the war in the East. There is brilliant photography and direction here, especially in the episode recounting the fall of a tiny encircled garrison within the Old City of Jerusalem. Haya Harait, Cannes Festival citation winner, should attract much applause for her moving performance as an Israeli girl in love with an Irishman in the British police forces. And its final scene, depicting the capture of a Nazi professional soldier in the desert by an Israeli who was formerly a prisoner in a Polish concentration camp is a tour de force in this almost painfully real, thrilling document of war.

"This Strange Passion"

(Noel Meadow) MEXICAN 80 Min.

Cast: Arturo De Cordova, Delia Garces, Luis Beristain.

Credits: Produced by Oscar Dancigers; Directed and written for the screen by Luis Bunuel; From the story "El" by Mercedes Pinto; English titles by Aaron Sloan.

An interesting psychological drama which builds to a powerful climax, this Mexican import directed by Luis Bunuel ("The Young and the Damned") is a good prospect for art houses. The film concerns the moral deterioration of a devout, wealthy middle-aged bachelor who marries a young girl. Consumed by passion and guilt, the repressed husband becomes violently jealous of other men, then whips and tries to strangle his innocent wife for her "indiscretions." Finally, he attacks the priest at the church where he began his romance, completing the disintegration of his personality. He ends his days committed to a monastery, reconciled to his wife's "sin." Arturo De Cordova and Delia Garces turn in perfect performances as the unfortunate couple, and sophisticated audiences will have food for talk in the film's psychiatric outlook and subtle attack on the Church.

"What Price Freedom"

(Heard) Color 40 Min.

Cast: Frederick Valk, Robert K. Cunningham, Ursula Lyn, Wolf Harnisch, Hilda Sessak, Heinz Lingen, Ilona Holten, Hella Janson.

Credits: Produced and directed by Paul Heard; Screenplay by Heard, Herbert G. Luft, Malvin Wald and Jarvis Couillard; Adaptation by Charles West and Heard.

"What Price Freedom" is a well made short feature, shot in Germany by Paul Heard. Beautifully photographed in color, the picture expertly captures the flavor of the country, Production-wise, the film is exceptional. It is well cast, using well known European players like Frederick Valk, Ursula Lyn and Wolf Harnisch. The film, dealing with an American who ventures into the Russian Zone of Germany and meets a young woman, who in turn battles to keep the Communists from controlling her way of thinking, is a powerful tribute to democracy as the American tells of his way of life in contrast to that of the Communist. Robert K. Cunningham as the American is outstanding. Heard, Herbert G. Luft, Malvin Wald and Jarvis Couillard all deserve credit for a very thought provoking script. Heard's direction is very good, giving the film pace.

"24 Hour Alert"

Warner Bros.' special short subject shot for the Air Force and starring Jack Webb is a fast-paced, slick and colorful job demonstrating how our far-flung interceptor bases operate. Some splendid WarnerColor photography shows off the latest in jet air power, and a concise script illustrates why and how an interceptor base works. Jack Webb narrates and acts in the 31 minute short, using the off-key "Dragnet" tone to tell the story of local opposition to a jet-base-site—and how the town learns that the disadvantage of occasional roars of a jet are outweighed by the protection it provides.

SHORTS—Calendar of Releases

COLUMBIA

1955-56

Series	Prod. No.	Title	Reels	Release Date	Time (Min.)
All Star	8411	One Spooky Night	2	Sept. 15	16
"	8412	He Took A Powder	2	Oct. 27	17
Color Favorites	8601	Tooth or Consequences	1	Sept. 1	6½
(Tech. Re-issue)	8602	Up'n Atom	1	Oct. 6	6
Assorted Favorites	8421	Honeymoon Blues	2	Sept. 8	17
World of Sports	8801	Stable Stakes	1	Sept. 29	10
Screen Snapshots	8851	Hollywood Bronc Busters	1	Sept. 22	9
"	8852	The Great Al Jolson	1	Oct. 20	.....
Comedy Favorites (Re-issue)	8951	Louis Prima & Orch.	1	Sept. 22	10
Candid Microphone	8551	No. 3 (Series No. 2)	1	Sept. 15	11
U.P.A. Assorted (Tech.)	8501	Christopher Crumpet's Playmate	1	Sept. 8	6½
Thrills of Music (Re-issue)	8431	Pardon My Lamb Chop	2	Oct. 13	17
Serials—15 Chapters	8120	The Sea Hound	..	Sept. 22	.....
Mr. Magoo (Tech.)	8701	Stage Door Magoo	1	Oct. 6	7
Stooge Comedies	8401	Wham-Bam-Slam	2	Sept. 1	16
"	8402	Hot Ice	2	Oct. 6	16½

METRO-GOLDWYN-MAYER

Cartoons (Tech.)	*W-642	Mouse For Sale	1	May	21/55	7
Gold Medal Reprint Cartoons (Tech.)	*W-666	Mouse In The House	1	May	7/55	8
"	*W-667	Little Tinker	1	May	14/55	7
"	*W-668	Slap Happy Lion	1	May	28/55	7
Pete Smith Specialties	*S-657	Global Quiz (Tech.)	1	May	14/55	10
"	*S-658	Animals In Action	1	May	21/55	9
"	*S-659	Historical Oddities	1	May	28/55	9
"	*S-660	The Fall Guy	1	June	4/55	9

* NOTE: Suitable for screens up to 1.75.1 ratio.

PARAMOUNT

Sportlight	R14-9	High Score Bowling	1	June	10	9
"	R14-10	San Fernando Riding Champs	1	July	1	9
"	R14-11	Pacific Salmon Parade	1	July	15	9
"	R14-12	Champion Irish Thoroughbreds	1	Aug.	23	9
Pacemaker	K14-5	Florida Aflame	1	June	3	9
"	K14-6	Walk In The Deep	1	June	17	10
Casper (Tech.)	B14-6	Bull Fright	1	July	15	6
Noveltoon (Tech.)	P14-5	News Hound	1	June	10	6
"	P14-6	Poop Goes The Weasel	1	July	8	6
Popeye (Tech)	E14-8	Car-azy Drivers	1	July	22	6
VistaVision Specials (Tech)	V14-4	Vistavision Vivits Hawaii	2	July	1	17
"	V14-5	Vstavision Visits Japan	2	Aug.	12	17
Herman & Katnip	H14-4	Mouse Trapeze	1	Aug.	5	7

1955-56

Cartoon Champion (Tech.)	S15-1	The Mite Makes Right	1	Sept.	30	8
"	S15-2	The Old Shell Game	1	Sept.	30	7
"	S15-3	The Little Cut Up	1	Sept.	30	6
"	S15-4	Hep Cat Symphony	1	Sept.	30	6
"	S15-5	Little Red School Mouse	1	Sept.	30	7
"	S15-6	Leprechaun's Gold	1	Sept.	30	10
"	S15-7	Quack-A-Doodle Doo	1	Sept.	30	7
"	S15-8	Teacher's Pest	1	Sept.	30	7
"	S15-9	Tarts and Flowers	1	Sept.	30	7
"	S15-10	Pleased to Eat You	1	Sept.	30	6
"	S15-11	Goofy Goofy Gander	1	Sept.	30	7
"	S15-12	Saved by the Bell	1	Sept.	30	6
Speaking of Animals	A15-1	Tain't So	1	Sept.	30	10
"	A15-2	Monkey Shines	1	Sept.	30	9
"	A15-3	Be Kind to Animals	1	Sept.	30	8
"	A15-4	From A to Zoo	1	Sept.	30	9
Popeye (Tech.)	E15-1	Mister and Mistletoe	1	Sept.	30	6
Noveltoon (Tech.)	P15-1	Rabbit Punch	1	Sept.	30	6
"	P15-2	Little Audrey Riding Hood	1	Oct.	14	6
Sportlight	R15-1	Sporting Dogs Afield	1	Oct.	7	9
Topper	M15-1	Three Kisses	1	Oct.	7	10
Casper (Tech.)	B15-1	Red, White and Boo	1	Oct.	25	6
Herman & Katnip (Tech.)	H15-1	Mousieur Herman	1	Nov.	25	6

RKO-RADIO

Theatre of Life	53301	Devil Take Us	2	June	17	21
Sportscopes	54311	Downhill Yachts	1	June	10	8
"	54312	Bowling Boom	1	July	8	8
"	54313	Tanbark and Turf	1	Aug.	5	8
Screenliners	54211	Rest Assured	1	June	24	8
"	54212	Safety Is Their Business	1	July	22	9
"	54213	Film Fun	1	Aug.	19	9
Disney Cartoons (16th Series) (Tech.)	54110	El Gaucho Goofy (Re-release)	1	June	10	8
"	54111	Aquerela Do Brasil (Re-release)	1	June	24	8
"	54112	The Flying Cauchito (Re-release)	1	July	15	8
"	54113	Bearly Asleep (CinemaScope)	1	Aug.	19	7
"	54114	Beezy Bear (CinemaScope)	1	Sep.	2	7
"	54115	Up A Tree	1	Sep.	23	7

1955-56

Wild Life Album	63001	The Whitetail Buck (Tech.)	3	Oct.	21	27½
RKO Pathe Specials	63101	The Future Is Now	2	Sep.	9	15
"	63102	Golden Glamour	2	Oct.	14	15
Screenliners	64201	Gold*	1	Sep.	16	10½
"	64202	Black Cats and Broomsticks	1	Oct.	14	8
"	64203	Make Mine Memories	1	Nov.	11	8
"	64204	Teenagers on Trial	1	Dec.	9	.....

* Not released in Canada.

Series	Prod. No.	Title	Reels	Release Date	Time (Min.)
Sportscopes	64301	Game Warden	1	Sep. 2	8
"	64302	Gym College	1	Sep. 30	8
"	64303	Bonefish and Barracuda	1	Oct. 28	8
"	64304	Canadian Carnival	1	Nov. 25	8
My Pal (Re-releases)	63201	Dog of the Wild	2	Oct. 7	21
	63202	Pal, Canine Detective	2	Nov. 11	22
Gil Lamb (Re-releases)	63301	Groan and Grunt	2	Sep. 23	17
	63302	Bashful Romeo	2	Oct. 28	16
Ray Whitley (Re-releases)	63401	Musical Bandit	2	Oct. 28	16
	63402	Bar Buckaroos	2	Dec. 2	16
Edgar Kennedy (Re-releases)	63501	No More Relatives	2	Sep. 16	18
	63502	How to Clean House	2	Oct. 21	18
"	63503	Dig that Gold	2	Nov. 25	17
"	63504	Contest Crazy	2	Dec. 30	17
Brown-Kirkwood (Re-releases)	63601	Heart Troubles	2	Sep. 9	16
	63602	Put Some Money in the Pot	2	Nov. 4	17
Leon Errol (Re-releases)	63701	Wife Tames Wolf	2	Sep. 9	17
	63702	Dad Always Pays	2	Oct. 14	18
"	63703	The Spook Speaks	2	Nov. 18	19
"	63704	In Room 303	2	Dec. 23	17
Specials	63901	Football Headlines	2	Dec. 9	.....

REPUBLIC

Serials	5581	King of the Carnival	13 Ep.	June 27	.....
"	5582	Dick Tracy's G-Men	15 Ep.	Sept. 19	.....
"	5583	Manhunt of Mystery Island (Re-release)	15 Ep.	Jan. 2	.....

TWENTIETH CENTURY-FOX

(CinemaSiope) (Color)	7507	Tears of the Moon	1	June		10
"	7517	Volcanic Violence	1	June		9
"	7515	Naughty Mermaids	1	Aug.		7
"	7516	Winter Jamboree	1	July		10
"	7519	Survival City	1	July		10
"	7518	That Others May Live	1	Sept.		10
"	7520	Gods of the Road	1	Sept.		10
"	7521	Desert Fantasy	1	Sept.		8
"	7513	Clear The Bridge	1	Oct.		10
Terrytoon (Tech.)	5532	Good Deed Daly	1	July		7
"	5533	Bird Symphony	1	Aug.		7
"	5534	The Little Red Hen	1	Sept.		7
"	5510	Phony News Flashes	1	July		7
"	5511	Foxed by a Fox	1	Aug.		7
"	5512	The Last Mouse of Hamelin	1	Sept.		7
Sport	3501	Topsy Turvy Thrills	1	June		8
See It Happen	6501	Man vs. Nature	1	June		9
"	7522	Water Wizardry	1	Oct.		7
"	7523	Cariocia Carnival	1	Nov.		8
"	7524	Lady of the Golden Door	1	Nov.		9
"	7425	Queens Guard	2	Dec.		17

UNIVERSAL

Color Parade Featurette	1385	Swing Hi, Swing Lo	1	June	6	9
Musical Featurette	1308	Webb Pierce and His Wanderin' Boys	2	June	20	16
Woody Woodpecker Cartune (Tech.)	1327	Sh-h-h	1	June	6	6
"	1328	Bedtime Bedlam	1	July	4	6
"	1329	Paw's Night Out	1	Aug.	1	6

WARNERS

Technicolor Specials	2009	Festival Days	2	Aug.	13	20
"	2012	Uranium Fever	2	July	16	20
Featurettes	2106	The Glory Around Us	2	July	2	20
M. M. Cartoons (Tech.)	2720	Double or Mutton	1	July	23	7
"	2721	Jumpin' Jupiter	1	Aug.	6	7
"	2722	A Kiddie's Kitty	1	Aug.	20	7
Bugs Bunny Specials (Tech.)	2729	This Is a Life?	1	July	9	7
"	2730	Hyde and Hare	1	Aug.	27	7
Sports Parade	2509	Italian Holiday	1	July	9	10
"	2510	Aqua Queens	1	Aug.	6	10
Varieties	2607	Gadgets Galore	1	July	30	10

1955-56

Technicolor Specials	3001	Movieland Magic	2	Oct.	8	.....
" "	3002	The Golden Tomorrow	2	Nov.	5	.....
" "	3003	Behind the Big Top	2	Dec.	3	.....
Featurettes	3101	Small Town Idol	2	Sept.	24	.....
"	3102	It Happened To You	2	Dec.	31	.....
Blue Ribbon (Tech.)	3301	Doggone Cats	1	Sept.	10	.....
"	3302	The Rattled Rooster	1	Oct.	22	.....
"	3303	Fair and Wormer	1	Nov.	5	.....
"	3304	Mousemerized Cat	1	Nov.	26	.....
"	3305	The Foghorn Leghorn	1	Dec.	24	.....
Joe McDoakes	3401	So You Want To Be A Vice Pres	1	Oct.	29	.....
"	3402	So You Want To Be A Policeman	1	Dec.	17	.....
Sports Parade	3501	Picturesque Portugal	1	Oct.	15	.....
(Color)	3502	Fish Are Where You Find Them	1	Jan.	14	.....
Specials	3601	An Adventure To Remember	1	Oct.	1	.....
"	3602	Shark Hunting	1	Nov.	12	.....
"	3603	Faster and Faster	1	Jan.	21	.....
M. M. Cartoons (Tech.)	3701	Dime To Retire	1	Sept.	3	.....
"	3702	Speedy Gonzales	1	Sept.	17	.....
"	3703	Two Scents Worth	1	Oct.	15	.....
"	3704	Red Riding Hoodwinked	1	Oct.	29	.....
"	3705	Heir Conditioned	1	Nov.	26	.....
"	3706	Guided Muscle	1	Dec.	10	.....
"	3707	Pappy's Puppy	1	Dec.	17	.....
"	3708	One Froggy Evening	1	Dec.	31	.....
Bugs Bunny Specials (Tech.)	3723	Knight-Mare Hare	1	Oct.	1	.....
"	3724	Roman Legion-Hare	1	Nov.	12	.....

: Hollywood Production :

ALLIED ARTISTS

Shooting

MOTHER-SIR
Cast: Joan Bennett, Gary Merrill, Shirley Yamiguichi, Judy Nugent, John Craven.
Producer .....Walter Wanger
Director .....Edward Bernds

THE FRIENDLY PERSUASION
(Eastman Color) (Wide Screen)
Cast: Gary Cooper, Dorothy McGuire, Marjorie Main.
Producer-Director .....William Wyler

Cutting

THE FIRST TEXAN
(CinemaScope)
Cast: Joel McCrea, Felicia Farr, Jeff Morrow, Wallace Ford.
Producer .....Walter Mirisch
Director .....Byron Haskin

CRIME IN THE STREETS
Cast: James Whitmore, John Cassavetes, Sal Mineo.
Producer .....Vincent M. Fennelly
Director .....Don Siegel

SCREAMING EAGLES
Cast: Tom Tryon, Jan Merlin, Alvy Moore, Martin Milner, Edward G. Robinson, Jr., Jacqueline Beer.
Producers .....Samuel Bischoff and David Diamond
Director .....Charles Haas

THE FOUR SEASONS
(Eastman Color)
Cast: David Wayne, Keenan Wynn, Jim Backus, James Barton, Marcia Henderson, Myrna Dell, Denver Pyle.
Producer-Director .....Josef Shaftel

THE COME ON
(SuperScope)
Cast: Anne Baxter, Sterling Hayden.
Producers .....Lindsley Parsons and John H. Burrows
Director .....Russell Birdwell

COLUMBIA

Shooting

IT HAPPENED ONE NIGHT
Cast: June Allyson, Jack Lemmon, Charles Bickford, Charles Gilbert.
Producer-Director .....Dick Powell

ZARAK KHAN
(Warwick Pictures)
(CincemaScope) (Technicolor)
Cast: Victor Mature, Michael Wilding, Anita Ekberg.
Exec. Producers .....Irving Allen and A. R. Broccoli
Producer .....Phil C. Samuel
Director .....Terence Young

HE DIED LAUGHING
(Technicolor)
Cast: Frankie Laine, Lucy Marlow, Richard Long.
Producer .....Jonie Taps
Director .....Blake Edwards

PORTRAIT IN SMOKE
(Film Locations Prod.)
Cast: Arlene Dahl.
Producer ..... Maxwell Setton
Director .....Ken Hughes

SECRET OF TREASURE MOUNTAIN
Cast: Valerie French, William Prince, Raymond Burr.
Producer .....Wallace MacDonald
Director .....Seymour Friedman

PORT AFRIQUE
(Technicolor)
Cast: Kathryn Grayson, Phil Carey, Dennis Price.
Producer .....David E. Rose
Director .....Rudy Mate

ODONGO
(CinemaScope) (Technicolor)
Cast: Rhonda Fleming, McDonald Carey.
Exec. Producers .....Irving Allen and A. R. Broccoli
Producer .....Max Varnell
Director .....John Gilling

SOLID GOLD CADILLAC
Cast: Judy Holliday, Paul Douglas, Fred Clark, John Williams.
Producer .....Fred Kohlmar
Director .....Richard Quine

THE HARDER THEY FALL
Cast: Humphrey Bogart, Rod Steiger, Mike Lane, Joe Walcott, Carlos Montalban.
Producer .....Phil Yordan
Director .....Mark Robson

Cutting

THE EDDY DUCHIN STORY
(CinemaScope) (Technicolor)
Cast: Tyrone Power, Kim Novak, James Whitmore, Victoria Shaw, Rex Thompson.
Producer .....Jerry Wald
Director .....George Sidney

THE WAY WE ARE
(William Goetz Productions)
Cast: Joan Crawford, Cliff Robertson, Ruth Donnelly.
Producer .....William Goetz
Director .....Robert Aldrich

STORM CENTER
(Phoenix Productions)
(Shooting at Santa Rosa, Calif.)
Cast: Bette Davis, Kim Hunter, Brian Keith, Joe Mantell, Paul Kelly.
Producer .....Julian Blaustein
Director .....Dan Taradash

BLACKJACK KETCHUM, DESPERADO
Cast: Howard Duff, Victor Jory, Margaret Field, Angela Stevens, Robert Roark.
Producer .....Sam Katzman
Director .....Earl Bellamy

SAFARI
Director .....Russell Birdwell
(CinemaScope) (Technicolor)
(Warwick Productions)
(Shooting in Africa)
Cast: Victor Mature, Janet Leigh, John Justin, Roland Culver, Orlando Martins.
Exec. Producers .....Irving Allen and A. R. Broccoli
Producer .....Adrian D. Worker
Director .....Terence Young

GAMMA PEOPLE
(Warwick Productions)
(Shooting in Austria)
Cast: Paul Douglas, Eva Bartok.
Exec. Producers .....Irving Allen and A. R. Broccoli
Producer .....John Gossage
Director .....John Gilling

"JUBAL" TROOP
(CinemaScope) (Technicolor)
Cast: Glenn Ford, Ernest Borgnine, Rod Stieger, Valerie French, Felicia Farr, Basil Ruysdael, Charles Bronson.
Producer .....William Fadiman
Director .....Delmer Daves

JOE MACBETH
(Film Locations Inc.)
Cast: Paul Douglas, Ruth Roman, Bonar Colleano.
Exec. Producer .....Mike Frankovich
Producer .....George Maynard
Director .....Ken Hughes

THE GENTLE SERGEANT
Cast: Aldo Ray, Mitsuko Kinura, Phil Carey, Dick York, Chuck Connors.
Producer .....Fred Kohlmar
Director .....Richard Murphy

1984
(Holiday Productions)
Cast: Edmond O'Brien, Jan Sterling.
Exec. Producer .....N. Peter Rathvon
Producer .....John Croydon
Director .....Michael Anderson

44 SOHO SQUARE
(Film Locations)
Cast: Faith Domergue, Lee Patterson, Martin Benson.
Exec. Producer .....Mike Frankovich
Producer .....George Maynard
Director .....Vernon Sewell

TAMBOURINE
(CinemaScope) (Technicolor)
Cast: Jane Russell, Cornel Wilde.
Producers .....Howard Welsch and Harry Tatleman
Director .....Nicholas Ray

INVASION BY THE FLYING SAUCERS
(Clover Productions)
Cast: Hugh Marlowe, Joan Taylor, Donald Curtis, Morris Ankrum, Harry Lauter.
Producer .....Charles Schneer
Director .....Fred F. Sears

INDEPENDENT

Shooting

HIT AND RUN
(Hugo Haas Prod.)
Cast: Cleo Moore, Hugo Haas, Vince Edwards.
Producer-Director .....Hugo Haas

THE WEAPON
(Alliance Films)
Cast: Steve Cochran, Lizabeth Scott, Herbert Marshall, Nicole Maurey.
Producer .....Hal E. Chester
Director .....Val Guest

AROUND THE WORLD IN 80 DAYS
(Michael Todd Prods. Todd-AO)
Cast: David Niven, Cantinflas, Martine Carol, Noel Coward, Finlay Currie, Luis Dominguin, Fernandel, Sir John Gielgud, Hermoine Gingold, Trevor Howard, Glynis Johns, Beatrice Lillie, A. E. Matthews, John Mills, Robert Morley.
Producer .....Michael Todd
Director .....Michael Anderson

Cutting

SWAMP WOMEN
(CinemaScope) (Pathe Color)
Cast: Carole Mathews, Marie Windsor, Beverly Garland, Touch Connors, Jil Jarmyn, Susan Cummings.
Producer .....Barney Woolner
Director .....Roger Corman

FIRE MAIDENS FROM SPACE
Cast: Tony Dexter, Susan Shaw.
Producer-Director .....Cy Roth

THE PEACEMAKER
Cast: James Mitchell, Rosemarie Bowe, Jan Merlin, Jess Barker.
Producer .....Hal R. Makelim
Director .....Ted Post

THE SUMMER GAME
(Eastman Color)
(Canyon Pictures)
Cast: Arthur Franz, Doris Dowling, Murvyn Vye, Myron Healey, Charles Delaney, Dick Reeves.
Producers.Jack Couffer and Conrad Hall
Assoc. Producer..Nicholas Rutgers, Jr.
Director ..... Marvin Weinstein

PLEASE MURDER ME
(Gross-Krasne Prods.)
Cast: Angela Lansbury, Raymond Burr, Dick Foran.
Producer .....Donald Hyde
Director .....Peter Godfrey

DAN'L BOONE
(Gannaway-Ver Halen Prods.)
Cast: Bruce Bennett, Lon Chaney, Faron Young.
Producer-directors .....Al Gannaway and Ismael Rodriquez

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Cutting

TWO GUN LADY
(Lyon and Bartlett Productions)
Cast: Peggie Castle, William Talman, Marie Windsor, Robert Lowery, Ian McDonald.
Exec. Producer .....Earle Lyon
Producer-Director ....Richard Bartlett

ARS GRATIA ARTIS
METRO-GOLDWYN-MAYER

Shooting

THE SWAN
(CinemaScope) (Eastman Color)
Cast: Grace Kelly, Alec Guinness, Louis Jourdan, Brian Aherne, Agnes Moorehead.
Producer ..... Dore Schary
Director .....Charles Vidor

THE RACK
Cast: Paul Newman, Walter Pidgeon, Wendell Corey, Edmond O'Brien, Anne Francis, Lee Marvin, Cloris Leachman.
Producer .....Arthur M. Loew, Jr.
Director .....Arnold Laven

THE LIVING IDOL
(CinemaScope) (Color)
Cast: Steve Forrest, Lilliane Montevecchi.
Producer-Director .....Al Lewin

LUST FOR LIFE
(CinemaScope) (AnscoColor)
(Shooting in France)
Cast: Kirk Douglas, Anthony Quinn, Niall MacGinnis, Pamela Brown, Roger Livesey.
Producer .....John Houseman
Director .....Vincente Minnelli

Cutting

FEARFUL DECISION
Cast: Glenn Ford, Donna Reed, Leslie Nielsen, Juano Hernadez, Robert Keith, Robert Burton, Ainslee Pryor.
Producer .....Nicholas Nayfack
Director .....Alex Segal

TRIBUTE TO A BADMAN
(CinemaScope) (Eastmancolor)
Cast: James Cagney, Irene Pappas, Vic Morrow, Stephan McNally.
Producer .....Sam Zimbalist
Director .....Robert Wise

MEET ME IN LAS VEGAS
(CinemaScope) (EastmanColor)
Cast: Dan Dailey, Cyd Charisse, Oscar Karlweis, Lily Darvas.
Producer .....Joe Pasternak
Director .....Roy Rowland

GABY
(Eastman Color) (CinemaScope)
Cast: Leslie Caron, John Kerr, Sir Cedric Hardwicke, Taina Elg.
Producer .....Edwin H. Knopf
Director .....Curtis Bernhardt

FOREVER, DARLING
(Zanra Prods.)
(Eastman Color) (Wide Screen)
Cast: Lucille Ball, Desi Arnaz, James Mason, Louis Calhern, Natalie Schafer, John Emery, John Hoyt, Mabel Albertson, Nancy Kulp.
Producer .....Desi Arnaz
Director .....Alexander Hall

BHOWANI JUNCTION
(CinemaScope) (Color)
Cast: Ava Gardner, Stewart Granger, William Travers, Francis Matthews, Abraham Sofaer, Peter Illing.
Producer .....Pandro S. Berman
Director .....George Cukor

DIANE
(CinemaScope) (Eastman Color)
Cast: Lana Turner, Pedro Armendariz, Marissa Pavan.
Producer .....Edwin Knopf
Director .....David Miller

Panoramic Pictures

Shooting

PARDNERS
(VistaVision) (Technicolor)
Cast: Dean Martin, Jerry Lewis, Lori Nelson, Agnes Moorhead, Jeff Morrow, Philip Tonge.
Producer .....Paul Jones
Director .....Norman Taurog

THE TEN COMMANDMENTS
(VistaVision) (Technicolor)
Cast: Charlton Heston, Yul Brynner, Anne Baxter, Yvonne De Carlo, Debra Paget, Nina Foch, Edward G. Robinson, Sir Cedric Hardwicke, Vincent Price, John Carradine, John Derek, Oliver Deering, Peter Hanson, Baynes Barron.
Producer-Director ....Cecil B. DeMille

WAR AND PEACE
(VistaVision) (Technicolor)
(Ponti-De Laurentiis Prod.)
Cast: Audrey Hepburn, Henry Fonda, Mel Ferrer, Milly Vitale, Barry Jones, Jeremy Brett, May Britt.
Producer .....Dino de Laurentiis
Director .....King Vidor

Cutting

THE MOUNTAIN
(Technicolor) (VistaVision)
Cast: Spencer Tracy, Robert Wagner, Claire Trevor, Richard Arlen.
Producer-Director ....Edward Dmytryk

THAT CERTAIN FEELING
(VistaVision) (Technicolor)
Cast: Bob Hope, George Sanders, Eva Marie Saint, Pearl Bailey, Al Capp.
Producers-Directors ...Norman Panama and Melvin Frank

: Hollywood Production :

THE PROUD AND THE PROFANE
(VistaVision)
(Shooting in the Virgin Islands)
Cast: William Holden, Deborah Kerr, Dewey Martin, Thelma Ritter, Marion Ross, Ann Morriss, Nancy Sinatra.
Producer .....William Perlberg
Director .....George Seaton

THE MAN WHO KNEW TOO MUCH
(VistaVision) (Technicolor)
Cast: James Stewart, Doris Day, Chris Olsen, Bernard Miles.
Producer-Director.....Alfred Hitchcock

"YOU'RE THE TOP"
(VistaVision) (Technicolor)
Cast: Bing Crosby, Donald O'Connor, Jeanmaire, Mitzi Gaynor, Phil Harris, Kurt Kasznar, Walter Saunde.
Producer .....Robert Emmett Dolan
Director ....Robert Lewis

THE BIRDS AND THE BEES
(VistaVision) (Technicolor)
Cast: George Gobel, Mitzi Gaynor, David Niven, Fred Clark, Reginald Gardiner, Harry Bellaver.
Producer .....Paul Jones

RKO RADIO PICTURES

Shooting

MAN BETRAYED
(Todon Productions)
Cast: Richard Basehart, Mary Murphy, Constance Cummings.
Exec. Producer .....Tony Owen
Producer .....Alec C. Snowden
Director .....Joseph Walton

Cutting

PORTRAIT OF ALISON
Cast: Terry Moore, Robert Beatty, William Sylvester, Josephine Griffin, Geoffrey Keen, Henry Oscar, Alan Culbertson.
Exec. Producer .....Tony Owen
Producer .....Frank Godwin
Director .....Guy Green

THE WAY OUT
(Todon Prods.)
Cast: Gene Nelson, Mona Freeman.
Producer .....Tony Owen
Director .. ..Montgomery Tully

SLIGHTLY SCARLET
(SuperScope) (Technicolor)
(Benedict Bogeaus Productions)
Cast: John Payne, Rhonda Fleming, Arlene Dahl.
Producer .....Benedict Bogeaus
Director .....Allan Dwan

GREAT DAY IN THE MORNING
(SuperScope) (Technicolor)
Cast: Robert Stack, Virginia Mayo, Ruth Roman, Alec Nicol, Raymond Burr.
Producer .....Edmund Grainger
Director .....Jacques Tourneur

Republic

Shooting

AND SUDDENLY YOU RUN
Cast: Scott Brady, Joan Vohs, Frank Faylen, John Dehner.
Assoc. Producer .....Rudy Ralston
Director .....Franklin Adreon

Cutting

COME NEXT SPRING
(Trucolor)
Cast: Ann Sheridan, Steve Cochran, Walter Brennan, Edgar Buchanan, Sonny Tufts, Sherry Jackson.
Director .....R. G. Springsteen

TREACHERY
Cast: Marie Windsor, John Archer, Nancy Gates, Patric Knowles, Jil Jarmyn, Richard Crane.
Associate Producer .....Rudy Ralston
Director .....Franklin Adreon

A SHOT IN THE DARK
Cast: Marjie Millar, Tom Drake.
Assoc. producer..William J. O'Sullivan
Director .....R. G. Springsteen

20th CENTURY FOX

Shooting

THE KING AND I
(CinemaScope) (Color)
Cast: Deborah Kerr, Yul Brynner, Rita Moreno, Yuriko.
Producer .....Charles Brackett
Director .....Walter Lang

CAROUSEL
(CinemaScope) (Color)
Cast: Gordon MacRae, Shirley Jones, Cameron Mitchell.
Producer ....Henry Ephron
Director .....Henry King

Cutting

THRESHOLD OF SPACE
Cast: Guy Madison, John Hodiak, Virginia Leith.
Producer .....William Bloom
Director .....Robert Webb

BOTTOM OF THE BOTTLE
(CinemaScope) (Color)
Cast: Van Johnson, Joseph Cotten, Ruth Roman, Jack Carson.
Producer .....Buddy Adler
Director .....Henry Hathaway

THE LIEUTENANT WORE SKIRTS
(CinemaScope) (Color)
Cast: Tom Ewell, Sheree North, Les Tremayne.
Producer .....Buddy Adler
Director .....Frank Tashlin

UNITED ARTISTS

Shooting

EMERGENCY HOSPITAL
(Bel Air Prods.)
Cast: Margaret Lindsay, Walter Reed, Byron Palmer.
Exec. Producer .....Aubrey Schenck
Producer .....Howard Koch
Director .....Lee Sholem

Director .....Maxwell Shane

RUN FOR THE SUN
(SuperScope) (Eastman Color)
Cast: Richard Widmark, Trevor Howard, June Greer.
Exec. Producer .....Robert Waterfield
Producer .....Harry Tatelman
Director .....Roy Boulting

BED OF FEAR
(Harris-Kubrick Prods.)
Cast: Sterling Hayden, Coleen Gray, Vince Edwards, Jay C. Flippen, Marie Windsor, Ted de Corsia, Elisha Cook, Jay Adler.
Producer .....James B. Harris
Director .....Stanley Kubrick

BANDIDO
(Eastman Color) (CinemaScope)
Cast: Robert Mitchum, Ursula Theiss, Gilbert Roland, Zachary Scott.
Producer .....Robert L. Jacks
Director .....Richard Fleischer

ALEXANDER THE GREAT
(CinemaScope (Technicolor)
Cast: Richard Burton, Fredric March, Danielle Darrieux, Claire Bloom.
Producer-Director .....Robert Rossen

TRAPEZE
(CinemaScope) (Technicolor)
(Hecht-Lancaster Prod.)
Gina Lollibrigida, Katy Jurado, Thomas Gomez, Johnny Pulco.
Thomas Gomez, Johnny Puleo.
Producer .....James Hill
Director .....Sir Carol Reed

HUK
(Eastman Color)
(Pan Pacific Pictures Inc.)
Cast: George Montgomery, Mona Freeman, John Baer, James Bell.
Producer .....Collier Young
Director .....John Barnwell

Cutting

NIGHTMARE
(Pine-Thomas-Shane)
Cast: Edward G. Robinson, Kevin McCarthy, Connie Russell.
Producer .....Pine-Thomas-Shane

COMANCHE
(Carl Krueger Co.; EastmanColor)
(CinemaScope)
Cast: Dana Andrews, Nester Paiva, Stacy Harris.
Producer .....Carl Krueger
Director .....George Sherman

THE BROKEN STAR
(Bel Air Productions)
Cast: Howard Duff, Lita Baron, Bill Williams.
Exec. Producer .....Aubrey Schenck
Producer .....Howard W. Koch
Director .....Lesley Selander

THREE BAD SISTERS
(Bel Air Productions)
Cast: Marla English, Kathleen Hughes, Sara Shane, Jess Barker, John Bromfield, Madge Evans.
Exec. Producer .....Aubrey Schenck
Producer .....Howard Koch
Director .....Gilbert L. Kay

FOREIGN INTRIGUE
(Sheldon Reynolds Prod.)
Cast: Robert Mitchum, Genevieve Page.
Producer-Director ...Sheldon Reynolds

A KISS BEFORE DYING
(Crown Productions)
(CinemaScope) (Color)
Cast: Robert Wagner, Jeff Hunter, Joanne Woodward, Virginia Leith, Mary Astor.
Producers .....Robert L. Jacks and Robert Goldstein
Director .....Gerd Oswald

THE BEAST OF HOLLOW MOUNTAIN
(Nassour Studios)
Cast: Guy Madison, Sarita Montiel.
Producers. William and Edward Nassour
Director .....Edward Nassour

Universal International

Shooting

TOY TIGER
(Technicolor)
Cast: Jeff Chandler, Laraine Day, Tim Hovey, Cecil Kellaway.
Producer .....Howard Christie
Director .....Jerry Hopper

APACHE AGENT
(CinemaScope) (Technicolor)
Cast: Audie Murphy, Anne Bancroft, Pat Crowley, Charles Drake.
Producer .....Aaron Rosenberg
Director .....Jesse Hibbs

WRITTEN ON THE WIND
(Technicolor)
Cast: Rock Hudson, Lauren Bacall, Robert Stack, Dorothy Malone.
Producer .....Albert Zugsmith
Director .....Douglas Sirk

Cutting

RAW EDGE
(Technicolor)
Cast: Rory Calhoun, Yvonne De Carlo, Rex Reason, Mara Corday.
Producer .....Albert Zugsmith
Director .....John Sherwood

CRY INNOCENT
Cast: Merle Oberon, Lex Barker, Charles Drake, Gia Scala.
Producer .....Howard Christie
Director .....Abner Biberman

CONGO CROSSING
(Technicolor)
Cast: Virginia Mayo, George Nader, Peter Lorre, Michael Pate, Rex Ingram, Tonio Selwart.
Producer .....Howard Christie
Director .....Joseph Pevney

THE BENNY GOODMAN STORY
(Technicolor)
Cast: Steve Allen, Donna Reed, Beta Gersten, Barry Truex, Harry James, Ben Pollack, Gene Krupa, Lionel Hampton, Teddy Wilson, Sammy Davis, Jr.
Producer .....Aaron Rosenberg
Director .....Valentine Davies

RED SUNDOWN
(Technicolor)
Cast: Rory Calhoun, Martha Hyer, Dean Jagger, Robert Middleton, James Millican, Lita Baron.
Producer .....Albert Zugsmith
Director .....Jack Arnold

A DAY OF FURY
(Technicolor)
Cast: Dale Robertson, Mara Corday, Jock Mahoney, Carl Benton Reid, Jan Merlin, Sheila Bromley, Dayton Lummis.
Producer .....Robert Arthur
Director .....Harmon Jones

NEVER SAY GOODBYE
(Technicolor)
Cast: Rock Hudson, Cornell Borchers, George Sanders, Shelley Fabares.
Producer .....Albert J. Cohen
Director .....Jerry Hopper

WORLD IN MY CORNER
Cast: Audie Murphy, Barbara Rush, Jeff Morrow, John McIntire.
Producer .....Aaron Rosenberg
Director .....Jesse Hibbs

THE CREATURE WALKS AMONG US
Cast: Jeff Morrow, Rex Reason, Leigh Snowden,
Producer .....William Alland
Director .....John Sherwood

GUN SHY
Cast: Jock Mahoney, Martha Hyer, Lyle Bettger.
Producer .....Howard Christie
Director .....Charles Haas

WARNER BROS.

Shooting

SANTIAGO
Cast: Alan Ladd, Rosanna Podesta, Lloyd Nolan, Chill Wills, L. Q. Jones, Royal Dano, Baynes Barron.
Producer .....Martin Rackin
Director .....Gordon Douglas

THE SPIRIT OF ST. LOUIS
(CinemaScope) (WarnerColor)
Cast: James Stewart.
Producer .....Leland Hayward
Director .....Billy Wilder

THE OLD MAN AND THE SEA
(WarnerColor) (CinemaScope)
Cast: Spencer Tracy.
Producer .....Leland Hayward

SERENADE
(WarnerColor)
Cast: Mario Lanza, Joan Fontaine, Sarita Montiel, Vincent Price, Vince Edwards.
Producer .....Henry Blanke
Director .....Anthony Mann

Cutting

THE BAD SEED
Cast: Nancy Kelly, Patty McCormack, William Hopper.
Producer .....Mervyn LeRoy

A CRY IN THE NIGHT
(Jaguar Productions)
Cast: Edmond O'Brien, Natalie Wood, Brian Donlevy, Richard Anderson, Raymond Burr.
Producer .....Jaquar Prods.
Assoc. Producer .....George Bertholon
Director .....Frank Tuttle

GIANT
(WarnerColor)
Cast: Elizabeth Taylor, Rock Hudson, James Dean, Jane Withers, Chill Wills, Mercedes McCambridge, Judith Evelyn, Paul Fix, Carroll Baker.
Producers .....George Stevens and Henry Ginsberg
Director .....George Stevens

SEVEN MEN FROM NOW
(WarnerColor)
Cast: Randolph Scott, Gail Russell, Lee Marvin, Don Barry.
Producer .....Batjac
Director .....Budd Boetticher

THE LONE RANGER
(WarnerColor)
Cast: Clayton Moore, Jay Silverheels, Bonita Granville, Lyle Bettger, Robert Wilke, Perry Lopez.
Producer .....Willis Goldbeck
Director .....Stuart Heisler

THE DARKEST HOUR
(CinemaScope) (WarnerColor)
Cast: Alan Ladd, Edward G. Robinson, Joanne Dru, William Demarest, Paul Stewart, Perry Lopez.
Director .....Frank Tuttle

GOODBYE, MY LADY
Cast: Walter Brennan, Brandon de Wilde, Phil Harris, William Hopper.
Producer .....Robert Fellows
Director .....William A. Wellman

ST. LOUIS (cont'd.)

ment of his theatres to a nephew. Jarodsky is 65. . . . Henry Zach, former Republic salesman who was to become a booker and office mgr. for Warner's in Milwaukee, decided not to move and may join the sales staff of a local brewery. . . . Michael J. Nash, pioneer theatre owner here, died.

Apollo Theatre, St. L., closed temporarily for alterations and installation of CinemaScope. Mrs. Grace Viviano Piccione, owner of the building, plans to operate the house, formerly leased to Joseph Litvag and Wehrenberg Theas. . . . Lloyd Pearson, Lloyd Theatre, Rushville, Ill., plans Sunday matinees throughout the winter. . . . Belt Ents., Inc. of Farmington, Mo., incorporated by Frank Plumlee, Tom Edwards and Harry Blount, to erect and equip theatres and public halls. . . . Glenn Smith, operator of the Electric in Iberia, Mo., leased the Court Theatre in Vienna from Elmer Chambers and reopened the 200-seater. . . . Dark since last July, the 350-seat State at Hamilton, Ill., will reopen soon.

Variety's 1955 Harvest Moon Festival for benefit of its Heart Fund was postponed from Nov. 26 to mid-Jan. so that a requested name star could appear. . . . Exec. dir. Ray Colvin is preparing new schedules for speaking engagements as part of TEDA's public relations program. . . The FCC cancelled permit held since 1953 by Mo. Broadcasting Corp. for WIL-TV to operate on UHF Channel 42 in St. L. The station never took to the air. . . . Maureen Arthur, daughter of F&M's David G. Arthur, won $1,000 and a week's engagement at the Latin Quarter in N.Y. on Dennis James TV show, "Chance of a Lifetime." . . . Joey Dody, mgr. of concessions for Rodgers Theas., underwent an appendectomy at St. Mary's Hospital, Cairo, Ill.

Mildred Rauth closed her Crocker Theatre at Crocker, Mo. for alterations and installation of a wide screen. . . . The 400-seat Girard at Girard, Ill., operated by Mary Ruth Hess, closed. . . . Prize winners at the MITO convention included Ed Harris, Neosho, Mo.; Tom Edwards, Aldon, Mo., and Nick Karakas, St. L. . . . Pio Pedrucci is new mgr. of Frisina's Strand Theatre, St. Charles, Mo. . . . The old 400-seat Ritz at Arcola, Ill. is being converted to commercial use.

SALT LAKE CITY

Republic's "A Man Alone," which was made in Utah, will open at both the Uptown and Villa theatres of the Fox Wasatch chain. . . . Past presidents of Variety were honored at a luncheon given by the Ladies of Variety, Tent #38, at the Fort Douglas Golf Club. . . . Harold Fuller, in charge of the Dimension Pictures branch here, who has been in the Denever office for several months, will be home for Christmas. Mrs. Fuller, who took over in his absence, reports that "I Am A Camera" is doing very well in this region.

C. R. Wade, Universal branch mgr., together with Tom Philbin, Shirl Thayne, Howard Godfrey and Don McMurdie of his sales force, will attend a company sales meeting in Kansas City, Mo. Dec. 15-17. . . . Avis Averill's Park Vu Drive-In is still open week-ends. Heaters have not yet been installed but coffee and donuts are being served. . . . Jim Brown succeeds the late Neil Parkin as head shipper at M-G-M and Wendell Madsen moved up to Brown's post. . . . Gene



M. J. Frankovich (left), Columbia's British managing director, introduces the Duke of Edinburgh to a group of actors at the premiere of "Survivors Two," held at the Empire Theatre in London.

Jones, Paramount salesman, was made a member of the company's 100 Percent Club.

Arthur Kastad is new city mgr. for Fox-Intermountain at Helena, Mont. . . . Art Sutton is the new house mgr. at the Lyric. . . . The Intermountain premiere of "Sky Crazy," Utah-made film, packed them in at the Gem, where Henry Fretwell is mgr. . . . Modern Theatre Supply installed Hi-Lux F. Slant lenses in the Star at Whitehall, Mont.; high intensity arc lamps, a general register ticket machine and rectifiers in the Park, Browning, Mont., and RCA 200 projectors in the Civic Center, Gt. Falls, Mont. . . . Harry Swanson, who with Al Knox operates the local Service Theatre Supply Co., became the father of a baby girl, his third child.

SAN FRANCISCO

Induction of Variety Club officers and presentation of the Great Heart Award to William Coffman, promoter of the East-West football games for benefit of Shriner Hospitals for Crippled Children, is planned for Jan. 14 at the Fairmont Hotel. . . . All officers, including pres. L. S. Hamm, were reelected by Variety's Blind Babies Foundation, while John P. Parsons and chief-barker elect Nate Blumenfeld were added to the Board. . . . Paula Grubstick was elected pres. of the Film Colony Club, which raised $2500 for the Blind Babies from the sale of Christmas cards.

George M. Mann, Redwood Theas., estimates that 90% of the ozoners in the area are open and doing well though severe weather forced many in Oregon to close. . . . Joe Zangrilly, new Warner salesman, was formerly head booker in the L.A. branch. Lee Smith, one-time booker for M-G-M and more recently mgr. of the Enceno Drive-In, Santa Cruz, is now head shipper. . . . George T. Carmone, Paramount office mgr. and head booker, is receiving congrats on his membership in the 100 Percent Club. . . . Vogue Theatre is showing "The Great Adventure" to special Boy Scout and school groups. . . . Orpheum reduced admissions to $1.00 for school children at special pre-Christmas shows of "Cinerama Holiday."

United Artists salesman Jack Finlay is planning a Christmas trip to Scotland. . . . Chris Peters is booker and buyer for the El Rey Theatre, Manteca; Lyric, Escanlon, and Del Rio, Riverdale. . . . Harvey Sampson is new owner of the Lake Theatre, Lakeport. . . . N. W. Reidman closed his Bay Point Theatre, Port Chicago. . . . Don Yarbrough, FWC publicist, credits the convenient voting arrangements and assistance of an extra girl during rush hours for the high percentage of ballots cast at the Fox Theatre on the Audience Awards Poll. . . . Herman Rosen, gen. mgr. of Royal Theas. Ltd., Honolulu, now in L.A. on business, is expected here soon.

SEATTLE

John Danz, pres. of Sterling Theas., announced a million dollar recreattional project for Bellevue, Wash., to include an indoor motion picture theatre to seat in excess of 2,000 and parking facilities for more than 1,000 cars. Sterling operates another house in the area, the Bel-Vue. . . . Modern Theatre Supply installed complete equipment in the new Chadi Drive-In at Plummer, Idaho, which will open next spring.

Audience Awards Get Good Trade Reaction; To Be Annual Event

(*Continued from page 5*)

was their readers who would do the voting, big and little papers all over the country gave generous display to news about the Audience Awards. Not only that; many of them, working in close cooperation with their local theatres, used the Audience Awards as a circulation promotion by staging contests on the vote's outcome.

"We feel so happy about this evidence of the newspapers' friendliness toward the movies that we would like to mention by name every paper that cooperated with us. To do that, however, would require many more pages than this one. Accordingly, we address them all in a simple message:

"Thank You."

Exhibitors participating in the Audience Awards election were overwhelmingly of the opinion that it was a success and voted nearly 10 to 1 that it be repeated as an annual feature. This was revealed by COMPO in making public an analysis of the first batch of replies received to the questionnaire sent to all participating theatres.

The majority of exhibitors also were of the opinion that the method of nominations by exhibitors was satisfactory, that the 11-day voting period was the proper length.

There were sharp divisions of opinion over the questions of the number of nominations, which a number of exhibitors thought was too many, and the time of year at which the election should be held, on which there were a diversity of views. On each of these questions, the majority of replies were in favor of no change.

AB-PT Gets Extension

WASHINGTON. — American Broadcasting-Paramount Theatres must dispose of only 31 theatres to complete its obligation to the Justice Dept. under the consent decree. Terms of the decree required that AB-PT divest itself of 774 houses. Seven theatres were disposed of in the past three months and the chain was given a three month extension to March 1956 to settle the remaining 31. Twenty-two of the situations are in Maine and New Hampshire and are involved in joint ownership.

THE *Christmas* SALUTE

comes but once a year



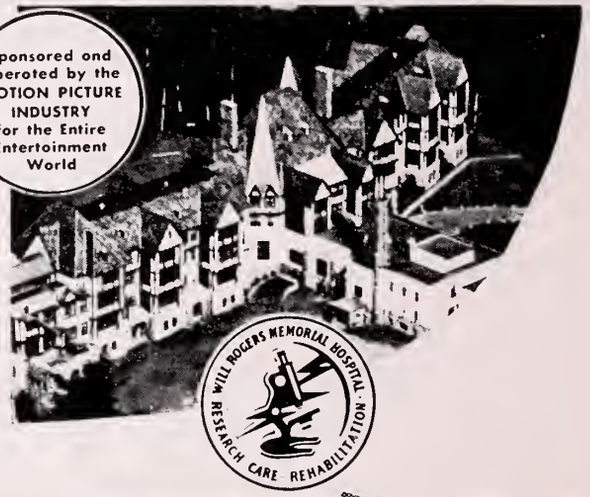
Now's the time when all of us who are employed in the Amusement Industry open our hearts and purses to help heal—and prevent—tuberculosis for ourselves, our families, and our friends. There's no cost to patients at Will Rogers, and no finer care anywhere. Give at least One Hour's pay to the 6th Annual Christmas Salute.

WILL ROGERS MEMORIAL HOSPITAL & RESEARCH LABORATORIES

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Give AT LEAST ONE HOURS PAY...

6TH ANNUAL *Christmas* SALUTE

Will Rogers Hospital gratefully acknowledges the contribution of advertising production by Warner Brothers Pictures, and of space by this Publisher.

THE Independent FILM JOURNAL

DEVOTED to the BEST INTERESTS of the MOTION PICTURE INDUSTRY

In this issue

NEWS

NEW LOEW PRESIDENT; SCHENCK STILL ACTIVE

COMPO MARSHALS MANPOWER, AIMS, FOR TAX REPEAL WAR

NO CODE CHANGES IN NEAR FUTURE: JOHNSTON

FILM BUYERS, BOOKERS FORM ASSOCIATION

RKO MOVES AHEAD WITH PRODUCTION PLANS

REVIEWS

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A SUGGESTION

THE selection of the new president of Loew's Inc. is particularly appropriate. It was twenty-eight years ago that Nicholas M. Schenck succeeded Marcus Loew to head the Metro-Goldwyn-Mayer organization. Last week, Mr. Schenck became chairman of the board, tendering his resignation as president and urging the selection of Arthur M. Loew, son of the company's founder, as his successor.

Mr. Loew assumes his new responsibilities with an enviable record of achievement within the company over the past 35 years. (See biography on page 6). As president of Loew's International, he has supervised the company's foreign distribution and extensive overseas theatre operations. Nor is he a stranger to production having made successful films

(See Page 3)

THANK YOU SANTA CLAUS!

"Jingle Bells!



Jingle Boxoffice!"

Thanks for "KISMET"!

Biggest first week of any Christmas attraction in history of Radio City Music Hall, N. Y.

Thanks for "RANSOM!"

Previewed on Coast to thrilled audience. Another M-G-M block-buster in the terrific tempo of "Blackboard Jungle" and "Trial."

Thanks for "TENDER TRAP"!

It continues to be the industry leader in its extended and subsequent runs. Word-of-mouth gold-mine!

Thanks for "DIANE"!

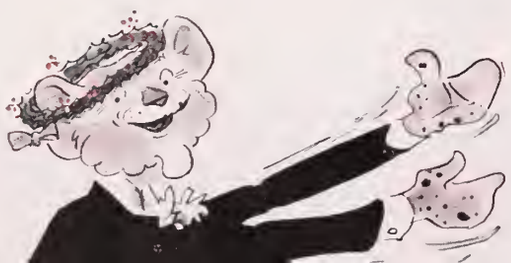
A great spectacular production with a "Battle of the Sexes" story that's every showman's red meat!

Thanks for "I'LL CRY TOMORROW"!

It's just opening in a Twin-World Premiere in Los Angeles and Chicago. Next attraction Music Hall, N. Y. Look Magazine, Redbook and Cosmopolitan start the parade of honors. It is one of this industry's All-Time Greats!

Thanks for EVERYTHING!

That includes coming BIG ONES like "FOREVER DARLING" and "THE LAST HUNT," "MEET ME IN LAS VEGAS" and "FORBIDDEN PLANET," "TRIBUTE TO A BAD MAN" and "GABY." And Many More!



MERRY CHRISTMAS TO EVERY READER OF THIS MAGAZINE FROM LEO!

December 24, 1955
Vol. 36 No. 12

THE Independent FILM JOURNAL

Editor: MORTON SUNSHINE

DEVOTED TO THE BEST INTERESTS OF THE MOTION PICTURE INDUSTRY

A Suggestion

(*Continued from cover*)

both here and abroad. He has earned the respect and admiration of all his associates and we look forward to a long and prosperous era for the Loew organization under the leadership of its new president.

Mr. Schenck, who promises to continue his active role in company affairs, is generally regarded as the industry's foremost statesman having perhaps contributed more to the welfare of the business than any other individual. He is already a legend and if any trade historian documents the growth of the industry, his name may well lead all the rest.

In this connection, we have a suggestion to make and we hope that world-wide exhibition will adopt it as a means of paying honor to Mr. Schenck, who shies away from the limelight and all forms of personal publicity.

M-G-M has never had a national campaign dedicated to any individual. As a matter of policy, Metro frowns on this idea. All through the years, in connection with the business campaigns of the past, M-G-M has always exploited ideas that theatre owners could use to sell tickets.

Exhibition, in fact, does not sympathize with inspired film company drives in honor of their own executives. *But it's a different story if a tribute can develop spontaneously from within the ranks of exhibition as a tribute to Mr. Schenck!*

The vehicle for such a testimonial has already been put into operation with the forthcoming M-G-M World-Wide Sales Conference to be held at the company's Hollywood studios from February 5-11. This same period has been designated "M-G-M Week" by Loew's world-wide sales force which is striving for a once-in-a-lifetime goal of "An M-G-M Picture on Every Screen of the World" for the announced purpose of honoring "one of the industry's great studios in recognition of its years of leadership and showmanship."

We propose that theatre owners all over the world, customers and non-customers alike, make "M-G-M Week" a tribute to Nicholas M. Schenck and make it his week by booking and playing Metro features and shorts.

We think exhibitors will like the idea and act on it and we hope that M-G-M comes up with the greatest concentration of playdates ever achieved in the industry's history for the purpose of honoring a truly great industry leader.

Going Concern

As expected, COMPO will continue its operations in furthering the best interests of the motion picture industry.

It has been decided—and rightly so—that the fight for total repeal of the Federal admissions tax will be pursued with full vigor. This decision was made none too soon since Congress will once again be in session at the turn of the year. Now look for the campaign to move into high gear. Informed opinion believes that the campaign is necessary even if further relief is not forthcoming. Of greater importance, there is a good chance for success.

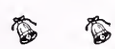
Another gratifying aspect of the COMPO meetings was the vote of confidence extended to general counsel Robert W. Coyne, who was made a member of the triumvirate in place of the Allied representative who relinquished his post because of his organization's defection.

In addition to a continuance of the Audience Awards, several public relations projects are pinpointed for future action.

It was observed that COMPO, which is gaining respect for the industry, is itself entitled to industry respect and must not be treated like a stepchild or sacrificial lamb.

Clear thinking exhibitors have already paid, or will pay their share of the freight. These voluntary contributions will be matched by distribution. The dues are truly nominal and no responsible theatre owner will seek excuses for withholding support.

Make no mistake about it, COMPO is a going concern and you should be a part of it.



The Independent Film Journal extends season's greetings to all its readers.

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An Important Promotion

Loew Takes On Presidential Chores; Schenck Still Active

Two of the first official acts of Arthur M. Loew, newly-elected president of Loew's Inc. will be to meet with company stockholders at the annual meeting set for the latter part of January and then act as co-host with Dore Schary, M-G-M studio production chief, from February 5-11 at the company's World-Wide Hollywood Conference, the first global meeting of its kind, where the conference will play host to 80 of the company's top executives throughout the free world.

Loew's appointment to the company's top post was regarded as one of the major trade appointments in recent years.

(*For a biography of Arthur M. Loew, see page* 6.)

Succeeding Nicholas M. Schenck to the Loew's presidency, Arthur M. Loew will continue his duties as president of Loew's International. The son of M-G-M founder Marcus Loew, Loew has been active in the company for thirty-five years. For the past year, under assignment by Schenck, Loew has been making an intensive study of studio operations. He was strongly recommended by the retiring president, who was subsequently elected chairman of the board of Loew's Inc.

Active Role For Schenck

Schenck has indicated that he will maintain an active role in the company's operations.

Schenck had been president of Loew's-M-G-M since 1927, upon the death of Marcus Loew. Three years earlier, Loew had effected the merger of the three companies, Metro, Goldwyn and Mayer. Under the guidance of Schenck, the trademark of Leo the Lion became synonymous with successful production and distribution. Schenck came to this country at the age of nine, ran errands, owned a drug store, and then with his brother Joseph and Marcus Loew entered the theatre field that was to bring him story-book success.

Planning an international film salute unique in its scope, M-G-M has designated February 5-11 as "M-G-M Week" with the goal of placing "an M-G-M picture on every screen in the world." Co-incidental with the Week will be the M-G-M World-Wide Hollywood Conference.

The week's agenda include sales meetings and screenings of new product, as well as sessions between the sales force and the studio's producers, directors, stars and technicians for the exchange of ideas and for the airing of mutual problems. Results of the world concentration of playdates will be announced at the opening of the global conclave. All exhibitors are being asked to participate in the M-G-M salute.

Also elected to the Board of Directors of Loew's Inc. was John Lawrence Sullivan. Sullivan is senior law partner in the firm of Sullivan, Bernard, Shea and Kenney.

ITOA Capitol Junket Against Allied FTC Regulation Bid In Senate

The Independent Theatre Owners Association has unanimously authorized members of its Legal Committee to testify at the January hearings of the sub-committee of the Senate Small Business Committee in Washington in order to protect the interests of the ITOA membership. The ITOA has already gone on record as opposing National Allied's proposal for the regulation of film rentals.

A second resolution empowered the Film Committee to notify the film companies to service ITOA theatres equipped with stereophonic magnetic sound with appropriate prints. The resolution resulted from membership complaints that properly equipped stereophonic sound installations were being discriminated against and were being serviced with optical sound prints by certain companies.

In reference to the ITOA Washington appearance, president Harry Brandt stated, "We do not want any Federal Trade Commissioner setting film rentals. This is not in the best interests of the independent exhibitors and we want Congress to know how we feel about it. This can turn out to be a bigger boomerang than competitive bidding."

"All we need to put us out of business is another empty victory such as was achieved with divorcement and the elimination of block booking. These conditions caused a shortage of product from which we are now suffering. If rentals regulation is added, it could make the present famine look like a feast. It would give no relief whatsoever."

Organize National Film Buying And Booking Organization

A Chicago meeting of representatives of film booking and buying organizations from all parts of the country has lead to the establishment of the National Association of Film Service Organizations. Regarded as a major move to improve relations between exhibitors and distributors, the Association was formed to seek a "better understanding between distribution and exhibition, to co-operate with all groups endeavoring to solve the many pressing problems of the theatre owner, and to develop high standards of service and conduct of its members.

Sidney Cohen, Film Service Corp. of Salt Lake City, was named president, with Lou Hanna, Stear-Hanna Cooperative Theatre Service of Pittsburg as vice-president, and Ed V. Green, Texas Theatre Service Co. of Dallas as secretary-treasurer. Offices will be located in a central section of the country with an executive director soon to be appointed. The next general meeting of the Association is set for Cleveland on Feb. 18-19.

No Code Change In Near Future Says Johnston

HOLLYWOOD.—There will be no change in the MPAA Production Code, according to the Association's president Eric Johnston.



ERIC JOHNSTON

In his first press conference with the Los Angeles press since last April, Johnson flatly declared that the Code would remain unaltered at present and that he did not believe there would be any reason to change the Code in the foreseeable future. The MPAA president however added that he agreed that changes in conditions might bring about Code revisions.

Johnston also announced that the industry is going through another box office recession. Unable to state what percentage the domestic dip would be, he doubted if the foreign revenue increase would offset the drop at home. Overseas figures will be up to $215,000,000 gross compared to last year's $210,000,000, he predicted. He said that the lack of major product and television might be behind the domestic dip.

Johnston told the assembled newsmen that probably the film industry would never again experience such a boom as during the late war years, when such factors as the abundance of spending money, the gas shortage, and the absence of television meant financial bonanzas for exhibitors and producers alike. On the other hand, he said, there is no cause for general pessimism either, since business will probably level off on a sound economic basis, and be satisfactory thereafter.

"Don't Expect Boom"

The MPAA president also commented that the motion picture business was in many ways becoming a "summertime" operation, with the number of drive-ins now 7,000, as compared to 351 ten years ago.

Johnston predicted that pay-TV would prove too hot an issue for an FCC decision, and that it would eventually be turned over to Congress for debate.

Johnston's remarks apparently undercut industry reports that a Code revision in its narcotics clause was imminent. The MPAA recently denied a Code seal to Otto Preminger's addiction film, "Man With the Golden Arm," (*see review page* 35), leading to the resignation of United Artists, its distributor, from the MPAA.

In his talk, Johnston noted four other films from which the seal had been withheld, "The Moon is Blue," "I Am a Camera," "French Line," and "Sinbad the Sailor," which was withdrawn from release by RKO. Recalling the amendment to the Code in 1946 allowing producers to film narcotics themes, Johnston noted that upon his return from government business in Europe the Code was again changed back to prohibit the theme.

Johnston closed by calling upon all producers to observe the Code for the good of both the public and the industry.

NEWS BRIEFS

Film Dividends Rise

WASHINGON.—Film industry publicly declared dividends rose 16 percent during the first ten months of 1955 over the comparable period last year, $23,580,000 compared with $19,847,000, according to the Commerce Department this week. The increase for all U.S. corporations during the same period was just under 10 percent.

Art Houses Unite

A group of art theatre owners are banding together in key cities across the nation to insure flow of foreign pictures through direct purchase. The organization, Art Theatre Associates, will license the films to themselves first, then sell them to subsequent run situations, and then to television. Lead by Jacques Kopfstein, resigning president of Associated Artists Prods. subsidiary, Dominant Pictures Corp., the new group will charge a membership fee in addition to the usual rental. $500,000 in bank funds is also available to the outfit, Kopfstein said. John Cerinas, Greenhill Theatre, Philadelphia is chairman of the executive committee with Norman Arenwald of Leo Brecher Enterprises also represented on the committee.

Nassau Anti-Trust Suit

Several corporations owning seven Nassau County theatres have filed a $9,450,000 anti-trust suit against Skouras Theatres, Metropolitan Playhouses, Combined Century Theatres, George and Spyros S. Skouras, Leslie Schwartz, Henry Miner Jr., and 15 realty firms with which the defendents are connected. The defendents are charged with diverting percentage pictures to other houses in order to deprive potential profits from the seven houses. The plaintiffs made it known that their theatres are all leased either to Skouras or Metropolitan.

Burlesque in Spotlight

Burlesque took the spotlight this week when the N. Y. Supreme Court, Appellate Div., directed the Dept. of Licenses to grant a license to Thomas J. Phillips, owner of the Orpheum Theatre, Brooklyn, to produce theatrical shows if the word "burlesque" was stricken from his application. Meanwhile, the ACLU urged that proposed amendments to control "improper" burlesque performances in Newark be rejected because they would impose censorship.

Ready Congressional Drive

Compo Marshals Manpower, Ammo For Total Repeal War

Following quickly on the heels of last week's meeting of member organizations of COMPO which gave the green light to the 1956 total tax repeal campaign, the council set the wheels in motion to gather and collate statistical data of the present financial situation of the industry.

The COMPO study is expected to bear out MPAA president Eric Johnston's statement that the industry is in a box-office slump and also to serve as a valuable campaign weapon in the COMPO tax elimination drive.

It is understood that COMPO is preparing to appoint regional chairman from its member organizations to initiate a grass-roots campaign similar to the drive which resulted in halving the admission tax in 1954.

Robert Coyne, COMPO general counsel, commented that "The expression by Mr. Johnston on the state of the business will be of assistance to the National Tax Campaign Committee now being organized.

"Our own research thus far leads us to believe that there are a large number of intermediate theatres encountering serious trouble," he continued. "Their plight is not unlike that of several thousand of smaller theatres which were in grave difficulty prior to the reduction of the tax to 10 percent and the exemption of those theatres charging 50 cents or less."

Tax Collections Drop

His statement would appear to be borne out by a Treasury Dept. release this week from Washington which revealed that admissions tax collections in the three months which ended on Sept. 30 were only $26,889,000, as compared to $28,380,000 in the corresponding quarter in 1954. Film theatres account for most of the totals.

This is the first quarter in which totals have been officially comparable to the preceding year since the Treasury changed accounting periods and Congress later cut the taxes.

At the COMPO meeting where the campaign for total tax repeal was voted, Coyne expressed his opinion that there is a 50-50 chance that tax repeal will be successful and that, in any event, the campaign must be carried on.

The liquor and electrical appliance industries are expected to campaign for tax reductions next year, and the American Federation of Musicians is expected to fight the cabaret tax.

Coyne was given a vote of confidence at last week's COMPO meeting when he was appointed to the organization's triumvirate, joining Al Lichtman and Sam Pinanski, and replacing Wilbur Snaper, who resigned when National Allied withdrew from the organization.

The annual report of Lichtman and Pinanski stated that 516 out of 632 exhibitors who answer the COMPO tax repeal questionaire favored the campaign, and praised the "Audie" poll as an "auspicious beginning."

The Council voted to continue the Audience Awards poll next year, based on the tremendous success of this year's initial trial.

It also was decided at the meeting that Abram F. Myers, National Allied counsel, be asked to spell out the reforms that he wants the council to put into effect before his organization will reconsider its decision against renewal of membership. The meeting acted on a Myers' letter which informed the council that the Allied board had decided not to renew its membership until such time as changes in operations and personnel were made and the constitutional provisions were adhered to.

Urging COMPO to map out a public relations campaign offering to women of the nation the mental and emotional lift provided by the motion pictures, Leonard Goldenson, president of American Broadcasting-Paramount Theatres, told the Council that the accent on violence and its corresponding unattractiveness to women was a factor in the box-office dip of the last quarter. Admitting that films like "To Hell and Back," and "Rebel Without a Cause" did solidly, he said that the need for good love stories or entertainment packages to satisfy women was not filled. He compared the current quarter with last year's corresponding period, and pointed to "Sabrina," "White Christmas," and "Rear Window" as supplying the female taste in 1954.

Charge MPA Code Ban Violates Anti-Trust Law

The legal right of the Production Code Administration to bar the theme of dope addiction was challenged in a $150,000 suit filed by Ellis Films Inc. in Federal court this week. The suit charges that the PCA is acting in violation of the anti-trust laws.

In its brief, Ellis Films declared that its action "was not an attack on the right of the industry to regulate itself," but rather questioned "whether or not the MPAA can effectively close the market for exhibition which deals with the subject of drugs or drug traffic." Owner of the film, "Three Forbidden Stories," one of which deals with narcotics, Ellis Films noted that without the Code seal, it found it impossible to get exhibitors to book its film. The Ellis charge also states that "by various means, including express or implicit economic coercion against theatre owners," the MPAA has virtually closed the film market.



RICHARD F. WALSH

Merged AFL-CIO Opposes Pay-TV

Organized labor—15,000,000 strong—went on record in opposition to Toll TV at the first convention of the merged American Federation of Labor—Congress of Industrial Organizations.

By unanimous resolution, the AFL-CIO was authorized to inform the Federal Communications Commission and Congress that labor is against the licensing of any pay-to-see TV systems. The measure was introduced by Richard F. Walsh, president of the IATSE and a vice-president of the AFL-CIO.

Meet Loew's New President

Arthur M. Loew Experienced In All Branches Of Industry

Born in New York City in 1897, Arthur Loew is the illustrious son of an illustrious father. The late Marcus Loew, pioneer in film production and distribution, founded and, until his death in 1927, presided over Loew's Inc., parent company of M-G-M.

Arthur Loew grew up in the city, attending its public schools, and in 1914 matriculated at N.Y.U. While at college, he was well liked both by the faculty and his fellow students. His prowess in basketball, baseball, and tennis achieved for him an inter-collegiate reputation, and he was awarded his college insignia for proficiency in all these sports. In addition, he was elected business manager of the university publication and president of his fraternity.

During his summer holidays, Arthur Loew worked as a cub reporter for the "Evening Globe."

After graduation from N.Y.U. in 1918, young Loew immediately enlisted in the U. S. Navy and served for the duration of World War I. He emerged from naval service as a chief petty officer, and then went to work for his father's company.

"One-Man Department"

Instead of beginning at the top, as his position might well have enabled him, he began at the very bottom, and learned every phase of the business by actual doing. Then he cast about for a more permanent place in the organization. There was one department where he felt he could make his mark. This was the international department, at that time utterly undeveloped. The department consisted of himself, one desk, and the services of a part-time secretary . . . a far cry from the intricate and efficient organization that he was to build.

At that time, the early 1920's, films were marketed internationally on a territorial sales rights basis. This was a haphazard system.

With characteristic foresight and energy, Arthur Loew set up a system of distribution which would ensure long-range development of the international market.

His plan called for the setting up of offices in countries throughout the world to handle the distribution of M-G-M films in their respective countries.

The first step was taken in 1924, when Arthur Loew supervised the organization of Jury Metro Goldwyn, Ltd., in conjunction with Sir William Jury, a prominent English film distributor. Within the next few years M-G-M offices were opened on every continent and in almost every country in the world. Today there are 125 M-G-M offices operating throughout the world . . . all this from Arthur M. Loew's "one-man department."

Opened "Show Cases"

Metro films were not always exhibited abroad under the best possible conditions. Arthur M. Loew's answer was to open Metro theatres, furnished and equipped on a plane to match the high standards set by M-G-M films. The first of these "showroom" theatres, the Cameo and the Queen's Hall in Brussels, Belgium, were opened in 1926. Then one after another Metro theatres were opened in many parts of the world. Cairo and Alexandria are typical of Loew's international theatres. They are the first theatres in the Middle East to be equipped with air conditioning. They boast the finest equipment.

The entry of the U. S. into World War II interrupted Loew's career. He volunteered for military service and was commissioned a major in the Signal Corps, Photographic Division, and placed in complete charge of adapting Army training and indoctrination films for use by the other Allied nations. It was in this capacity that he first saw 16-mm. films in operation.

16-mm. Pioneer

Two-and-a-half years later, mustered out of the service with the rank of lieutenant colonel, Loew took with him the idea of distributing 16-mm. versions of M-G-M's great films. He envisioned 16-mm. as another step in extending the frontiers of film.

For still another Loew "first" is his program of importing for showing in the U. S. and throughout the world films of exceptional merit produced in other countries, among them such outstanding examples of cinematographic art as "The Search," "It Happened at the Inn" and the "Portrait of Maria."

Loew is also the first international executive of a major company to add production to his distribution and exhibition duties. He produced "Teresa," filmed in Italy and the U. S., and a success at the box-office.

Arthur M. Loew is the opposite of the popular conception of the film executive. His office is soberly appointed. He seldom gives interviews. When he does, however, he makes up for their infrequency. He tackles a question while it still echoes in the air and clarifies it with facts and figures laced with good common sense. While other people were merely talking about the war's effects on the world's business, Loew was quietly sifting reports from offices all over the world, and then went out on trips abroad to see for himself.

An avid sports enthusiast, Loew still plays a fast game of tennis and a fairly good game of squash. Though he tries golf occasionally, he is no devotee of the sport. He captains his own boat and indulges in yachting off his Long Island estate.

He was inspired to take up flying as a result of Lindberg's historic solo flight to Paris in 1927. He obtained his pilot's license the following year, and has been a flying enthusiast ever since.

Spare-time sportman and suburban gentleman, Arthur M. Loew's interest nevertheless lies first, last and always in motion pictures. This is the keynote of his entire career. The latest example of this is his personal sponsorship of Perspecta Sterephonic Sound.

Loew carefully examines each technological suggestion and enthusiastically sponsors those which to him seem meritorious. It is his belief that the cinema is the common denominator of our multi-lingual and multi-cultured world, and one of the finest instruments for building a world united for peace and well-being. He is fond of stating: "I want to see films used for welfare, not for warfare."



NICHOLAS M. SCHENCK
Loew's board chairman



ARTHUR M. LOEW
president of Loew's

Loew "Progressive And Capable:" Schenck

With the election of Arthur M. Loew as president of Loew's, Nicholas M. Schenck, chairman of the board, made the following statement:

"In Arthur Loew I think we have the most progressive and capable executive in the motion picture industry. His record as a distributor of films abroad has been equalled by none. He has been in close touch with M-G-M production and he has produced pictures himself. The company is most fortunate in its choice of a new president who will have my complete co-operation."

EXAMINE THE
PARAMOUNT 1955 BOXOFFICE LP* RECORD!



ITS HOT BOXOFFICE MUSIC WILL CONTINUE ALL THROUGH

1956

as PARAMOUNT *stays right in the groove with plenty of LP pictures!*

**Long Playing*



THE RECORD FOR 1956 WILL

BURT LANCASTER · ANNA MAGNANI
in HAL WALLIS' Production
of Tennessee Williams'

THE ROSE TATTOO

also starring Marisa Pavan · Ben Cooper
with Virginia Grey · Jo Van Fleet · Sandro Giglio
Directed by Daniel Mann · Screenplay by Tennessee Williams
Adaptation by Hal Kanter · Based on the Play
"The Rose Tattoo" by Tennessee Williams
Music Score by Alex North

VISTAVISION



VISTAVISION

BING CROSBY · DONALD O'CONNOR
JEANMAIRE · MITZI GAYNOR
PHIL HARRIS
in

ANYTHING GOES

Produced by Robert Emmett Dolan · Directed by Robert Lewis
Music and Lyrics by Cole Porter · New Songs by Sammy Cahn and
James Van Heusen · Screen Story and Screen Play by Sidney Sheldon
From the play by Guy Bolton and P. G. Wodehouse
(Revised by Howard Lindsay and Russel Crouse
Color by Technicolor



VISTAVISION

JAMES STEWART
DORIS DAY
in
ALFRED HITCHCOCK'S

THE MAN WHO KNEW TOO MUCH

Directed by Alfred Hitchcock
Screenplay by John Michael Hayes and Angus MacPhail
Based on a Story by Charles Bennett and D. B. Wyndam-Lewis
Songs by Jay Livingston and Ray Evans
Color by Technicolor





DEAN MARTIN and JERRY LEWIS
in HAL WALLIS'
ARTISTS AND MODELS
co-starring
Shirley MacLaine · Dorothy Malone · Eddie Mayehoff
with Eva Gabor · Anita Ekberg · George "Foghorn" Winslow
Directed by Frank Tashlin · Produced by Hal Wallis
Screenplay by Frank Tashlin, Hal Kanter and Herbert Baker
Adaptation by Don McGuire · Based on a play by Michael Davidson
and Norman Lessing · Songs by Harry Warren and Jack Brooks
Color by Technicolor

VISTAVISION

AGAIN RECORD PARAMOUNT'S LEADERSHIP...



VISTAVISION

DANNY KAYE
in
THE COURT JESTER
with
GLYNIS JOHNS
co-starring
Basil Rathbone · Angela Lansbury · Cecil Parker
Words and Music by Sylvia Fine and Sammy Cahn
Written, Produced and Directed by Norman Panama and Melvin Frank
Color by Technicolor



VISTAVISION

ALFRED HITCHCOCK'S
THE TROUBLE WITH HARRY
starring
Edmund Gwenn · John Forsythe · and introducing Shirley MacLaine
Directed by Alfred Hitchcock · Screenplay by John Michael Hayes
Based on the Novel by Jack Trevor Story · Color by Technicolor

GEORGE GOBEL
MITZI GAYNOR
DAVID NIVEN
in

THE BIRDS AND THE BEES

co-starring Reginald Gardiner · Fred Clark
Produced by Paul Jones · Directed by Norman Taurog
Screen Play by Sidney Sheldon and Preston Sturges
Based on a story by Monckton Hoffe
Musical Numbers Staged by Nick Castle
New Songs by Harry Warren and Mack David
Color by Technicolor

VISTAVISION



VISTAVISION

KATHRYN GRAYSON
ORESTE
in

THE VAGABOND KING

also starring
Rita Moreno · Sir Cedric Hardwicke · Walter Hampden
Directed by Michael Curtiz · Produced by Pat Duggan
Screenplay by Ken Englund and Noel Langley
Based on the Musical Play · Music by Rudolf Friml
Book and Lyrics by William H. Post and Brian Hooker
Presented on the Stage by Russell Janney
From a play by Justin Huntly McCarthy · Color by Technicolor



PARAMOUNT 1956

THE SCARLET HOUR

Produced and Directed by Michael Curtiz
Introducing Carol Ohmart · Tom Tryon · Jody Lawrance
with James Gregory and Elaine Stritch · Song: "Never Let Me Go"
sung by Nat "King" Cole, A Capitol Recording Artist
Screenplay by Rip Van Ronkel, Frank Tashlin
and John Merdyth Lucas
Story by Rip Van Ronkel and Frank Tashlin

VISTAVISION



'S



RECORD

FEATURES

BUILT-IN

BOXOFFICE

INGREDIENTS

MORE TOP RECORD BREAKERS FOR 1956

THE PICTURE BASED ON TOLSTOY'S FAMOUS NOVEL, "WAR AND PEACE"

Starring Audrey Hepburn, Henry Fonda, Mel Ferrer With Anita Ekberg, Vittorio Gassman, Oscar Homolka, Milly Vitale. Also starring John Mills. Directed by King Vidor Produced by Ponti-DeLaurentiis. In VistaVision and color by Technicolor

THAT CERTAIN FEELING

Starring Bob Hope, Eva Marie Saint, George Sanders With Pearl Bailey. Produced and directed by Norman Panama and Melvin Frank. In VistaVision and color by Technicolor

THE PROUD AND PROFANE

A Perlberg-Seaton Production. Starring William Holden, Deborah Kerr. Co-starring Thelma Ritter, Dewey Martin. In VistaVision and color by Technicolor

PARDNERS

Starring Dean Martin and Jerry Lewis. Directed by Norman Taurog. In VistaVision and color by Technicolor

TO TAME A LAND

Starring Marlon Brando. In VistaVision and color by Technicolor

THE MOUNTAIN

Starring Spencer Tracy and Robert Wagner. Co-starring Claire Trevor. In VistaVision and color by Technicolor. Produced and directed by Edward Dmytryk. From the best-selling novel

THE RAINMAKER

Hal Wallis Production. Starring William Holden. Based on the Broadway hit stage play



PARAMOUNT'S 1956 RECORD WILL BE CLIMAXED BY

The Most Important Motion Picture Ever Made . . .

CECIL B. DeMILLE'S

production of

THE TEN COMMANDMENTS

in

VISTAVISION

MOTION PICTURE HIGH-FIDELITY

and Color by Technicolor

For Every Date in 1956:

PARAMOUNT NEWS

and

PARAMOUNT SHORTS

many in

VISTAVISION

MOTION PICTURE HIGH-FIDELITY

PRINTED IN U.S.A.

NEW POSTS



REGINALD ARMOUR

REGINALD ARMOUR has been named executive vice-president of Republic International and will supervise all company foreign operations. With the company since 1949, Armour became a vice-president the following year,, and most recently was managing director of Repblic Int.'l in Great Britain.

JOSEPH HYAMS has been named 20th-Fox metropolitan newspaper contact succeeding recently appointed publicity manager Ira Tulipan. Hyams was formerly associated with the Bernard Kamber organization working on Hecht-Lancaster and Samuel Goldwyn Jr. productions, and previously was associated with Columbia Pictures.

J. M. WECHSLER has been named Warner Bros. Milwaukee branch mgr., replacing Frank Reimer.

HAROLD S. MINER, Manufacturers Trust Co. vice-president in charge of the Fifth Ave.-43rd Street branch, has been elected to the board of directors of Century Theatres.

DAWSON EXLEY, Toronto exchange salesman for 20th-Fox, has been appointed manager of the company's St. John, New Brunswick exchange, succeeding R. G. March, retired.

NORMAN KATZ, foreign sales mgr. for Associated Artists Prods., has been named vice-president in charge of distribution. He will continue to handle foreign sales. HERBERT RICHEK, veteran theatrical booking chief, was appointed general manager of AAP's theatrical subsidiary, Dominant Pictures Corp., in addition to his duties as AAP home office manager.

JIM SHEAN has joined the pub-ad staff of Buena Vista Film Distributing Co. in the position of copy-writer. Formerly Shean was a TV-radio script writer.

MORRIS GOODMAN, former Columbia sales mgr. for continental Europe and the Middle East, has been appointed aide to Lacy W. Kastner, company president. Goodman will act as adviser on world-wide sales and distribution.

MICHAEL HOFFAY, formerly associated with Mexfilms and previously with RKO and Eagle-Lion, has joined the publicity department of Columbia Pictures Int.'l.

FRANK M. MCGEARY, color motion picture specialist from Washington, D.C., has joined Motion Picture Laboratories, Inc., Memphis, Tenn. McGeary was assistant manager of the Eastman Kodak Laboratory for a number of years and later organized and was president of McGeary-Smith Laboratories in Washington, now Capitol Films.

AL JOYCE has been appointed director of Makelim Productions.

MARCELLA KNAPP, formerly associated with the M-G-M casting dept., has been named executive assistant to Douglas Whitney, executive in charge of RKO's casting and talent dept.

UA Indie Producers Expound On Wide Variety Of Subjects

Three producers who release through United Artists—Robert Rossen, Kirk Douglas and Henry Fonda—during stopovers in New York revealed their plans to the trade press and also expressed several opinions about movie matters.

Robert Rossen, just returned to these shores after 2½ years abroad, where he researched, wrote, produced and directed the forthcoming United Artists release of "Alexander The Great," had some interesting things to say at a trade press luncheon this week. The film was photographed entirely in Spain, which country Rossen said has excellent terrain and will be used more frequently during the coming years for the filming of spectaculars.

$4 Million Cost

"Alexander The Great," which has a $4 million negative cost, would have cost about $7 million in Hollywood, Rosen estimated. Starring Richard Burton, and dedicated to historical accuracy, the film runs 2½ hours and will open a pre-release engagement in New York during Easter Week. Mort Nathanson, UA publicity manager, present at the interview, predicted a $20 million world-wide gross for the film, and said that the advertising-exploi-promotion budget—will definitely reach $1 million, and will probably go even higher.

Rossen has formulated no plans for the immediate future, but will "probably" release his next film through United Artists.

Henry Fonda will produce three major features within the next year with his newly-established independent film company, Orion Prods., Inc. Financing and distribution will be handled by United Artists. Fonda plans no films for TV but is reading scripts for a possible role in a legit play. The three films include TV Emmy winner "Twelve Angry Men," by Reginald Rose, "The Staked Plain," a western, and "The Clown," the Emmett Kelly story. Fonda, who played the clown role on TV in the fall, will star in all three productions. UA plans to rent a Manhattan studio to shoot "Twelve Angry Men" under the possible direction of TV's Sidney Lumet in his film megging debut.



ROBERT ROSSEN

Viewing the rise of the independent production company as a "shot in the arm of the industry," Kirk Douglas declared that enterprises like his own Bryna productions provide both an increase in product and in work for the actor. In New York for promotion on his first independent film for UA release, "The Indian Fighter," the star said that if there is a talent shortage the exhibitor must share the blame with the studios. Exhibitors are reluctant, he said, to play a film with an unknown, making the building of new talent very difficult. The studios too were at fault in letting talent contracts expire some time ago because there was no work for them, the actor said. A believer in the star system, Douglas said that "new faces have to be introduced in films which still have the top box office drawing actors." In 1956, Bryna will produce two Douglas starrers, "King Kelly," M-G-M release, and "Shadow of the Champ," UA release.

"Next Year We'll Be Better," Says Rhoden About "Audie" Poll

Industry representatives attending the annual COMPO meeting heard the presentation of a bill of suggestions to improve next year's "Audie" poll from Thornton Sargent, National Theatres publicity chief. Representing the absent Elmer C. Rhoden, chairman of the Audience Award committee, Sargent presented his suggestions before delegates who voted to repeat the Award in 1956. They included:

- **Earlier organization of area committees, assisted by divisional assistants for closer briefing, as well as participation by exchange managers and salesmen in local committees assisting in the lining up of participating theatres.**
- **Press sheets distributed nearer actual voting time, containing reproductions of outstanding activities of the year.**
- **Exhibitor meetings to get out the vote held nearer voting time.**
- **Award winners announced on a Monday for the benefit of the weekly trade press.**
- **No star to appear on the ballot for more than one performance.**
- **Clarification of the new player category made with a more definite title, as "new star of the year."**
- **Possible shortening of the ballot with only two nomination periods.**
- **Hollywood press representation to feed stories to columnists and wire services.**
- **Representatives of the public in attendance at the Awards presentation, and possible TV appearances by the winners after the dinner.**

RKO On The Go

Studio Hums Again With New Producers, Stars And Stories

The purchase of best-seller "Cash McCall" and the signing of Eddie Fisher and Debbie Reynolds by RKO Radio to co-star in "Every Mother Should Be Married," comedy with music, stood as tangible evidence of production chief William Dozier's outline of the revitalized production plan for studio, calling for 12 to 15 top budget films in 1956.

In addition to the "McCall" and Fisher-Reynolds projects, RKO production plans were highlighted by the signing of producers John Farrow and Stuart Millar, and with the production and distribution agreement set with Bert Friedlob Productions.

O'Shea To Return

These revelations were disclosed to the trade by Daniel T. O'Shea, president of RKO, who returned to New York following two weeks of top level conferences in Hollywood during which he finalized several major points in the 1956 production program for RKO. O'Shea will remain in New York over the holidays and return to the RKO Studio early in January to continue development of the over-all plans which have been the subject of his conferences with Charles L. Glett, Executive Vice President, and Dozier.

RKO also announced the signing of John Farrow as the studio's first producer-director. His contract calls for three films, the first of which will be "Back From Eternity," a Grand Hotel-type of story. With an all-star cast, the Jonathan Latimer story crosses the lives of a dozen people thrown together by the crash of a trans-continental plane. Farrow has been responsible for such films as "Wake Island," "Two Years Before the Mast" and "Hondo."

Bert Friedlob Productions and RKO have entered into a production-distribution association which calls for one film plus an unspecified number to follow to be determined by mutual agreement. The film, "Beyond a Reasonable Doubt," will star Dana Andrews under the direction of Fritz Lang. The Douglas Morrow story deals with a fiction writer who gets himself indicted and convicted for murder to prove an innocent man can be found guilty on circumstanial grounds. Filming will begin in early February.

Sign Friedlob

Stuart Millar will also aid in the production upswing at the studio, signing this week as a producer under Dozier. Millar, who assisted William Wyler in the shooting of "Desperate Hours" and "Friendly Persuasion," is only 26 years old, getting his film background writing and directing documentries in the Army. Previously he wrote for the Daily Mirror and INS.

The Cameron Hawley novel will be directed by a top creative team soon to be named by RKO. Hawley, the author of "Executive Suite," will confer with Dozier this week to select a screen writer to handle the adaptation for the screen. RKO topped all studio bids to snatch rights to the best-seller. The Fisher-Reynolds production, set for May production, will be produced by Edward Grainger.

Dozier held his first press conference on the coast to outline 1956 production plans for RKO, enumerating:

1. From 12 to 15 top-budget films financed totally or in part by the studio are planned. Starting in mid-January, the first production will be Arthur Lubin's "The First Traveling Saleslady," starring Ginger Rogers. In addition, a steady flow of product will be insured by various package deals with independent producers at the rate of at least two a month. They will be released under the RKO banner.

2. RKO plans to participate in television production when ready, but inasmuch as the first consideration is theatrical film production, such TV activity will not materialize for at least a year.

Outline Plans

3. In reference to the sale of the RKO backlog to Matty Fox television, Dozier announced that RKO has retained rights to remake any of these properties. He said that he was enthusiastic about the idea of remaking the RKO success of 1935, "Alice Adams," into a modern screen musical.

4. RKO will start immediately to develop a contract list of fresh screen personalities—and is willing to embrace talent in any field, presenting "a golden opportunity for producers, directors and writers," Dozier said.

5. RKO will concentrate on good dramatic entertainment rather than on the development of any screen process. "We intend to make the story more important than mechanics, concentrating on quality-scope," he said.

Completed Product

6. Dozier announced that David O. Selznick's first production will be in production in February ahead of this summer's "A Farewell to Arms."

7. RKO has a substantial line-up of completed productions, Dozier said, which will maintain the studio's program until for the first six months of the year, by which time a new set of films will reach the market. The completed Howard Hughes "Jet Pilot" will be turned over to RKO on May 1, according to the terms of the sale of the studio to General Teleradio. It is scheduled for release in late summer.

Dozier concluded with high praise for the world-wide sales organization which did a tremendous job, he said, during the recent period of product shortage. He also noted that TV was a great gift to the screen and that it will prove a great source of important new personnel at RKO.

Wohl Heads Film Board

Joe Wohl, Republic branch manager, is the new president of the New York Film Board of Trade. Other officers elected were: first vice-president Robert J. Fannon, assistant to Wohl at Republic; second vice-president Myron Sattler, Paramount branch manager; treasurer Ben Abner, Warners' metropolitan district manager; secretary Len Gruenberg, RKO district manager; and sergeant-at-arms Saal Gottlieb, M-G-M district manager. Louis Nizer continues as attorney and executive secretary.

Survey Indicates No British Film Predjudice—TOA

An overwhelming number of American exhibitors have indicated that there is no basic prejudice against the showing of British films in this country, according to a nationwide survey of the British product situation held by the Theatre Owners of America. It was clear that despite the poor play afforded British films at the present, many of the answering exhibitors looked toward England for aid in the product shortage here. Extensive replies outlining the reasons and the solutions to the poor play of UK product were offered by the polled exhibitors.

Gauge Reactions

Following are the major questions and their results:

—Do British pictures not get a better play in this country because you feel your audiences don't like them? Yes: 89, No: 5.

—Have you tried playing them and has there been poor audience reactions? Yes: 87, No: 7.

—Do you feel that there has been a good advertising and exploitation job done on British films in this country? No: 66, Yes: 25.

—Are you familiar enough with British product so as to decide whether there has been an improvement in the pictures? If you are, do you feel there has been a steady improvement. Yes: 75, No: 24.

—Do you feel that you should re-appraise your ideas of what audience reactions to British pictures are? No: 62, Yes: 30.

Following the questions, exhibitors responded with their ideas on what can be done to make British product more acceptable to American patrons. Some of the suggestions include:

—National build-up of English stars through personal appearances, advertising, TV, radio and magazine exploitation.

—More energetic American sales organization, perhaps one source of British film distribution here, plus a lowering of rentals since most of the non-art houses now play British product as co-feature.

Avoid Accents

—Avoidance of the "heavy" English accent, lack of action and universality, lack of outdoor scenes, too much "fog and night," lack of humor understandable to Americans.

—British films aimed at regular audiences instead of "art" house audiences, following more of the Hollywood approach: more color and process, more American scripts, American directors and American techniques, loans of British stars to American films, cutting of lengthy dialogue, emphasis on the "lighter" British film.

Additional comments were offered by many exhibitors indicating a wide range of viewpoints from the attitude that British films are too calculated and lofty to the opinion that through advertising and exploitation the present British product can win a "re-educated" American audience. Many asked for a similar poll on a grander scale.

what picture

is Edward L. Hyman talking about when he says:



Edward L. Hyman
Vice President,
United Paramount Theatres

"The picture is wonderful and in my opinion has all the sales value and boxoffice attributes of 'From Here to Eternity.' It should give equal or better results."

"picnic"

is the picture

Edward L. Hyman

says "HAS ALL

THE BOXOFFICE

ATTRIBUTES OF

'FROM HERE

TO ETERNITY'!"



COLUMBIA PICTURES presents

WILLIAM HOLDEN

IN

picnic

WITH

KIM NOVAK

BETTY FIELD · SUSAN STRASBERG · CLIFF ROBERTSON

AND

CO-STARRING

ROSALIND RUSSELL

AS ROSEMARY

Screen play by DANIEL TARADASH · Based upon the play "Picnic" by WILLIAM INGE · Produced on the stage by THEATRE GUILD, Inc. and JOSHUA LOGAN

Directed by JOSHUA LOGAN · Produced by FRED KOHLMAR

CINEMASCOPE

TECHNICOLOR

"PICNIC" WILL HAVE ITS PREMIERE AT RADIO CITY MUSIC HALL IN FEBRUARY 1956

Printed in U.S.A.

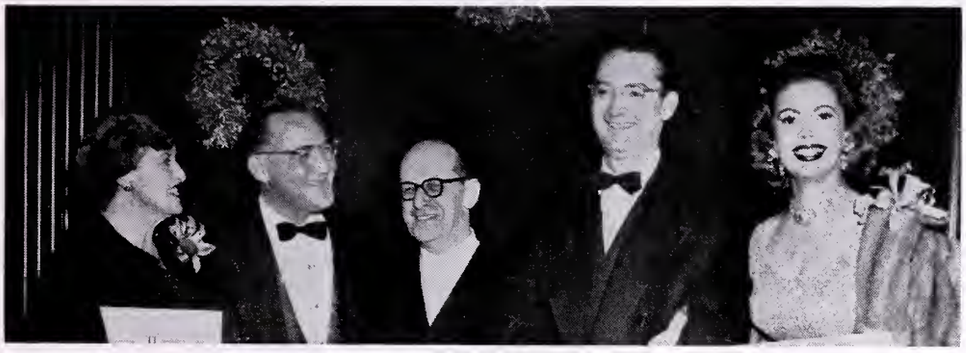
Personalities and Premieres



Industry leaders gathered at a Waldorf-Astoria luncheon this week to name William J. Heineman, UA vice-president, and Spyros S. Skouras, Skouras Theatres president, as co-chairmen of the 1956 Brotherhood Week campaign of the amusement industry. In attendance were (left to right): Leo Brecher, Brecher Theatres; Heineman; Robert J. Rubin, permanent chairman of the amusement division of the National Conference of Christians and Jews; Skouras; and Sol A. Schwartz, RKO Theatres president.



United Artists president Arthur B. Krim attends gala invitational premiere of Otto Preminger's "Man With The Golden Arm," UA release, at the Victoria Theatre, accompanied by Miss Judith Braun. In place of conventional marquee lettering, UA has substituted the above striking insignia (left) which is being used as the basis for all advertising. "Man" grossed a healthy $36,500 gross in its first five days.



Two Bennys, one real, the other 'reel,' attend the invitational premiere of Universal's "The Benny Goodman Story," the biography of the famous jazz clarinetist. Left to right are Mrs. Benny Goodman; Goodman; Charles Feldman, U-I vice-president and general sales manager; TV personality Steve Allen who plays Benny in the film; and Jayne Meadows, his wife.



Top box-office stars Marilyn Monroe and Marlon Brando (left) step out to aid the Actors Studio benefit premiere of Paramount's "The Rose Tattoo," now yielding solid receipts at the Astor Theatre. A bevy of personalities (right, l. to r.) acted as usherettes including Leslie Caron, Joyce Grenfell, Vivica Lindfors, Geraldine Page, Rita Gam and Helen Hayes.



Lillian Roth, whose autobiography "I'll Cry Tomorrow" will be released by M-G-M, cuts the cake at her birthday party thrown for Texas critics after a screening of the Susan Hayward film. The cake was flown in from Hollywood as a gift from Miss Hayward. Picture is next attraction at Radio City Music Hall.



Shirley Jones, star of 20th-Fox's "Carousel", is welcomed by studio publicity director Edward E. Sullivan to a demonstration of the new 55mm process which will make its debut with the classic musical by Rodgers and Hammerstein. Picture world premieres at the Roxy in New York on February 16.



Ralph Bellamy (left) discusses the opening of Warners' "The Court Martial of Billy Mitchell" with the famed airman's sister, Ruth Mitchell, and Charles Moss, exec. dir. of the Criterion Theatre where the invitational premiere was held.

Sensational new ticket-selling campaign on 20th's "THE D BLUE in CINEMA COLOR by DE

Tested with great success at NEW THEATRE, Baltimore, and FOX THEATRE, Philadelphia!

OUTGROSSED MANY OF 20TH'S TOP-MONEY ATTRACTIONS!

NOT FOR CHILDREN
Please do not bring the children. They will not understand the delicacy of this theme nor its implications.

CAN INFIDELITY BE LOVE?



One of the frankest and most adult of motion pictures—THE DEEP BLUE SEA—will be shown by this theatre, starting Friday, December 9th.

The theme, stripped of all the elegancies of the screen presentation, is that of a well-bred, beautiful woman who leaves everything that is honorable in her married life to take up with a ne'er-do-well because of her emotional longings.

Definitely, this keen probing into the inner core of a human being is not for children.

Adults will find THE DEEP BLUE SEA a penetrating dramatic disclosure of one of the seldom-mentioned reasons for wrecked marriages and ruined lives!

$100 in Cash for your opinion!

How would you have advised Vivien Leigh to handle her personal problem in THE DEEP BLUE SEA?

$100 in Cash will be given by the theatre management to the adult who best answers this question in a letter of not more then 200 words. No purchase required. The decision of the judges is final. Entries may be left at the box-office or mailed to the theatre. Entries must be postmarked not later than midnight December 23, 1955. No letters will be returned. Theatre employees are not eligible to compete.

For Record Grosses...DATE "THE DEEP BLUE SEA"...at once!

EEP
SEA"
ScopE®
UXE

For Pity's Sake!...

Don't Leave Me!...

Please Stay!...

Don't Leave Me Tonight!...

A cry from the depths of a woman's tortured soul! Powerful drama that probes the intimate life of a married woman who takes up with a ne'er-do-well because of her emotional longings! An adult presentation of a provocative problem!

NOT FOR CHILDREN
Please do not bring the children. They will not understand the delicacy of this theme nor its implications.



co-starring ERIC PORTMAN · EMLYN WILLIAMS
with Moira Lister • Arthur Hill
Screenplay by TERENCE RATTIGAN • Produced and Directed by ANATOLE LITVAK
Released by 20th Century-Fox • In the wonder of High Fidelity STEREOPHONIC SOUND

$100 IN CASH for your opinion!

How would you have advised Vivien Leigh to handle her personal problem in THE DEEP BLUE SEA?

$100 in Cash will be given by the theatre management to the adult who best answers this question in a letter of not more than 200 words.

No purchase required.

The decision of the judges is final.

Entries may be left at the box-office or mailed to the theatre.

Entries must be postmarked not later than midnight December 23, 1955. No letters will be returned. Theatre employees are not eligible to compete.



An instant before, she hadn't known he existed.
Now she knew him to be the one mon her emotional longings had been seeking oll her life!

NOT FOR CHILDREN
Please do not bring the children. They will not understond the delicocy of this theme nor its implications.

co-starring ERIC PORTMAN · EMLYN WILLIAMS
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ROLL UP THOSE SHOWMAN'S SLEEVES! Give "The Deep Blue Sea" Full Treatment! As They Did in Baltimore and Philadelphia!

HERE'S HOW TO REAP THE HARVEST!

- Run offbeat newspaper campaign
- Go for $100 Prize Contest
- Arrange for additional prizes from merchants
- Distribute contest blanks away from theatre
- Stick to adult theme
- Pick committee of judges, one a woman. Get important names—a jurist, a psychiatrist, a civic official
- Get photographs of committee for planting in local newspapers, looking at screen, opening letters, etcetera
- Arrange for judges, individually and collectively, to participate in discussion programs on T-V and radio. Themes: wrecked marriages, illogical emotions, and so on
- Display large cutout of Vivien Leigh atop marquee. Use copy like this: "Frankest and most adult of themes—the intimate life of a married woman and her emotional upset!"
- Blow up large advertisement for lobby display; use in window card size for display in merchants' windows, counter displays
- Use special offbeat radio spot announcements available to you

NOTE! Hard-hitting Press Book supplement showing new campaign and giving all phases of publicity and exploitation campaign in detail, can be had from your 20th Branch Manager or National Screen Service. Arrange to get it! Put it to work!

THIS PUBLICITY STUNT

made a great hit in Baltimore . . . Bouquet was formed of $1 bills. Girl went everywhere, with suitable theatre and attraction identification. Appeared on T-V. Can be duplicated to advantage in any situation!



THE *Christmas* SALUTE

comes but once a year



Now's the time when all of us who are employed in the Amusement Industry open our hearts and purses to help heal—and prevent—tuberculosis for ourselves, our families, and our friends. There's no cost to patients at Will Rogers, and no finer care anywhere. Give at least One Hour's pay to the 6th Annual Christmas Salute.

WILL ROGERS MEMORIAL HOSPITAL & RESEARCH LABORATORIES

Saranac Lake, N. Y.

NATIONAL OFFICE: 1501 BROADWAY, NEW YORK 36, N. Y.

Sponsored and Operated by the MOTION PICTURE INDUSTRY for the Entire Entertainment World



Give AT LEAST ONE HOURS PAY...

6TH ANNUAL *Christmas* SALUTE

Will Rogers Hospital gratefully acknowledges the contribution of advertising production by Warner Brothers Pictures, and of space by this Publisher.

EXHI-BITS . . . .

Guilty Of Tax Evasion

Jeanne Ansell, operator of a ten-theatre chain featuring Spanish language films, and her accountant, Irving A. Rosenblum, were convicted in Federal Court of 210 counts of theatre tax evasion. The couple face sentencing on Jan. 10 of a maximum of five years imprisonment and $10,000 on each count. Miss Ansell, 35, was convicted after the Internal Revenue Service charged that she had defrauded the government of $372,000 in taxes collected at the box office. The amount of admission taxes collected was understated by 50 percent, the government said.

Oppose Censorship

MEMPHIS.—Citizens here have overwhelmingly voiced opposition to censorship in a meeting called by Mayor Elect Edmund Orgill to determine public sentiment before the establishment of next year's municipal Censor Board. Most discussion was aroused by the first of five questions: should Memphis continue its censorship board? Over 80 percent voted "no." Representative citizens of education, press, clergy, exhibition and distribution heard MPAA community relations director Arthur H. Debra point out that Memphis is one of only four U.S. cities which still exercise previous restriction censorship. Since the Supreme Court's stand on censorship, Ohio and Kansas have abandoned their Boards and the city of Boston has removed its board, he told the Memphis gathering. Memphis plans another meeting this week to air further opinions.

Source Of Revenue

HARTFORD.—Theatres would be one of the sources of added revenue in Connecticut's Gov. Ribicoff's proposed temporary flood-recovery tax increase program. Theatre seat tax rates would be raised by a 12½ percent surtax on their 1955 business year returns. Tax increases on sales, cigarettes, liquor, corporations, public utilities, and domestic insurance companies are also projected to raise $15 million in revenue in the next nine months.

Theatres On Griddle

Many New York City theatres were served notice to remove fire hazards from their premises by the Fire Department, marking the beginning of a city-wide inspection of all theatres in the five boroughs by Commissioner Edward F. Cavanagh's department. Savanagh declared that the violations were "potentially but not imminently dangerous."

Comerford Buy-Out

SCRANTON.—Majority stock owners of the Comerford Theatres, Frank C. Walker and J. J. O'Leary, have purchased the minority holdings of the six children of M. E. Comerford for a reported $1,000,000. Stemming from an action filed by the Comerford heirs against Walker and O'Leary, the agreement placed $500,000 in the hands of the heirs last week, with the balance to be paid on March 21 upon proper transfer of the stocks. Former Postmaster General Walker declared, "All exceptions to the accounts of Walker and O'Leary in the M. E., and M. B. and Anna D. Comerford estates were withdrawn and the court approved the account as filed." The Comerford estate now in the hands of Walker and his associates includes theatres and real estate in Eastern Pennsylvania, New York and New England.

Dureau Honored

NEW ORLEANS.—Gaston J. Dureau Jr. was honored with a testimonial dinner here as he retired as president of Paramount Gulf Theatres Inc. after 43 years in the film industry. Dureau continues in an advisory and consultative capacity in the circuit. His career began in a secretarial capacity in the Fitchtenberg Theatre Enterprises, later joined the Saenger Amusement Co., and its successor companies, Paramount-Richards Theatres Inc. and Paramount Gulf Theatres. After heading the booking-buying department for Paramount-Gulf, he was named president in 1952.

Cite Skouras' Remarks

Calling for all distribution companies to re-evalute their opinions of the importance of the "small exhibitor," Theatre Owners of America general counsel Herman M. Levy hailed the candor of Spyros P. Skouras's testimony at the recent 16mm trial. Noting the 20th-Fox president's statement that without the small theatres, the majors could not distribute their films profitably, Levy said that it was the first declaration of its kind to come from distribution in over twenty years.

In view of Skouras' remarks, Levy said, presentation of the situation as it really is should be forthcoming from all the distributors. Levy made his statement in an analysis of Judge Leon Yankwich's 16mm trial decision.

Mears Heads UK Indies

LONDON. — A newly-formed exhibitor group, the Association of Independent Cinemas, has elected its first president, Harry Mears, former head of the Cinematograph Exhibitors Association. The association plans to be particularly active in the field of admission taxes and Eady fund assessments. At the election meeting, members voted to support an all-industry tax if it meets the needs of the membership. The long-range policy of the new group favors a percentage tax shifting the burden to the larger exhibitors. AIC plans to work with CEA on mutual problems and has declared that it is not opposed to dual membership. The exhibitor group seeks a place on the All-Industry Tax Committee and on the joint trade associations committee.

Selznick Films To TV

Television exhibition rights to nine films personally owned by David O. Selznick have been sold to National Telefilm Associates, it was announced in a joint statement by Frank I. Davis, The Selznick Co. president and Ely Landau, NTA president. The nine films include: "A Bill of Divorcement," starring John Barrymore and introducing Katherine Hepburn; "I'll Be Seeing You," with Ginger Rogers, Joseph Cotten and Shirley Temple; "The Spiral Staircase," with Dorothy McGuire; "The Farmer's Daughter," with Oscar-winning Loretta Young; Hitchcock's "Notorious" starring Cary Grant and Ingrid Bergman; "Since You Went Away," with an all-star cast; "The Paradine Case" starring Gregory Peck; "Portrait of Jenny," with Jennifer Jones; and "The Garden of Allah."

Court Reserves Decision On Loew's Ozoner Bid

Final decision on Loew's Theatres proposed drive-in in Raritan, N.J. is now in the hands of Judge Sidney Sugarman as the Federal court hearing on the circuit's application closed this week. Considered one of the most extensive hearings ever held on the application of a divorced circuit for expansion, the court airing included a bid by Wilbur Snaper for court rejection of the new site.

Originally, independent N.J. exhibitor Snaper was denied status as an intervenor in the case, but he was allowed by the court to present the case for his near-by Strand Theatre in Keyport, N.J. He asked that the court prohibit the proposed drive-in from becoming a first-run situation if the court granted Loew's its petition. The Dept. of Justice has already declared that it was backing the circuit application. Snaper contended that the Loew's house would adversely affect theatres in the area because an independent drive-in or conventional theatre operator could not get the same run and clearance as a first-run Leow's situation.

Snaper's attorney, Monroe Stein, pointed out that the proposed circuit ozoner would be in partnership with Norman A. August, New Rochelle, whom Stein identified as the son-in-law of Nat Cohn, Columbia Pictures branch manager. Loew's told the court that their Raritan project would aid rtaher than curtail competition.

NT Income Drops

HOLLYWOOD.—National Theatres has reported a net earning for the fiscal year ending Sept. 24 of $2,886,008 or $1.04 per share on 2,769,486 shares of capital stock outstanding, according to company president Elmer C. Rhoden. In the previous fiscal period, NT reported earnings of $2,856,850 or $1.03 per share. Theatre income showed a drop of over $3 million from last year's $61,915,000 to the present figure, $58,692,000. A profit of $298,000 after taxes resulted from the disposition of unproductive theatres and real estate.

The drop in theatre income was attributed by Rhoden to the reduction of theatres from 352 to 336 and to the "extraordinary" grosses of "The Robe" last year, as well as to the general shortage of top-grade features.

Skouras, Heineman Lead NCCJ

Leading the 1956 Brotherhood Campaign of the motion picture industry will be William J. Heineman, United Artists vice-president, and Spyros S. Skouras, Skouras Theatres president. The industry leaders were nominated as co-chairmen at a Waldorf-Astoria luncheon this week hosted by J. Robert Rubin, permanent chairman of the amusement division of the National Conference of Christians and Jews. The campaign will get under way in January and will culminate with the annual metropolitan area observance of the Week during the week of Washington's birthday in February. Heineman and Skouras aim to double or triple last year's $115,000 campaign figure.

From UA in 1956 . . .

THE GREATEST STAR POWER

To Our Exhibitor Friends Throughout the World:

You have noted our various announcements of picture projects during this past year. Naturally, we have been proud of the producer, director and writer talents who have taken advantage of the opportunity afforded them through U.A. to enter into independent production.

Recently, in a trade advertisement, we listed the names of this imposing array of creative talents from whose efforts we have promised you a minimum of 90 pictures over the next three years—30 a year. This minimum is actually committed as of now and the 90 or more pictures are either already produced, or in production, or in various phases of script development. As part of this program, we have continuously stressed the importance of star power — of proven box-office values —and to that end, we have in many ways attempted to create inducements to stimulate additional production activity on the part of our stars, so that the good health of our great industry, which is measured at your box-office, could thrive.

Now, at the year-end, as we look to 1956, we are thrilled, as you will be, by the results of this encouragement. We are listing here without frills and simply in alphabetical order, some of the stars who will appear in some of our releases for 1956. There are listed here 35 stars and 29 pictures, which is only a part of our program for 1956. All but a handful of these listed pictures are now in production and principal photography has been completed on most of them; not a single one is scheduled to start later than April 1st or to be released later than Christmas of next year. ***We believe this is the greatest star power ever included in a single year's program of any one company in the history of motion pictures.*** Many of these same stars have numerous other projects not here listed in pre-production preparation for 1957 and 1958. Other stars, such as Joan Crawford, Rita Hayworth, Betty Grable and others, are now in the process of activating their programs.

Other important announcements, adding to the U.A. family of producers, directors, writers and stars will soon supplement this imposing array. We hope that with this exciting line-up, you will feel amply rewarded for your past support of U.A. and that we may merit your ever increasing support, so that we, in turn, can make our contribution to the industry ever bigger and better.

BOB BENJAMIN • ARTHUR KRIM
BILL HEINEMAN • ARNOLD PICKER • MAX YOUNGSTEIN



BUD ABBOTT
"Dance With Me, Henr



TONY CURTIS
"Trapeze"



CLARK GABLE
"The Last Man In Wagon Mound"



TONY MARTIN
"Frontier Scout"

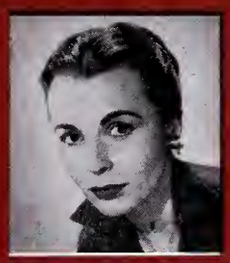


EDWARD G. ROBINSON
"Nightmare"

IN MOTION PICTURE HISTORY!



DANA ANDREWS
"Comanche"



CLAIRE BLOOM
"Alexander The Great"



RICHARD BURTON
"Alexander The Great"



RORY CALHOUN
"Flight From Hong Kong"



LOU COSTELLO
"Dance With Me, Henry"



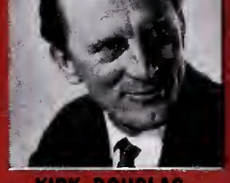
JOSEPH COTTEN
"The Killer Is Loose"



DANIELLE DARRIEUX
"Alexander The Great"



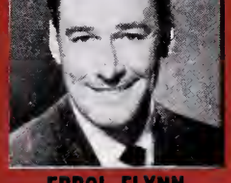
OLIVIA DE HAVILLAND
"The Ambassador's Daughter"



KIRK DOUGLAS
"The Indian Fighter"



RHONDA FLEMING
"The Killer Is Loose"



ERROL FLYNN
"King's Rhapsody"
"Let's Make Up"



HENRY FONDA
"Twelve Angry Men"



CARY GRANT
"The Pride And The Passion"



STERLING HAYDEN
"Bed of Fear"



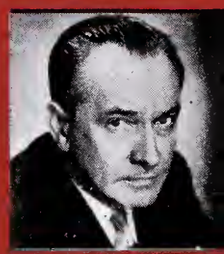
VAN HEFLIN
"Patterns"



BURT LANCASTER
"Trapeze"



GINA LOLLOBRIGIDA
"Trapeze"



FREDRIC MARCH
"Alexander The Great"



VICTOR MATURE
"The Sharkfighters"



ROBERT MITCHUM
"Foreign Intrigue"
"Bandido"



GEORGE MONTGOMERY
"Huk"



KIM NOVAK
"The Man With The Golden Arm"



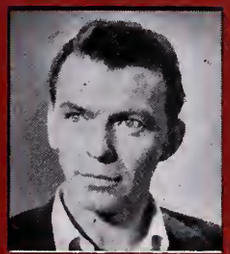
JACK PALANCE
"Fragile Fox"



ELEANOR PARKER
"The Man With The Golden Arm"



JANE RUSSELL
"The Big Play"



FRANK SINATRA
"The Man With The Golden Arm"
"Johnny Concho!"
"The Pride And The Passion"



MARK STEVENS
"The Timetable"



ROBERT WAGNER
"A Kiss Before Dying"



RICHARD WIDMARK
"Run For The Sun"



CORNEL WILDE
"Storm Fear"

Pre-sold Line-up, "55" From Fox

During 1956, 20th-Fox promises to combine the technological advances of CinemaScope 55 with their greatest lineup to date of pre-sold best-selling books and hit stage plays, according to a studio announcement.

Highlighted by the release of Rodgers & Hammerstein's "Carousel," in the new CinemaScope 55, the list of former hit plays includes another R&H musical, "The King and I," to star Deborah Kerr and Yul Brynner. Also scheduled are Cole Porter's "Can Can," "Anastasia," to star Ingrid Bergman, and William Inge's "Bus Stop."

Other stage plays to be brought to the screen by Fox will include "A Roomful of Roses," "The Painted Days," and "The Desk Set."

Novels to be brought to the screen during the coming year will include George Simenon's "The Bottom of the Bottle," starring Van Johnson, Joseph Cotten, Ruth Roman and Jack Carson; and Sloan Wilson's current best-seller, "The Man In The Grey Flannel Suit," to star Gregory Peck.

Also, Ewen Montagu's "The Man Who Never Was," starring Clifton Webb and Gloria Grahame; William Bradford Huie's "The Revolt of Mamie Stover," starring Jane Russell and Richard Egan; Philip MacDonald's "23 Faces to Baker Street," starring Van Johnson and Vera Miles; Alec Waugh's "Island In the Sun," with an all-star cast; and Verne Athanas' "The Proud Ones."

Others include David Divine's "Boy on a Dolphin"; Stanford Whitmore's "Solo"; "Francis Irvy Gwaltney's "The Day The Century Ended"; Lionel Shapiro's best-seller about the invasion of Normandy, "The Sixth of June," to star Richard Todd, Dana Wynter, and Edmund O'Brien; Charlotte Bronte's "Jane Eyre," to star James Mason; and John O'Hara's "The Best Things In Life Are Free."

Also on the 20th's 1956 list are Garson Kanin's "Do Re Mi"; Charles Shaw's "Heaven Knows Mr. Allison"; Carl Leo Gass's "The Circle"; Anya Seton's "Katherine"; and Samuel Shellabarger's adventure novel, "Lord Vanity."

"LIL ABNER" SIGNS



Al Capp, creator of "Li'l Abner," sketches Bob Hope, star of "That Certain Feeling," in which Capp plays himself. Paramount has just announced that it will entirely finance a Broadway musical and subsequent film version of "Li'l Abner" to be produced by Norman Panama and Michael Kidd early in the fall of 1956.

HOLLYWOOD

... on the wire

RICHARD BERNSTEIN, *Editor*
Hollywood Offices:
8245 Beeman Avenue
North Hollywood. Tel.:
ROgers 7-2347

Elia Kazan has begun production on the film version of Tennesee Williams' "Baby Doll," for Warner Brothers release. Kazan is once again starring a comparative newcomer with Carroll Baker playing the femme lead in the film opposite Karl Malden and Eli Wallach. Kazan is directing and producing the film. . . . U-I acquired two story properties, "Mr. Butterfly," a play by Evan Wylie and Jack Ruge and "Ride With the Executioner," a novelette by Charlotte Armstrong, which was published in the Aug. 1955 edition of American Magazine. Aaron Rosenberg has been set to produce "Butterfly," with Sy Gomberg and Jack Sher writing the screen play, while Gordon Kay will produce the Armstrong story.

* * *

Johnny Johnston and Alix Talton were signed to co-star in Sam Katzman's production, "Rock Around The Clock." Bill Haley and His Comets, who recorded the title song, one of the nation's top hits, will also appear in the film. Fred Sears will direct the musical, which has a Jan. 5 starting date. . . . Producer Herman Cohen is shooting "Magnificent Roughnecks," for Allied Artists at Kling Studios. The film, which is being directed by Sherman A. Rose, stars Jack Carson, Mickey Rooney and Nancy Gates. . . . Audre Hepburn and William Wyler, the director-producer, will be united by another production, Paramount Pictures announced. The film will be "L'Aiglon," the screen version of Edmund Rostand's famous play. The film will be produced in VistaVision on location in Austria and also in Hollywood. Picture will roll next fall. "L'Aiglon," which means "The Eaglet," takes place in Europe about 1830 shortly after Napoleon's death and it concerns the attempts of Napoleon's son, the Eaglet, and his followers to take over the throne of France.

* * *

Ingrid Bergman has been signed by Darryl Zanuck to star in 20th-Fox's "Anastasia." The film will be produced by Buddy Adler and directed by Anatole Litvak. It will be filmed in its entirety in Paris and Vienna, which are the locales of the story. The Broadway stage production of "Anastasia," was adapted by Guy Bolton from the French stage play by Marcelle Maurette. . . . Robert Aldrich purchased "Storm in the Sun," a play authored by Fern Mosk and Ann Taylor, for a production to star Joan Crawford under the banner of his Associates and Aldrich Co. Miss Crawford and Aldrich were recently teamed in the making of the film, "Autumn Leaves" for Columbia release with Aldrich producing and directing.

* * *

"The Blonde Heathen," a novel by Jim Allen Savage Jr., has been purchased by Republic, president Herbert J. Yates announced. The film version of the novel will be lensed in Trucolor and Naturama Wide Screen on locations to be laid in the South Seas and New York. Joe Kane will be associate producer-director on the film. . . . Joe Newman puts the Sabre Production, "Flight to Hong Kong," before the cameras Jan. 9th for United Artists release. Vic Orsatti is executive producer on the feature, which will star Rory Calhoun. Newman directs. . . . In another UA film, Victor Mature has been set to star in Samuel Goldwayn, Jr.'s second production, "The Sharkfighters," which rolls Jan. 2nd. . . . Over at U-I, production was started on "Johnny Salvo," which co-stars Ray Danton and Leigh Snowden. Albert J. Cohen is producing and Jack Arnold directing the film.

* * *

Producer Harry Tatelman registered the title, "Angles In Flight," and is developing his own original story for immediate production of a film suggested by the recent time-bomb explosion which destroyed 44 transcontinental plane passengers. The producer engaged Meyer Dolinsky to complete the screen play. Also set for production under Tatelman's independent banner is "Piazza," which will probably be filmed in Italy. Tatelman is at present completing his producer chores on "Run For The Sun," a Russ-Field production for UA release on which Robert Waterfield is executive producer. Film is being shot on locations near Mexico City.

* * *

George Nader was set to co-star with Esther Williams in U-I's "The Gentle Web," which Gordon Kay is producing and Harry Keller directing. . . . Cast toppers for 20th Century-Fox's "The Sixth of June," which will be made in CinemaScope and color, are Robert Taylor, Richard Todd, Dana Wynter, and Edmund O'Brien. Charles Brackett produces the film, which rolls Dec. 28, with Henry Koster directing. . . . Sam Katzman put the Clover Production, "Werewolf," for Columbia release before the cameras. The horror feature stars Don Megowan, Steven Ritch and Joyce Holden. Fred Sears is directing.

* * *

Ralph Meeker was inked as the lead in "Brief Rapture," which Paul Henreid will direct for producer John Bash and Elizabeth Dickinson. Republic will release the feature, which rolls Jan. 23. . . . Ann Sheridan joined the star cast of "The Opposite Sex," which will be filmed at M-G-M in CinemaScope and color with Joe Pasternak producing and David Miller directing. Miss Sheridan joins June Allyson and Leslie Neilson, who have already been set for other lead roles. Film goes before the cameras Jan. 30. . . . Producer-Director Hugo Haas signed Dolores Reed, former model, for his feature, "Hit and Run," which stars Cleo Moore and Vince Edwards. Haas is producing and directing the film. . . . Allied Artists will put "Three For Jamie Dawn," before the cameras Jan. 11. It will be produced by Hayes Goetz, with an original story and script by John Klempner.

* * *

(*Continued on next page*)

"What's a Bad Kid?" Asks Fennelly In Movie Version of TV's "Crime"

By Richard Bernstein

"When I bought 'Crime in the Streets.' I was looking for an honest appraisal of the juvenile delinquency situation," producer Vincent Fennelly declared in his office on the Samuel Goldwyn lot. "I think I've found the story and a new star in John Cassavetes."

Both the story and Cassavetes caught Fennelly's attention via television. "There are a lot of TV properties that aren't suited for film adaptation but this one caught my eye immediately because it's a story that leaves a lot unexplained that a motion picture can fully develop." Fennelly bid against some of the major studios for the rights to the Reginald Rose television script and snagged the property by offering, among other things, a participation deal to the story's author. The producer, who releases through Allied Artists, wrapped up the purchase in one day.

Seeks Authenticity

"In shooting the script in Hollywood, I tried to use as many of the original members of the New York TV cast as I could, because only New Yorkers can talk with the authentic accent that this tenement setting needs," Fennelly said. The cast includes Will Kuluva and Mark Rydell from the original cast, and James Whitmore, who Fennelly believes is one of the most distinguished and versatile actors in the profession today.

The producer had over 150 actors and actresses read for the film, the number usually reading for a total of ten films, the producer said. The story especially interested Fennelly because it tries to show that all teen-agers aren't bad and that some delinquents aren't really all bad. "The theme of the picture," Fennelly recounted, "is that you're nothing unless you love or are loved by someone." The story is that of a boy who learns, through the love shown him by his older brother, that his attitude toward life is way off-base.



VINCENT FENNELLY

Fennelly wasn't sure he wanted a Hollywood director but was convinced in his choice of director Don Siegel by the latter's job on "Riot in Cell Block 11." For the shooting of "Crime in the Streets," a Lindbrook production, Fennelly had one of the largest indoor sound stage sets ever built, an entire New York tenement block. He explained that if he had shot the film on location there would have been great sound problems, complicated by the fact that 95 percent of the film is shot in the night.

With four films a year on his schedule, three produced for Allied Artists, and a fourth under the Lindbrook banner for Allied distribution, Fennelly has another offbeat film ready for release, "At Gunpoint," with Fred MacMurray, Dorothy Malone and Walter Brennan. On the point of MacMurray's participation arrangement in the film, Fennelly said that he has no over-all participation or casting theories but that he lets the situation with each picture dictate his ultimate decision.

Keen With Budget

A keen man with a budget, Fennelly keeps a weather-eye peeled toward the schedule, for he believes that "your budget isn't any good at all unless you get your film in on time." He believes that if your film is made at the right price you have nothing to worry about. "Of course," he added paranthetically, "without a good story, you're dead."

Working close with author Ross and director Siegel on "Crime," Fennelly believes that everyone must have a firm grasp of what the story is trying to do, especially when it's a script dealing with the "human elements" as in the case of his newest release.

With a smile he called Cassavetes "the brightest star to hit Hollywood in a long time," and another proof of what a great "talent incubator" TV can be for future film personalities.

NCCJ Chairmen Seek Hollywood Cooperation

Spyros S. Skouras, president of Skouras Theatres, and William Heineman, vice-president and general sales manager of United Artists, are expected to fly to the coast within a week in order to accelerate studio cooperation in the Brotherhood Campaign sponsored by the National Conference of Christians and Jews.

Skouras and Heineman, co-chairmen of the amusement division, are reported to feel that production can take a bigger role in the film industry's campaign and will tour the studios with Edward Zabel, who has taken on the coast chairmanship.

Katz-Pasternak Indie

HOLLYWOOD.—Sam Katz and Joseph Pasternak, both associated with M-G-M for many years, have formed an independent producing company which is scheduled to begin active operations in early 1957, following termination of Pasternak's long-term contract at the end of 1956 with the M-G-M Studios.

. . . HOLLYWOOD

(*Continued from page 22*)

Dale Robertson, John Lund and Ward Bond were signed to co-star with Linda Darnell in Republic's "Dakota Incident," which will location in California's Red Rock Canyon with Lewis R. Foster directing and Michael Baird serving as associate producer. The film will be shot in Trucolor by Consolidated from an original screen play by Frederick Louis Fox. The film marks Robertson's first assignment as a free lance player. He concluded a long term contract with 20th Century-Fox recently. . . . Jack Warner announced that Warner Brothers has purchased "Two Wives," which appeared in the "Drama Every Day" section of Reader's Digest. Beirne Lay, Jr. has been assigned to produce the picture, and Margaret Fitts is writing the screen play.

* * *

Ron Randell joins Donna Reed, Aldo Ray and Leo Genn in the cast of Todon's Columbia Production, "Beyond Mombasa," which will start CinemaScope and color by Technicolor camera work in Africa Jan. 6 with George Marshall directing. . . . Baynes Barron joined the cast of Warners' Alan Ladd starrer, "Santiago." Rossana Podesta co-stars in the film with Ladd. Feature is being directed by Gordon Douglas with Martin Rackin producing. . . . Joan Leslie and Agnes Moorhead joined the cast of 20th Century-Fox's "The Revolt of Mamie Stover," which Buddy Adler is producing and Raoul Walsh directing. Jane Russell plays the title role with Richard Egan as the male lead.

* * *

Rod Taylor, the Australian star, recently signed by M-G-M, was cast in a lead role in "The Catered Affair," at M-G-M. Bette Davis, Ernest Borgnine, Debbie Reynolds, Barry Fitzgerald top the cast of the feature, which is being produced by Sam Zimbalist and directed by Richard Brooks. . . . Also at M-G-M, Glenn Ford was cast in the lead of "The Fastest Gun Alive," which rolls Jan. 16 with Clarence Greene producing and Russell Rouse directing.

NEW U-I STAR



Winner of a Berlin Film Festival award, 24-year old German film star Marianne Cook signs her Univ.-Int.'l contract as Alfred E. Daff (left), exec. vice-president, and Edward Muhl, vice-president in charge of production, look on. Miss Cook, known as Marianne Koch in Germany, was discovered in O. W. Fischer's "Ludwig II," to be released by U-I in this country.

REGIONEWS

ALBANY

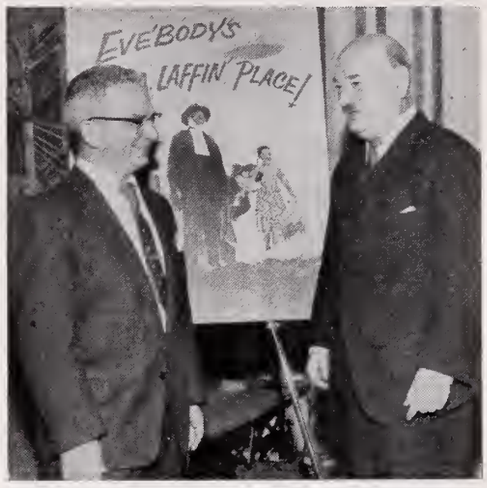
The $1,500,000 anti-trust suit brought by St. Lawrence Investors against Schine Chain Theas., et al, involves Alec Papayanakos' American in Canton and Schine's Pontiac and Strand in Ogdensburg—not James Papayanakos, as incorrectly reported by IFJ. The latter operates the Gralyn and Union Hall in Gouverneur and is in no way connected with the action, scheduled for trial the week of Jan. 10 before Judge Stephen W. Brennan and jury in U.S. Dist. Court. . . . 20 Variety Club teams canvassed Big Brother prospects in the annual Denial Drive for Camp Thacher, directed by 1st asst. chief barker Lewis A. Sumberg. Its goal is $20,000.

After renovations, the closed Colonial and Royal theatres in Albany reopened during the holidays under new managements. Ligget & Florin of N.Y. set the first show at the Colonial on Christmas Day. Jules Perlmutter is to operate the Hellman-owned Royal and is adding to his circuit, via lease, three Benton situations—the State in Mechanicville, Capitol in Ballston Spa., and Capitol in Whitehall. . . . Morris H. Klein of the Jericho 9-W Drive-In is asking for a review of Bethlehem's Appeal Board refusal to issue a permit for an ozoner on Rt. 9-W, between Albany and Ravena, after a public hearing, claiming that the ground had been cleared and part of the foundation set. . . . Peter Papayanakos, who operates an indoor theatre and a drive-in at Potsdam, recently married Barbara Ann James.

ATLANTA

Four Messerschmitt cabriolets are being offered as giveaways by Crescent Amuse. theatres in Nashville, Tenn., with drawings held Thurs. nights on stage of the Tennessee Theatre. . . . Boynton Theatre, Boynton, Fla., managed by Dick Jebb, will be renovated and exterior painted a pastel coral. . . . Hugh Martin, theatre owner in Fla., reports that the Cler-Vue Drive-In at Clermont will spend $16,000 to convert it into a combination drive-in walk-in theatre. . . . 41 Drive-In, Brooksville, Fla., will soon have a 68x50 screen, believed to be the largest in the state. . . . Dixie Drive-In Theas. are new owners of the Palm Drive-In, Savannah, Ga., which has been closed for the past few months. They have also closed their Circle Drive-In there.

Stein Theas., with headquarters in Jacksonville, Fla., began construction of an ozoner on the Waycross Hyway between Waycross and Blackshear, Ga., according to gen. mgr. Lou Leffler. Capacity will be 350 cars plus facilities for walk-in patrons. . . . Hugh Martin, pres. of MCM Theas. in Fla., was badly injured in an auto accident. . . . Republic Broadcasting System, of which Gordon B. McLendon is pres., bought radio station WGLS for $40,000, subject to FCC approval, from Guy W. Rutland, Sr. . . . R. L. Bailey, owner of the Bailey and Eagle Drive-In, Blountstown, Fla., celebrated his 25th year in the industry. Ann Rakestraw resigned as booker for National Screen to return to her home in Whiteburg, Tenn. . . . Lester Pershall, Jr., former mgr. of Tarpon Theatre, Tarpon Springs, Fla., now mgr. of Midway Drive-In there. . . . Jack Grayson appointed mgr. of Melbourne Outdoor Theatre, Melbourne, Fla.



Buena Vista presented plans for saturation re-release of Walt Disney's "Song of the South" to exhibitors at luncheon meetings in Boston and New Haven. Shown here (l to r): Leo F. Samuels, pres. & gen. sales mgr. of Buena Vista, and Sam Pinanski of American Theatres.

Brundidge, Ala. exhibitors have been fighting admission taxes on ground that the high levies may force shuttering of the city's only indoor theatre. They are also critical of the city's policy which allows out-of-town theatres to post 24-sheets and other advertising.

O. G. Roaden is new owner of Hiland Drive-In, Rogersville, Tenn. . . . Crescent Amuse. closed its Doxdeaux Drive-In, Nashville, Tenn. for the winter. . . . Mgr. Jesse Marlow reports Beach Drive-In, Jacksonville, Fla., is now equipped for widescreen showings. . . . Russell Parham will handle booking for 81 Drive-In, Kingsport, Tenn. . . . Otto Gross, Bailey Theas., is back in the hospital. . . . H. T. Spears was elected chief barker of Variety Tent 21; R. J. Barnes, 1st asst.; Don Coursey, 2nd asst.; Willis J. Davis, property master; M. A. Barre, dough guy.

BOSTON

The litigation between Federal Film Co. and Albert Swerdlove of Boston against Filmakers Releasing Org. of Calif. was settled for an undisclosed sum, with plaintiffs continuing as New Eng. distributors of Filmakers' product. Major issue in the case was distribution of "The Bold and The Brave," which Filmakers withdrew from the franchise. It is understood that the film will be handled by a major distributor. . . . Phil Bardeen installed CinemaScope in his Milo, Me. Theatre, which was closed last May, and is readying it for reopening on Jan. 1.

E. M. Loew and his concessions mgr. Larry Wallace, also designer Richard Rubin attended opening of the circuit's new Gulf Stream Drive-In at Hallendale, Fla. on Dec. 21. Mgr. is Jim Frazier, who was transferred from Loew's Strand Theatre in Asheville, N.C. . . . The chapel was filled with friends of Nathan Ross, 70, pioneer film salesman with UA, who passed away after a long illness. . . . Also passed away, Joseph Cohan, 56, projectionist at the Casino Theatre, and Edward X. Callahan, 67, for 20 years with 20th-Fox here before his resignation in 1953. . . . Warren Gates, former Warner booker, joined the booking staff at Columbia as successor to Jack Finn, who resigned to enter the Navy.

Marilyn Paul replaces Anita Linsky as secy. at Independent Exhibitors. . . . James Field, mgr. of the Paramount, Salem, has a new son named John Gerard. . . . Don McNally, who operates two ozoners in Vt., has taken over leases on the conventional Auditorium, Orleans, and the Memorial, Barton, Vt. . . . America Theas. closed three nabes, the Warren and Plaza in Roxbury, and the Central in Somerville, with no plans announced for reopening. . . . Mary Casella, secy. to E. M. Loew in Boston, is engaged to marry Edmund Weiss of Boston.

Lloyd Clark, pres. of Middlesex Amuse. Co., has adopted an 8-year-old Greek war orphan boy. The Clarks have a 9-year-old son named George. . . . Charles E. Kurtzman, northeast div. mgr. for Loew's Theas., was named gen. advisor for the amusement, hotel and restaurant div. of the 1956 Heart Fund, and in turn appointed RKO branch mgr. Hatton F. Taylor, m.p. chairman, and M-G-M branch mgr. Benn Rosenwald as chmn. of the 1956 March of Dimes campaign.

BUFFALO

Boris Bernardi is the new mng. dir. of the Teck Theatre, home of "Cinerama Holiday," which is currently in its 10th month. The Scholastic Legion of Decency, representing Catholic high schools in western N.Y., cited the film as "Picture of the Month" in Buffalo. . . . Lucille Ball and Desi Arnaz may be in Jamestown, the former's home town, early in Feb. for world premiere of their new picture, "Forever Darling." . . . Zoning Board of Appeals has approved application of Kensington Theatre Corp. to permit use of the theatre at 519-25 Grider St. for a plumbing shop and the adjoining vacant lot for parking purposes.

"Guys and Dolls" will be shown in Rochester for an extended engagement at the Regent Theatre, according to announcement by Paramount's city mgr. Francis Anderson. . . . The first of a series of eight "Cinema Classics" will be shown Jan. 8 in the Buffalo Historical Society bldg., sponsored by the Philharmonic Film Committee for benefit of the Buffalo Philharmonic Orchestra. . . . The will of the late Richard D. Walsh, who was

(*Continued on page* 28)

Allied Artists' March of Progress Sales Drive Features Incentive Plan

Allied Artists has set its 17-week March of Progress sales drive from Jan. 28 to May 24, 1956, according to AA vice-president and sales manager Morey R. Goldstein. The drive will be spearheaded by the mid-January release of the Fred MacMurray-Dorothy Malone-Walter Brennan starrer, "At Gunpoint."

A new incentive plan for AA personnel has also been established, it was revealed by Goldstein. In addition to regular prizes based on dollar-delivery during the March of Progress, special Merit awards will be presented on the basis of all-around branch performance. Goldstein noted that promotional plans have been stepped up in keeping with the upswing in production and distribution.

Allied Artists has announced a net income of $598,494 after taxes for 1955. In 1954, the net income was $414,480. An all-time high in gross income was reached in 1955 with $12,670,000 compared with 1954's $11,838,500. Net income per share was 59 cents after preferred stock dividends compared to 45 cents in 1954.

Allied Artists has also revealed that an agreement has been signed with the Security-First National Bank of Los Angeles in participation with the Bankers Trust Co. of N.Y.C. extending its loan arrangement to Jan. 1, 1957. The new agreement provides for a revolving loan of a maximum of $2,500,000 and permits guaranties up to $600,000 covering bank loans to producers releasing their pictures through AA.

Jeff Donnell has signed with AA to appear in "Magnificent Roughnecks," with Mickey Rooney, Jack Carson and Nancy Gates, which goes into production this week. Scheduled also for the March of Progress drive will be: "Invasion of the Body Snatchers," "Crime in the Streets," "The First Texan," "The Come-On," "World Without End," "Thunderstorm," "The Four Seasons," "Mother-Sir!," "Screaming Eagles," and "Shack Out on 101."

Jury Favors Distributors In Delman Trust Suit

DALLAS.—A federal jury decided in favor of six film distributing companies in the case brought against them by operators of the Delman Theatre here in a $750,000 anti-trust action. The defense contended in its case that since there are a limited number of prints, the companies must set up an availability sequence—and that all six firms placed the Delman in the same sequence classification on the basis of sound business sense and not by conspiracy. The suit was originally filed in Delaware by I. B. Adelman, president of Tivoli Realty, Inc. At an earlier hearing, four of the defendants were upheld on appeal to the U.S. Fifth Circuit Court of Appeals. In the re-trial, the following appeared: Paramount, Warners, 20th-Fox, Columbia, United Artists and Universal.

Full U.S.-French Film Exchange Urged: Golden

An official of the Commerce Dept. has called for a full exchange of motion pictures between France and America. Labeling such an exchange a great promise for cultural and economic stability in insecure times, Nathan D. Golden, representing the Business and Defense Services Administration of the Department, told guests at a reception given by Joseph Maternati, French Cinema Center director, that his Department was vitally concerned with the import of motion pictures into the United States.

"Two way foreign trade has always p'ayed an important part in the American economy, and it should be no different in our motion picture trade," Golden said. In the exchange of films, Golden saw an ideal way of creating understanding between peoples. He added that the cutting off of export markets for the U.S. would have drastic effects on our film industry's well-being and "likewise it has the same effect upon a country like France unless more of its films are sold in the United States."

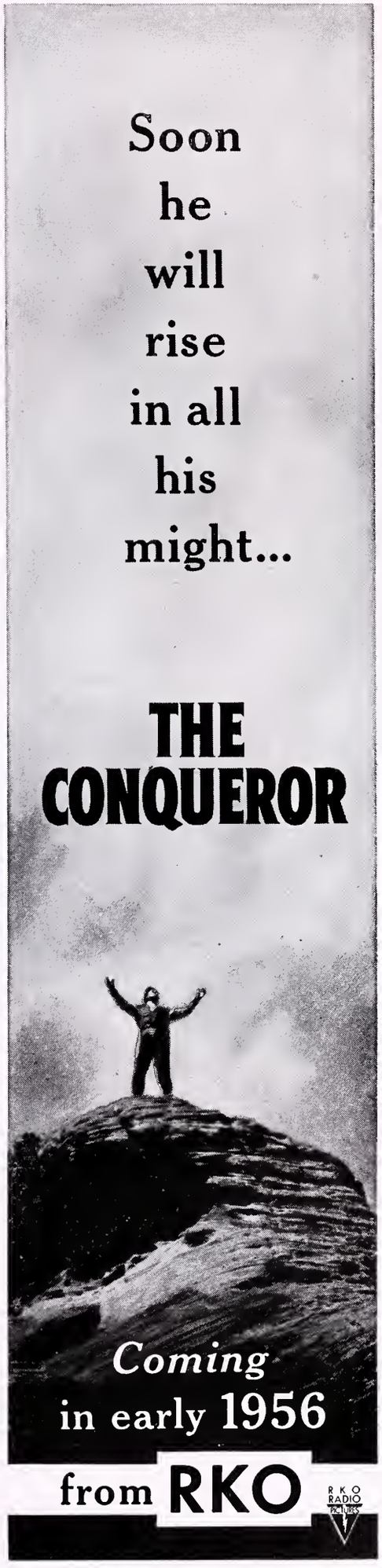
The reception fo'lowed the showing of the new French film, Pagnol's "Letters from my Windmill," and notables of stage and screen and officials of both governments attended.

"Carousel"-55mm Ad Campaign Rivals "Robe"

A national magazine advertising campaign surpassing "The Robe" pre-selling has been set for "Carousel" and 55mm by 20th-Fox, according to Charles Einfeld, company vice-president. With a budget of several hundred thousand dollars, the magazine campaign will be part of a huge promotional effort heralding both the new process and the Rodgers and Hammerstein musical. The ad phase will include full page color advertisements in 25 top consumer and fan magazines and Sunday supplements in the four week period commencing in the first week in February. Einfeld noted that the combined circulation of the publications exceeds 66 million, with expected reader penetration three times that number. The world premiere of the classic musical will be held in the New York City Roxy Theatre on Feb. 16 for the benefit of the New York Medical College. Tickets to the gala show will be priced from $10 to $100.

Douglas' Next For M-G-M

Kirk Douglas' next starrer for Bryna Productions, "King Kelly," will be released by M-G-M, the studio announced. Scheduled for shooting in July, the Daniel Mainwaring screenplay is based on a R. Wright Campbell novel of an ambitious soldier who attempts to set up his own empire in the Southwest after the Civil War. Douglas is now working on "Lust for Life," the Vincent Van Gogh story, for M-G-M.



THE MEN...THE WOMEN
OF AMERICA'S

BIGGEST OF THE YEA



..THE WILDERNESS...
MOST EXCITING DAYS!

VICTOR MATURE
GUY MADISON
ROBERT PRESTON

R!

THE LAST FRONTIER

co-starring JAMES WHITMORE · ANNE BANCROFT · with RUSSELL COLLINS

Screen Play by PHILIP YORDAN and RUSSELL S. HUGHES · Based on a novel "The Gilded Rooster" by Richard Emery Roberts
Produced by WILLIAM FADIMAN · Directed by ANTHONY MANN · A COLUMBIA PICTURE

CINEMASCOPE

COLOR BY TECHNICOLOR

from Columbia!



BUFFALO (cont'd.)

ad-pub dir. for Hayman Theatres in Niagara Falls, naming his widow as sole beneficiary and executrix, has been filed for probate. The estate was valued nominally at $5,000.

CHARLOTTE

Mrs. Lucille E. Price was named exec. secy. of Theatre Owners of N. & S. Car., to succeed Mrs. Pauline Griffith, who was retained in an advisory capacity. Howard Anderson, v.p., has been acting pres. of the Assn. since resignation of C. A. Dandellake. . . . John D. Garner and Raymond A. Toler, mgr. and projectionist of a Fayetteville, N.C. drive-in, were fined $100 and costs after an appeal in connection with the showing of "Striporama." Jesse Wellons, pres. of the corporation, was aequitted. . . . Mrs. Beatrice McClure of National Screen and mother of sales rep. Robert McClure, died of a heart attack while at work. . . . Columbia will move into its new home at 226 S. Church St. after Jan. 1, reports dist. mgr. R. J. Ingram.

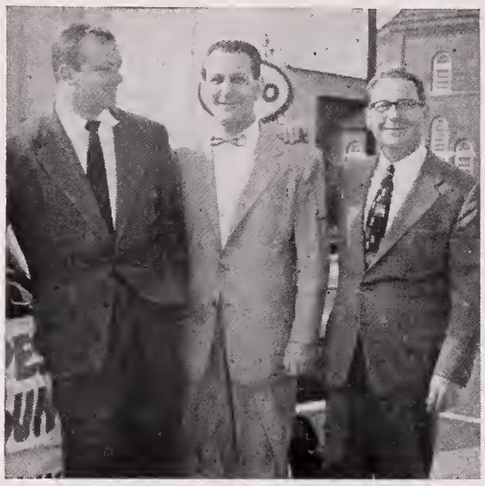
CHICAGO

Richard Davis, operator of Fine Arts Theatre in N.Y. and United Motion Picture exchange, which distributes foreign films, purchased the Ziegfield Theatre from Playhouse Operating Corp. Tom Dowd remains as mgr. . . . A $400,000 modernization job preceded opening of "Oklahoma" at the McVickers Theatre, with premiere receipts tagged for Northwestern U. Medical School fund. . . . B&K execs. and publicity dept. staff will be hosts at Ciro's on Dec. 28 to Jack Garber, veteran staffer who leaves at end of month to join Allied Artists in Hollywood. . . . Eddie Silverman, Essaness circuit owner, returned to Palm Springs after settlement of the Essaness anti-trust case.

Wm. E. Fox, Jr., from ASCAP's Dallas office, appointed representative for this territory, succeeding the late George Kopp. . . . Emmet Champion, sanitation dir. for Arwell Co., Waukegan, is in the midst of a campaign to improve sanitation in theatres and drive-ins throughout the country. . . . Independent and circuit theatres used trailers to boost their neighborhood merchants during the holiday season, receiving no less than $25 for the service from each retailer. . . . May Shearen, retired film inspectress for 20th-Fox, died after long illness. Elsie Bowman of M-G-M's film inspection dept. also passed away. . . . Virgil and Sesler opened the Star Theatre in Waynesville.

Jack Bunker named mgr. of new Illini Theatre, Moline; Harold Golden is new mgr. at the Rocket, Rock Island; John Sabin joined managerial staff of the Pickwick, Park Ridge; Robert Sutton named mgr. Alliance's Roxy, Adelphi, Ind. and Donald Pugh the Riviera, Anderson. . . . TV film buyers here are trying to get the Pine Thomas group of 36 films. . . . C. W. Ritenour reports his Milford Theatre, Milford, is being rebuilt after recent fire. . . . The Cecil Allens are reopening the Oakland Theatre, Oakland, which closed last summer after death of owner Hugh McGregor. McGregor's Ritz Theatre, Arcola, is being converted for commercial use. . . . Rainbow Theatre, Glasford, reopened under mgmt. of Guy Coats. . . . WGN-TV acquired "The Hitchhiker" from Collier Young Org. for showing in this territory.

Theater, grossing $20,000.00 annually, only theater in trade area of 7,500, Western Kansas. Built new from the ground up in 1948, modern and immaculate in every way. Wonderful oppartunity for aperating couple, real quick pay out assured. Infarmatian and free pictures mailed, no obligatian whatsaever an yaur part. C-5691 Cantinental 804 Grand, Kansas City, Missouri.



Aldo Ray (left), touring for Columbia's "Three Stripes in the Sun" meets Jay and Jerry Gordon (right), of Gordon Enterprises, at the Palace Theatre in Newport News, Va.

Jack Kirsch and all Variety Club officers were reelected for coming year. Installation party will be held in Florentime Room of Congress Hotel evening of Jan. 16. The club is collecting funds for Joe Swedie's voluntary job of showing films to underprivileged children in various institutions. Delivery of check for $80,913.81 by Kirsch and Dave Wallerstein to LaRabida Sanitarium marks more than a half million given by Variety since LaRabida was made its charity outlet. . . . Jack Barnett, formerly with 20th-Fox's newsreels, has organized Convention City Films for making films of convention groups that meet in Chicago.

CINCINNATI

Joe Lee and Sid Katz of Kay-Lee Corp., have opened a branch office in Miami, Fla., which will be under personal mgmt. of Sid Katz. Kay-Lee sponsors a merchant-theatre tieup which has proved very successful. . . . Jim Day, mgr. of Dixie Gardens, Drive-In, Covington, Ky., became a granddaddy for the second time. . . . Anna Bell Ward, pres. and gen. mgr. of Somerset Amuse. Co., Somerset, Ky, is at Holmes Hospital in Cincinnati for observation. . . . Sid Cooper, UA div. mgr., will be in Cincinnati the week of Dec. 26 to conduct a sales meeting. . . . Joe Rush, M-G-M shipper, is back at work following a cataract operation.

George Turlukis, Hamilton exhibitor, plans to offer two gallons of gas to every car that enters his Ramona Drive-In, where he has no in-car heaters. . . . Paul King leased the Dixon Theatre, Beverly, O., from C. O. Dixon and reopened it Christmas Day to full time after installing CinemaScope. Booking and buying will be handled by Jack Needham of Columbus. . . . Winona Theatre, Winona, W. Va, which has been closed since 1954, is being reopened by Mrs. R. Pugh on a part-time basis. . . . Charles Bowles of the Lee Theatre, Beattyville, Ky., who also operates two ozoners in Ky., plans construction of a new drive-in near Owensboro, Ky.

The local Columbia office, managed by Phil Fox, is currently in first place in the "Jack Cohn Drive." . . . Sam Weiss, Columbus salesman for 20th-Fox, was obliged to undergo surgery because of injuries sustained in recent auto accident. . . . Ben Bein, service mgr. for National Screen, is again in Jewish Hospital for treatment of a heart ailment. . . . Stuart Jacobson joined Paramount as sales mgr. His former post as Columbus salesman for U-I, has been filled by Bill Bower of Atlanta.

DENVER

Variety Tent 37 reelected Robert Hill, Columbia branch mgr., as chief barker. Others named include Jim Ricketts, 1st asst.; Jack Felix, 2nd asst.; Mel Glatz, dough guy; Bruce Marshall, property master, and Duke Dunbar, fixer. Members of the crew include Robt. Sweeten, Marvin Goldfarb, Robt. Lotito, Fred Knill, Jack Wodell and Tom Smiley. The tent just moved into new quarters in the Cosmopolitan Hotel and celebrated with a cocktail party. . . . Wesco Theas. sold the Wyo., Glenrock, Wyo. to E. C. McNamara, who has been mgr. . . . Tom Knight, Riverton, Wyo. theatre owner, was honored by Rotary with a "Rotary Service Award" for the many trips of mercy he has flown in his plane, which is fitted out to serve as an ambulance.

Robt. Adams sold the Skyline Drive-In, Rawlins, to Wyoming Amuse. Corp. . . . Azteca Films is establishing an exchange at 927 21st St., with Art Burnham, formerly branch mgr. in Chicago, in charge. . . . 20th-Fox exchange was awarded a Minute Man flag because more than 64% signed up for the U.S. payroll savings plan. Robert Selig, Fox Inter-Mountain div. mgr. made the presentation. . . . Frank H. Rieketson, Jr., Fox I-M pres., is in Europe on vacation and business. . . . James Kennedy will manage the new Skyline, Brighton, Colo., built by Nervin Reed and Ainslee Davis.

Woodlawn Theatre Corp. will build a $200,000, 800-seat theatre in a new shopping center in Littleton, Colo., a Denver suburb. It will open in Sept. and be named the Woodlawn. . . . Lem Lee, Lee Theas. pres., was briefly hospitalized because of a superficial gunshot wound incurred while hunting. . . . Rodney Knox, city mgr. for Knox Theas., Durango, Colo., became a father for the first time with arrival of a son; also Walter Coven, Paramount shipper, a girl named Cynthia Kay. George Mayo, RKO booker, became a grandfather for the third time.

Joe Ashby and Robert Smith closed their Chief, Steamboat Springs, and Rio, Oak Creek, Colo., to make some needed improvements. . . . Ralph Sturdevant, 66, long-time projectionist and former pres. of the Denver operators union, passed away. . . . Gloria Bassett, contract clerk for 20th-Fox, and Robt. Williams, shipper, will be married next June. . . . Fred Hellwig, office mgr. and booker for Paramount, Kansas City, arrived in Denver to become dist. auditor for Buena Vista.

DES MOINES

Application for articles of incorporation has been made by Star-Lite Drive-In Theatre Co., with capitalization listed at $50,000. Officers are Myron N. Blank, pres. & treas.; Jacqueline N. Blank, v.p., and E. R. Lehman, secy. . . . Perry Theatre in Perry received an award from Universal for cooperation with the local National Guard in staging a recruiting campaign and display of equipment in conjunction with the showing of "To Hell and Back." Mgr. Carl Schwanebeck and his wife were in Minneapolis to receive it during the recent exhibitors convention.

(*Continued on page* 30)

DISTRI-BITS . . . .

NBR Chooses "Marty"

"Marty" was chosen best motion picture of 1955 by the Committee on Exceptional Films of the National Board of Review.

The Board's list of 1955's ten best follows: 1) "Marty"; 2) "East of Eden"; 3) "Mister Roberts"; 4) "Bad Day at Black Rock"; 5) "Summertime"; 6) "The Rose Tattoo"; 7) "A Man Called Peter"; 8) "Not as a Stranger"; 9) "Picnic"; 10) "African Lion."

The Board chose "The Prisoner" as best foreign film. Other choices for best foreign films were 2) "The Great Adventure"; 3) "The Divided Heart"; 4) "Diabolique"; 5) "The End of the Affair."

William Wyler was named the year's best director for "The Desperate Hours." Anna Magnani and Ernest Borgnine were for the best screen performances in "The Rose Tattoo" and "Marty," respectively. Marjorie Rambeau and Charles Bickford were chosen 1955's best supporting performances.

The Board also cited for special commendation the aerial photography in "Strategic Air Command."

Average Producer Income

WASHINGTON.—The Government should develop a system of income-averaging for entertainers and other individuals with irregular income, and for film producers and other investors with wide swings in annual profits, it was urged before a Joint Committee on the Economic Report tax panel. The panel has been discussing Federal tax policy all this week. Joseph P. Driscoll of George Washington University said that the rigid tax structure which presently makes no allowance for good earnings years mixed with bad discourages the creation of new products and artistic works and discourages participation by qualified individuals in the occupations and callings which involve sharp changes in income.

Burstyn Award To "Umberto D"

The Independent Motion Picture Distributors Association of America have chosen the Italian film, "Umberto D," to receive the annual Joseph Burstyn Award as the best foreign-language film of the year. Second choice was "Wages of Fear," and a good third was "Sheep With 5 Legs," both French-language films.

"Umberto D," a Rizzoli-De Sica-Amato production is being presented in this country by Edward Harrison.

"Conqueror" Circulates

A total circulation of over 54 million for the continuous series of national publicity breaks on the studio's $6,000,000 "The Conqueror" was reported by RKO's national director, Perry Lieber. Breaks on the film produced and directed by Dick Powell began in late summer of 1954 when the John Wayne starrer first went before the cameras in Utah. It will premiere in the capitals of the world late in January, with domestic release set for the middle of February.

"Goodman" Premiere

World premiere for "The Benny Goodman Story" has been set in one of the nation's great jazz centers, Chicago, at the Chicago Theatre on Feb. 2. The Universal biography of the jazz clarinetist stars Steve Allen. Both Goodman and Allen will participate in extensive pre- and post-premiere promotional activities. U-I officials believe that "Goodman" will break the all-time company grosses set by the "Glenn Miller Story." In Chicago also will be co-star Donna Reed. Both Goodman and Allen are natives of that city.

AAP Features To TV

Associated Artists Productions has announced that "Movieland," its new group of 11 features has been contracted for in 63 markets. Latest to contract were two General Teleradio outlets in Hartford and West Palm Beach, Florida. Among the features are "The Steel Trap," "The Star," "Lost Boundaries," "Donovan's Brain," "Close-Up," "Egypt by Three," "Man from Planet X," "Open Secret," "Tangier Assignment," "Triple Cross" and "White Ice."

Kerman Buys Out Felder

Moe Kerman has acquired the interests in 11 enterprises of Joe Felder with whom he was associated for many years. It is reported that Kerman will continue operation of the corporations. The enterprises include: Favorite Films Corp., Savoy Films Corp., Tudor Pictures, Allied Films, Congress Films, Favorite Attractions, Zenith Features, Monarch Films Corp., Regal Television Pictures Corp., Mutual Prods. Corp., and Emblem Television Pictures Corp.

Rank Goes VistaVision

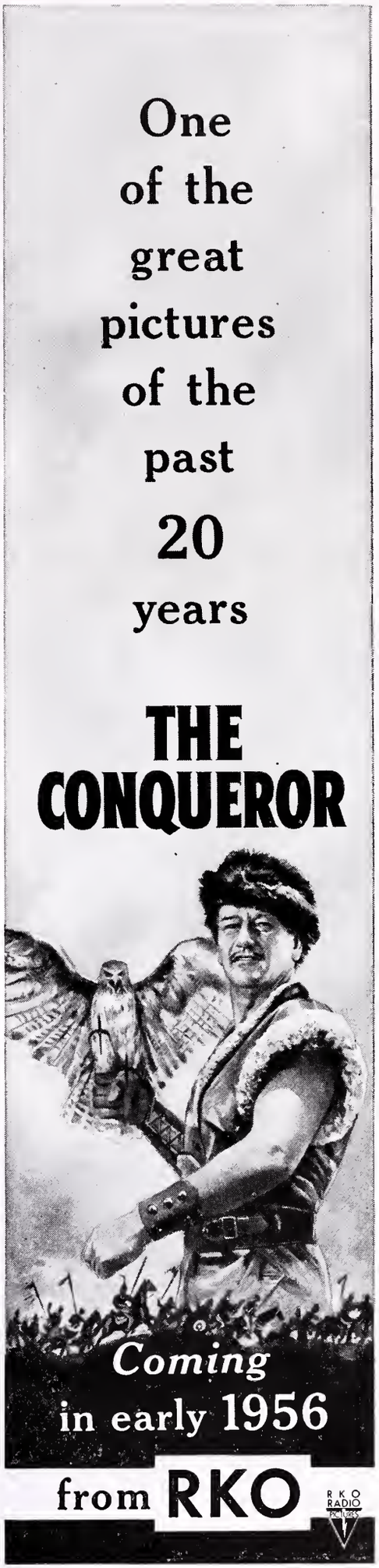
All 18 J. Arthur Rank productions planned for 1956 will be shot in VistaVision. Camera dept. head Bert Easey made the announcement. During the current year seven films were produced in the process. Now the British studios have put in an order for five more regular VV cameras plus movements and casting for four location cameras with the Mitchell Camera Co. The location cameras are of the type introduced in the shooting of Paramount's "The Mountain" in the French Alps.

"Heaven" Female Spots

"All That Heaven Allows," U-I's Technicolor production starring Jane Wyman and Rock Hudson, which is scheduled for a series of Christmas-New Year's holiday openings to be followed by a January release, is to receive a national television spot announcement campaign with 338 spots being used in 37 cities covering almost 14,000,000 television homes. The spots are being geared primarily to the female market.

"Prisoner" Long-Termer

"The Prisoner," Columbia's Alec Guinness-Jack Hawkins picture at the Plaza Theatre, defied the traditional pre-Christmas slump to roll up a gross in excess of $21,000 for the first nine days of its American premiere engagement.



DES MOINES (cont'd.)

Howard Brookings installed a new CinemaScope screen in his theatre at Oakland. . . . 38 merchants in the Missouri-Valley area joined to bring free movies to residents of the area on two separate days at the Rialto Theatre there. . . . Villisca merchants sponsored free movies for grade-school children at the Rialto Theatre, where a special Christmas party for adults was also held. . . . Mr. & Mrs. Walter Friederichs, new owners of the Grand in Sheffield, invited the public to a free movie to view their new wide screen. . . . Three free movies for school age children were scheduled during Dec. through cooperation of the Wieting Theatre and the Chamber of Commerce in Toledo.

DETROIT

Edward Krul, son of the late J. B. Krul, is personally taking over management of the New Home Theatre. His veteran house mgr., Alex Zesser, moved to Affiliated's Iris Theatre, succeeding Bob Hall, who transferred to the circuit's Irving as replacement for Frank Bollacker. . . . Alice Gorham put out a special "United Detroit Theatre News" to advise current and coming attractions during the newspaper strike. . . . Milton R. Vine is the new Master of Daylight Lodge, succeeding Philip Majeske of the Roxy Theatre. Bill Green and Owen Blough of the Music Hall were the official election talliers.

A. Milo DeHaven is taking over a special Toledo assignment in advance of the national Allied Drive-In Theatre convention in Cleveland, Feb. 21-23. . . . Noel W. Sanders, former owner of the now closed Picadilly Theatre, back from Miami where he built a home, is resuming connections with local show business for the time being. . . . Lloyd A. Turel, Jr., asst. mgr. of the Surf, is doubling as booker at Warner's. . . . Exhibitors are congratulating Warner biller, Rozella Mayes, upon winning a trip to Florida for her two TV appearances on Ladies' Day. . . . Stuart Gorelick dropped plans for acquisition of the Elliot Theatre in River Rouge and is confining operations to the Apollo and Gold Coast.

Fred Devantier is the new pres. of Mt. Clemens Local 735 IATSE. . . . Al Champagne of Fox was reelected business agt. and acting pres. of IATSE Local F25. . . . While Sol Krim made a quickie trip to Palm Springs to visit with his brother Mac, the office of the Krim Theatre in Highland Park was redecorated under direction of house mgr. Gwen Griffiths. . . . George Nicholas, whose family were neighbors to Nicholas Tsoukalas of the Highland Park many years ago in Greece, is planning to take over a local area theatre.

Vincent Ochs, who runs the Adrian Drive-In, won a popcorn machine for the winning slogan in the National Allied convention. . . . Ernest Conlon, Allied secy., announced cancellation of plans for a Dec. meeting. Allied is launching a program to place box office decals identifying association members. . . . Alex Schrieber is organizing his usual charity collection for the Goodfellows on Film Row, under direction of Max Gealer. Alice Gorham of UDT is gen. chmn. of publicity for the whole Goodfellows campaign.



Ray Smith (right), of Jamestown Amusement Co., drops in on account executive Vincent Borrelli while on a visit to Columbia's home office.

HOUSTON

Houston ITA pres. Lowell Bulpitt announced committee chairmen for 1956: Jack Groves, research; Victor Baracco, arbitration and grievance; Gladys Horwitz, membership; Willie Radcliff, entertainment. New membership cards carry slogan "For the Betterment of the Motion Picture Industry," and theatre masks. . . . Barbara Jane, daughter of movie publicist George Bannon, Dallas, marrying Joseph L. Pankle, Jr. Dec. 27. . . . River Oaks mgr. Johnny Smith—where "The Virgin Queen" ran three weeks—dated Bette Davis in Hollywood in 1934 and had his picture taken with her while on biz at Warner's for Interstate in Dallas.

A Dallas jury rendered a verdict in favor of the defendants in suit of I. B. Adelman, Delman Thea. vs. Paramount, Warner, 20th-Fox, Columbia, UA and Universal. Original suit included Interstate, Tex. Consolidated, RKO and Loew's, who were dropped by appeals court. Defense atty. McDonald hailed decision as one which allows industry to distribute films according to business formula and not demands of theatre owners. . . . 20th-Fox branch organized a family club with Grady Goodwin as pres.; Joyce Zelenzita, v.p.; Louise Rapp, sec.-treas. . . . Jack Farr, Trail Drive-In, was named distributor for "Litter Bug," announced C. W. Pomeroy of Mid East Sales, Cincinnati. It's a machine to pick up trash.

Kirk Douglas due in for press conferences in connection with "Indian Fighter" the 29th, according to Loew's State mgr. Homer McCallom. Picture starts New Year's Eve. . . . Recent deaths include projectionist Fritz W. Grun, 56, San Antonio; Harper H. Nixon, theatre owner of Mulberry. . . . Archie Neubauer, Rowley-United city mgr., Robstown, welcomed a baby girl. . . . Cotton Griffith of the Tidwell Drive-In, Houston, back on his feet after illness. . . . Houston Popcorn's Augie Schmitt reported dispensing red and green popcorn for holidays.

INDIANAPOLIS

Eastern Theatre in Fort Wayne and the Fairy Theatre in Nappanee have reopened. Colonial at Bicknell will reopen Christmas Day. . . . Keith's Theatre here is reopening with "Guys and Dolls" Dec. 23 after putting in the "world's finest multi-track high fidelity, stereophonic sound system." . . . Warner's Janet Gibsen has been promoted to the booker's desk. . . . Katherine S. Irish, who owned an interest in the Majestic Theatre at Seymour, passed away. . . . Dorothy Ruark, M-G-M, returned to the office after a month's leave due to illness.

MEMPHIS

New owners of the Regent and Ellis theatres at Cleveland, Miss. are S. F. Jackson and C. J. Collier. . . . Watson Davis, mgr. of the Malco Theatre in Memphis, resigned to take over as city mgr. for United Theas. at Conway, Ark. . . . A cocktail party and dinner was given at Hotel Gayoso by the Memphis WOMPI for their bosses. Lois Evans, pres., addressed the group. . . . Variety Club here elected the following directors for 1956: Gilbert Brandon, George Simpson, Ton Tedesco, Fordyce Kaiser, Alton Sims, Ed Doherty, Tom Kirk, Conrad Bach, Howare Nicholson, M. A. Lightman, Jr. and Nate Reiss.

MIAMI

Mitchell Wolfson had the children of Wometco employees at his home for the annual Xmas party. . . . Sonny Shepherd is getting set for the world premiere of "Carousel" on Feb. 15 at the Carib, Miami and Miracle theatres. . . . Sam Denning, who played kid parts when he lived on the coast, now in the area to introduce The Luau. . . . John Oliver, Lincoln Theatre mgr., has interested the Lincoln Road Merchants Guild to partake in the celebration hailing reopening of the house with "Guys and Dolls" as the feature attraction. . . . Rand Covington returned to the Wometco chain as neighborhood relief mgr. . . . Joe Lee and Sid Katz of Kay-Lee Corp., Cincinnati, O., which sponsors a merchant-theatre tieup, opened a branch office in Miami under personal management of Katz.

MILWAUKEE

Joe Reynolds, mgr. of the Towne Theatre, was picked as Personality of the Month by Better Film Council of Milwaukee County. . . . David Mirisch, Paramount salesman and son of Irving Mirisch of Theatres Candy Co., was drafted into service. . . . New at the Warner exchange: Jerry Wechsler, branch mgr.; George Hutcheon, office mgr., and Buzz Hubert, booker. . . . Joe Imhof, United Artists branch mgr., who had been ill with a virus infection, had surgery at Mt. Sinai Hospital. . . . Edith Glaser is new billing and contract clerk at Allied Artists.

Barbara Wilson, daughter of Vic Wilson, Waupun, had her picture in the Milwaukee Sentinel. She was photographed at the Marine National Bank with 100 dolls which were to be distributed to needy children. . . . Oliver Trampe returned from a vacation in Florida, where he flew his own plane. . . . Century Theatre here, managed by Robert A. Brill for Gran Ents., had various sponsored Christmas shows. Little Oscar from Oscar Mayer Sausage Co. put on his magic act and A. W. Huss Frozen Food Co. gave out Santa Claus candy at another performance.

MINNEAPOLIS

South Dakota Exhibitors Assn., at a meeting in Huron, saw a demonstration of 20th-Fox's new 55mm process and a demonstration of the new M-G-M sound system. Axel Sorensen of Beresford, S. D., is pres. of the organization. . . . W. R. Frank installed CinemaScope in his Roxy, Owatonna, Minn. . . . Commercial Club at Belgrade, Minn.

(*Continued on page* 32)

GREAT TALENT MAKES GREAT PICTURES!

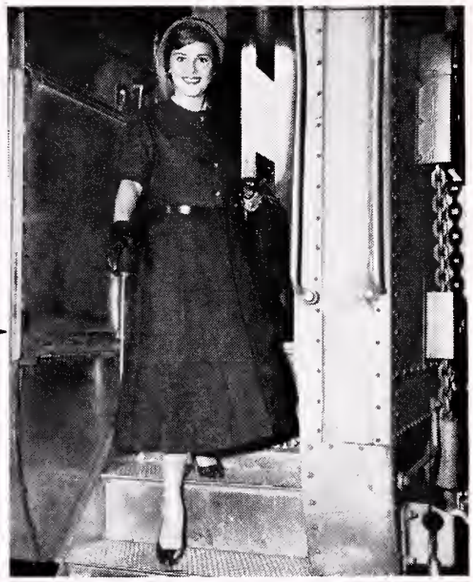




Gary Cooper briefs his officers before flight that leads to "The Court-Martial of Billy Mitchell." Picture painting actionful struggle to build air-power after World-War I, is produced by Milton Sperling from story and screenplay by Sperling and Emmet Lavery. Daring for his time, General Mitchell drops 1000-pound bombs from puny planes of 1920's and sinks moth-balled German battleship Ostfriesland *(right)*. Today known as father of American air-power, Mitchell is justified by course of history in picture directed by Otto Preminger. *(CinemaScope and WarnerColor.)*



Nancy Kelly and William Hopper in tender scene of "The Bad Seed," dynamic drama which rocked Broadway with Miss Kelly as star. Mervyn LeRoy produces, directs from John Lee Mahin screenplay of Maxwell Anderson hit. Film introduces Patty McCormick in her sensational role as strange child, presents others from original Broadway cast.



"The face that launched a thousand ships," Rossana "Helen of Troy" Podesta, arrives by ship, plane and train for Hollywood stardom with Alan Ladd in "Santiago." Jungle adventure story, directed by Gordon Douglas, is produced by Martin Rackin from screenplay by Rackin and John Twist. *(In WarnerColor.)*



Stage 12 at Burbank is meeting place of world as personalities flock to visit Mario Lanza on "Serenade" sound stage. Jack Warner brings guest James Stewart, recently returned from Paris location of "The Spirit of St. Louis," to visit singing star. *(Left to right)* Producer Henry Blanke, Director Anthony Mann, J. L. Warner, Mario Lanza, James Stewart and Steve Trilling. Golden voice of Lanza thrills fellow workers and visitors alike, as does dramatic impact of his stellar performance. *(In WarnerColor.)*

WE'RE DOING THINGS HERE AT WARNER BROS.

MINNEAPOLIS (cont'd.)

reopened the Bell, which was completely rebuilt following a fire. Kenneth Johnson, former owner, is managing the house. . . . Nassau Town & Country Club, Nassau, Minn., which undertook management of the local theatre, suspended operations and closed the house. . . . Recently closed theatres include the Roxy, Steele, N. D.; Fox, Nora Springs, Ia., and Rosebud, Colome, S. D.

Jim Robinson, who sold the Grand, Sheffield, Ia., to Walter Friedrichs, has taken over operation of the Nancy, Bridgewater, S. D. . . . LaTorneau brothers are installing new seats in their State, Windom, Minn. . . . Dale Ronning, Philip, S. D., took over operation of the Quinnn at Quinn, S. D. . . . C. C. Noecker completed installation of a new transverter and rectifiers at his Durand, Durand, Wis. . . . Russell McCarthy, former N. D. salesman, is new booker at Paramount, succeeding Sam Idelkope, resigned. . . . Larry Wilk is resigning as booker at Allied Artists to enter the U. of Minn. . . . Mpls. projectionists at indie houses got an 8¢-an-hour increase, while operators at circuit houses got 9¢.

NEW HAVEN

Hartford Circuit shifted its executive offices from the Lenox Theatre bldg. to the Colonial bldg. at 492 Farmington Ave., Hartford. Daniel Murphy was upped from asst. to mgr. of the Colonial Theatre. . . . Dale Legasse was named asst. mgr. at Michael Alperin's Rialto, Windsor Locks, where adult admissions were increased from 60 to 70¢. . . . Marshall Pitkin, son of RKO branch mgr. Barney Pitkin, was married to Michele Selcon of New Haven. Bridegroom was formerly an asst. booker at UA and is now with a local food distributor. . . . Atty. Leonard L. Levy, associated with Herman H. Levy, gen. counsel for TOA, was named chairman of the 1956 New Haven March of Dimes campaign.

Perakos' Arch St. Theatre, New Britain, has resumed continuous performances on weekdays. . . . Charles Jones succeeds George Smith as maintenance mgr. and purchasing agent for Hartford Theas. Sidney Brenner, mgr. of the Art, has also left the circuit. . . . Harry Barents, formerly with Loew's Poli in Springfield and Worcester, Mass., was named news director at WKNB-TV in Hartford. . . . Peter Perakos, Sr., pres. of the circuit which bears his name, is recuperating from surgery. . . . Adult admissions at the Central, Colonial and Lyric, Hartford, have been upped 10¢.

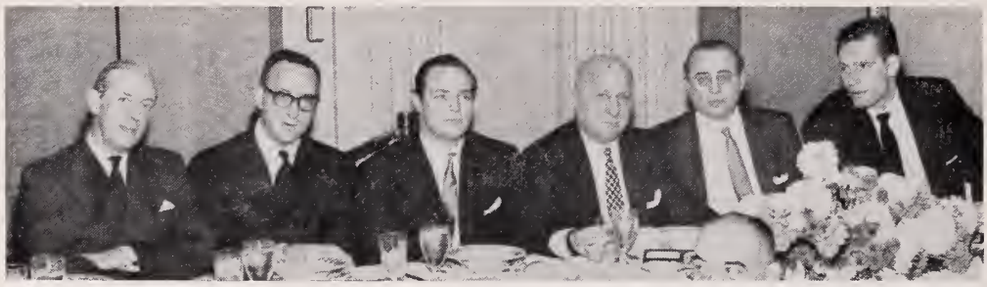
NEW ORLEANS

Gaston J. Dureau, Jr., who retires Jan. 1 as pres. of Paramount Gulf, terminating some 43 years' service in the industry, was given a testimonial dinner at the Roosevelt Hotel by his friends. Henry G. Plitt, who succeeds Dureau, was also elected southwest regional v.p. of United Cerebral Palsy and is pres. of UCP in La. . . . Hodges Theatre Supply, headed by W. A. Hodges, installed CinemaScope in the Joy, Gramercy, La., and the Olla, Olla. . . . Bernard Woolner, pres. of the Woolner circuit and Woolner Piets., will spend Christmas in Hollywood, where he will check on the cutting and editing of "Swamp Women," their next picture.

Arthur Barnett is now booking and buy-



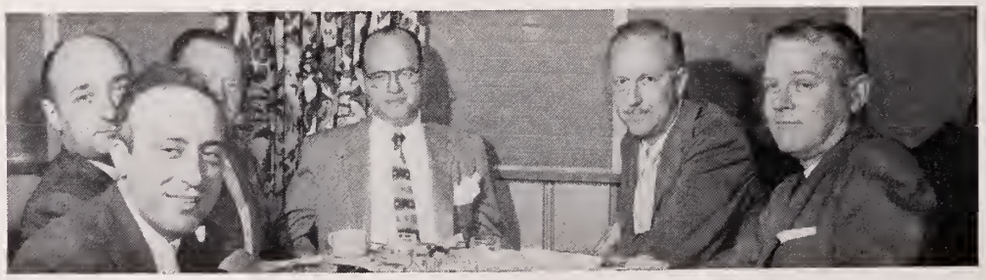
Stubby Kaye, who plays Nicely Nicely in Samuel Goldwyn's "Guys and Dolls" amused the girls at M-G-M when he visited the Milwaukee exchange. They are (l to r): Carolyn Schmidt, office mgr.'s secy; Joyce Wendler, branch mgr.'s secy; Florence Riebe, biller; Frances Dreyer, booker's clerk; Hilda Albrecht, booker, and Doris Owens, receptionist.



L to R: Entertainment luminaries Alistair Cooke, Louis G. Cowan, Marlon Brando, Barney Balaban, Monroe Greenthal and Charlton Heston grace the dais of the first combined advertising, publishing, radio and television industries' dinner tendered in behalf of the 1955 Federation of Jewish Philanthropies Drive, at which 300 persons pledged over $250,000 to the current campaign.



Above is Otto Preminger (left) directing the actual shooting of thte card game scene in United Artists "The Man With The Golden Arm," starring Frank Sinatra (right). Also in the scene is Robert Strauss.



Shown at executive conference during Universal sales meeting at the studio, (l to r): Charles Simonelli, eastern ad-pub mgr.; Jeff Livingston, eastern ad mgr.; Tom Pryor, N. Y. Times movie critic; David Lipton, v.p.; Jack Diamond, studio publicity dir., and Clark Ramsay, exec. asst. to Lipton.

NEW ORLEANS (cont'd.)

ing for Kenner Drive-In and Cinema Theatre in Kenner, La., owned by Henry Razinao. . . . Earl Perry will handle buying and booking for Burnet's Imperial. . . . M. V. Lacey has taken back the Lobe, Long Beach, Miss., since E. H. McCarter did not renew his lease. . . . Ward Ambrose turned back the Victory Theatre, Loxley, Ala., to Mrs. Sue Hinton, its previous operator. . . . Cliff Wilson resigned from ABC booking office to go with Paramount-Gulf in New Orleans.

Regina Theatre, Mize, Miss., owned by R. L. McIntosh, was destroyed by fire of undetermined origin. . . . New owner of the Rex, Prichard, Ala., is John S. Moses, Jr., who took over from W. L. Foster. . . . Variety Club presented an 18-hour telethon for the La. Cerebral Palsy Assn., with film stars Charlton Heston and Claudette Colbert acting as emcees. One-fourth of the funds collected went to Tulane and La. State University medical school.

NEW YORK

Variety Tent #33 will hold its installation of officers luncheon at Toots Shors' on January 9. William German, retiring chief barker will be honored; Harold Klein, new chief barker, and 11 new canvassmen will be installed. . . . Bernard Lewis resigned as ad-pub-exploi. dir. of Times Film Corp., effective the end of this year. . . . Max Fried was installed as pres. of the Motion Picture Bookers Club at the organization's annual dinner, held at the Tavern-on-the-Green. Others installed include Ben Drexler, v.p.; Sidney Klein, 2nd v.p.; James Davidson, treas. . . . Mrs. Rea Schussel, mother of IFE's eastern div. sales mgr. Seymour Schussell, passed away after a short illness.

OKLAHOMA CITY

Downtown Merchants Assn. opened its Tot-a-teria at the Harber Theatre as Christmas shopping went into its final big week. From 10 A.M. to 8 P.M. daily, children up to 14 were left to watch free movies while theater attendants acted as baby sitters. . . . CinemaScope was installed in Joe Stribling's Cozy Theatre, Stroud, Okla. and Opal Gray's Esquire at Chickasha, Okla. . . . Bill McDonald, asst. shipper at M-G-M, is leaving to join Universal as booker.

A new, custom-built, mobile X-ray laboratory, costing over $9,000, was purchased for the Variety Club Health Center. . . . Don Tullius was elected chief Barker of Variety Tent #22. Also elected were George Fisher, 1st asst.; Paul Rice, 2nd asst.; Paul Townsend, dough guy, and Robert Busch, property master. Board of directors includes Fisher, C. R. Guthrie, Tullius, Townsend, Ed Thorne, Jess Bollman, Rice, Clint Applewhite, Johnny Jones, Busch, and Jake Watkins. . . . Lewis Barton, who operates 145 theatres in Del City, Midwest City and Okla. City, and also owns the Buick Agency in Capitol Hill, won a trip to Honolulu in a sales contest. Unable to make the trip, he sent his Buick Agency mgr., L. O. Barton, in his place.

United Theatre Owners of Okla. appointed an entertainment committee for its forthcoming convention in the Skirvin Hotel, Feb. 8-9, consisting of Earl Snyder, Jr., Robert Busch, Athel Boyter and Gordon Leonard. Avece Waldron, assisted by Mollie Goerke, Ann Thorne and Billie Slocum, heads the Ladies Entertainment Committee.

Watch These Dates!

1956

Jan. 22: Los Angeles—Screen Producers Guild Milestone Award Banquet, honoring Cecil B. DeMille—Beverly Hilton Hotel.

Jan. 29-31: Charlotte—Theatre Owners of N. & S. Carolina annual convention—Hotel Charlotte.

Feb. 7-9: Oklahoma City—United Theatre Owners of Oklahoma convention—Skirvin Hotel.

Feb. 21-23: Cleveland—National Drive-In Convention—Hotel Cleveland.

March 6-7: Kansas City—Kansas-Missouri Theatre Association annual convention.

March 21: Hollywood — 28th Academy Awards presentation.

May 9-12: New York—Variety Clubs International convention—Waldorf-Astoria.

Sept. 19-25: New York—Theatre Owners of America convention — New York Coliseum.

. . . Video Ind.'s Poncan Theatre, Ponca City, Okla., reopened Dec. 24 with Open House. This is now one of the most luxuriuosly appointed theatres in Okla., with new seats, refrigeration and complete redecoration.

PHILADELPHIA

Al Frank, secy. and treas. of Hammonton Theas. will build a 1,000-car ozoner on a 20-acre site on the outskirts of Ocean City, N. J. . . . Dave Weinstein, veteran theatre mgr., is a new partner of Ben Harris in American Films and will handle out-of-town selling of the firm's product. . . . Mike Felt, acting movie censor, became a grandpa with the birth of a boy to his son Harvey, who is in the Air Force. . . . Edward A. Jeffries, pioneer owner of the Jeffries theatre, first motion picture theatre in Roxborough, passed away at 81. . . . Joseph Conway, operator of Wayne Ave. Playhouse, is looking for another theatre in which Hollywood product could be run. . . . Mae Murray Bergin is now chief clerk of the Penn. State Board of Censors.

Circus Drive-In, Amatol, N. J., a new ozoner being built by Al Frank's Hammonton Theas., is set to open at Christmas. . . . New CinemaScope screen has been installed in Variety Tent 13's screening room. A New Year's affair is planned for the clubrooms. . . . Roy Sullender's National Theatre Service is now booking and buying for the Capitol in Jim Thorpe, Pa., and the Roxy in Nesquehoning, Pa. . . . Mrs. Arthur Goldsmith of the M.P. Preview Group, recuperating from recent hospitalization. . . . Irv Blumberg, Warner publicist, was in Temple Hospital for a checkup.

PORTLAND

Portland's City Council has on file two requests to operate the controversial 200-seat Star Theatre. The Aaron Corp. asks permission to show only movies and for a '56 theatre license, while John Newton asks for a '56 license to show both movies and burlesque "of a high type." . . . United Theas. closed the Elsinore and Grand for 10 days of repairs before reopening on Dec. 23 with "Rains of Ranchipur" at the former, and "Artists and Models" at the latter.

A 17-year-old Grant School student, Fred Nibly, won the 1956 Plymouth donated by Plymouth Dealers Assn. in conjunction with the first annual Audience Awards Poll, in which some 100,000 Portland film fans participated. William B. Duncan of Turner, whose five ballot choices were in exact accord with the way the contest turned out nationally, was presented with a season pass to Salem's chain of theatres, according to mgr. Pete Jones.

ST. LOUIS

State Senator Ed Long, owner of the Orpheum Theatre at Elsberry, Mo., and the Trojan at Troy, also a director of MITO, filed his formal declaration for the Democratic nomination as Governor. . . . Bloomer Amuse. closed the Centralia Drive-In at Centralia, Ill., and the starlight at Alton, Ill. for the season, but will operate its new Cahokia Drive-In at Alorton through the winter and the Skyview Fri. thru Sun. only. . . . Lake Edwards will operate his Starlight Drive-In, Paducah, Ky. week-ends. . . . The 200-seat Court Theatre at Vienna, Mo. has been reopened by Glenn Smith, who leased it from the Elmer Chambers. . . . A. T. Wohlert reopened the Main St. Theatre at Altamount, Ill. for weekend operation.

Orpheum Theatre at Quincy, Ill., dark for a year, may be sold under a partition sale growing out of litigation between Donald C. McConnell and Perry and John P. Hoeffler. . . . Home Theatre at Rantoul, Ill. was damaged by fire to the extent of some $25,000. . . . Mr. & Mrs. Cecil Allen, who reopened the Oakland at Oakland, Ill., plan to provide living quarters for themselves above the theatre. . . . Nellie G. Tobin, owner-operator of the Capitol Theatre at Waterloo, Ill. underwent surgery at DePaul Hospital here. . . . Harold Koplar, pres. of Hotel Chase here and crew member of the local Variety Club, was elected a director of the American Hotel Assn.

George A. Cohn of Columbia Picts. was elected pres. of St. L. Lodge 19, Colosseum of M.P. Salesmen; Louis H. Ratz, Jr. of RKO, v.p., and Homer R. Hisey of Warner's, secy-treas. . . . Incorporation of Drive-In, Inc., with offices here and headed by W. Wehrenberg, L. and P. L. Krueger, has been announced. . . . B. A. Coleman reopened his Tiger Theatre at Columbia, Mo. under an art film policy. . . . State Theatre at Hamilton, Ill., owned and operated by Francis David, is scheduled to reopen Jan. 1 with new wide screen and facilities for showing CinemaScope, etc. . . . Delbert Wagner closed his Ritz Theatre at Crossville, Ill. for an indefinite period.

The 3441-seat Missouri Theatre, which has been dark for some time, will be reopened Dec. 24 by F&M with double feature of "Desperate Hours" and "White Christmas." . . . Maureen Arthur, daughter of F&M's David G. Arthur, was winner for the fourth time on "Chance of a Lifetime." . . . John Marlow of Herrin, Ill. went into the Herrin Hospital for medical checkup. . . . Donald R. Toliver, owner of the 460 Drive-In near Carmi, Ill., installed 200 new type electric heaters and is closed only Tues. nights. . . . "Cinerama Holiday" at the Ambassador Theatre, in its 14th month, was seen by 412,670 customers.

SALT LAKE CITY

The U.S. 10th Circuit Court of Appeals ordered a new trial in the $450,000 damage suit of Village Theatres, Inc., Salt Lake City,

SALT LAKE CITY (cont'd.)

against United Paramount, Paramount Film Dist., ABC-PT and Intermountain Theas., reversing Fed. Dist. Judge Willis W. Ritter's ruling 19 months ago that defendants pay $87,500 plus court costs. . . . Fox Wasatch dist. mgr. Jack McGee reports that Arthur Kestad is new city mgr. at Helena, Mont. He was formerly with Fox-Intermountain at San Jose and San Francisco as asst. mgr.

Advanced admissions slowed box office somewhat at premiere showing of "Ski Crazy," the film made at Alta which featured Utah skiers, according to Gem Theatre mgr. Henry Fretwell. New chief doorman at the Gem is Harvey Roach. . . . Funeral services for Ralph Trathen, theatre mgr. in this city who succumbed to a heart attack, were held at the Masonic Temple. . . . Sam S. McFadden, mgr. of the local Columbia exchange, entered the hospital for an appendectomy. Must be catching since 20th-Fox mgr. Kenneth Lloyd and his head booker, Carl Larsen, had similar attacks.

Vacancy caused by the sudden passing of head shipper Neil Parkin, who had been with M-G-M for 30 years, was filled by Jim Brown, whose post in the shipping dept. went to Wendel Madsen. . . . The Skyline Conference agreed to give its spring basketball games a try on closed-theatre TV and that in the current school year only schools may contact with TV authorities on the plan, provided that such television is confined to city limits of the institution and contracts are approved by the MSAC-TV committee.

SAN FRANCISCO

William Blair and Son reopened the Mecca Theatre, Crescent City, with new lobby, carpeting, seats and screen. . . . J. J. Perry, Klamath Theatre, Klamath, Cal., has added CinemaScope; also Pete DeCenza, El Ray Theatre, Oakland, and the Star, Gonzales, a Mexican film house. . . . Anthony Gambotti's Analy Theatre, Sebastopol, has added conversion units. . . . Ralph Dostal, Peerless Theatre, took over the Cinema, a Market St. house, from FWC. . . . The Colonial, Sacramento, was acquired by United Cal. Theas. from Charles Holtz.

Lux Theatre, owned by Mr. Heber, and the Liberty, both in Sacramento, closed. Ed Rowden booked the latter. Closed also were the Coalinga Drive-In, booker John Bowles, and Bell Drive-In, Sacramento. . . . Harry Gold, Stage Door mgr., is progressing at home following a heart attack. . . . The WB office was saddened by the death of salesman Bob Chambers' infant son. . . . Jack MacDonald, mgr. of the Fox Theatre, Oakland, won a TV set at the FWC annual Christmas party held at Green Hills Country Club, San Bruno and hosted by div. mgr. Wm. Thedford.

A party for 225 pre-school blind children and their families climaxed the year's activities of Variety Tent #32, Women of Variety, Film Colony and the Blind Babies Foundation. John Parsons and Leslie Jacobs co-chairmaned the event, with L. S. Hamm, pres. of the Foundation, as official host. . . . George Mann, Redwood Theas., and Columbia branch mgr. Mel Klein thank the circuit and theatre staffs who arranged the audience collection for Will Rogers Memorial Hospital. $4,000 was forwarded to headquarters from this area.



Dolores Gray, singing star of "Kismet" was a visitor to M-G-M's Washington office while in the nation's capital to plug the film. Miss Gray, holding a Kismet display, is shown here with Hazel McCarthy, Frances Potasnik, Lucille Bolton, Alice Reighly, Dorothy Small, Esther Glendman, Margaret Dempkish, Virginia Stroman, Alice Clark, Catherine Murphy, Josephine Burns, Deborah Holmes, Grace Branan, Rhoda Zell, Jeanette Adams, office mgr. Joseph Kronman, Hazel McLeran, Doris Perrie, Tom Grady of the home office and branch mgr. Herbert Bennin.

WASHINGTON

The 500-seat Cameo Theatre in Baltimore, owned by Fred Perry, has signed with Casino Film Exchange of N. Y., headed by Munio Podhorzer, for a full year's supply of German product, to be played Sunday through Wednesday each week.

Ask Immediate Pay-TV For Distressed Stations

Zenith Radio Corp. has called for immediate FCC authorization of subscription TV for all television stations in financial distress and for all new stations. While the Commission's allocation system presents a sound base for a national system, Zenith said, it is in danger of collapse, and the company suggests pay-TV as a supplement to present service. In answering an FCC request for opinions on the TV economic crisis, Zenith pointed out that 73 percent of the nation's post-freeze stations are losing money and that 56 stations have been forced out of business because of a lack of advertising income.

The Zenith plan would restrict pay-TV to stations broadcasting less than 7½ hours of commercial network programs, and would limit usage to 15 percent of any station's time. This would provide enough income to lessen dependence on advertising revenue, the corporation stated.

Ford Foundation Fund To Will Rogers Hospital

The Will Rogers Memorial Hospital will be among those medical institutions receiving grants from the Ford Foundation. The hospital was advised that the sum of $25,900 would be given for additions and improvements in facilities and services, research and addition and training of personnel. Abe Montague, president of the Hospital, noted that this recognition "more than justifies tho great amount of work given to the Hospital by the small group of dedicated men within the Motion Picture Industry. It more than convinces all of us that the work of our Research Laboratories is needed. This grant should stimulate added interest throughout the amusement world . . . of the continuing need for funds particularly at this time during our Annual Christmas Salute."

"Picnic" Getting Feast Of National Publicity

A national and fan magazine ad campaign to boost Columbia's "Picnic" will hit 19 publications with full-page displays, calculated to reach 85 million readers, according to company advertising and publicity director Howard LeSieur. Supplementing publicity that has already appeared on the CinemaScope version of the Broadway play, the campaign will run between Jan. 24 and Feb. 23, coinciding with the national release of the film. Included in the magazine campaign will be Life, Look, Collier's, American, Redbook, Cosmopolitan, Seventeen, Photoplay, Motion Picture, Modern Screen, Screen Stories, Movie Life, Movie Star Parade, Movieland, Silver Screen, Screen Stars, Filmland, Movie Secrets and Film Life. Key art for the ads will be in the hands of William Rose, George Porter and David Chasman.

Exhibs Join For "Dimes"

National Allied and Theatre Owners of America have joined forces in the drive to mobilize tho nation's theatres behind the annual March of Dimes. TOA president Myron N. Blank and Allied president Ruben Shor have been named co-chairman of the Motion Picture Division of the 1956 March of Dimes by Basil O'Connor, president of the National Foundation for Infantile Paralysis. The showing of the trailer, "On Our Way," with Audie Murphy, is one of the objectives of the Motion Picture Division. Money raised will be spent in further research and for the eare of 68,000 polio victims.

Seventeen Sets School

Seventeen is planning a program to bring film discussion into the classroom. Launching the program in January via its "Seventeen at School" supplement to home economics teachers, it will introduce lesson plans based on current films. The program is designed to make film material an accepted study source for schools, presented to stimulate class study and interest in motion pictures. Timed to appear ahead of release dates, the films will be selected from the magazines' Picture-of-the-Month award, movie reviews and entertainment features. The initial study plan will deal with Paramount's "The Court Jester," starring Danny Kaye.

Independent Trade Reviews

"I'll Cry Tomorrow"

(M-G-M) 117 Min.

Cast: Susan Hayward, Richard Conte, Eddie Albert, Jo Van Fleet, Don Taylor, Ray Danton, Margo, Virginia Gregg, Don Barry, David Kasday.

Credits: Produced by Lawrence Weingarten; Directed by Daniel Mann; Screenplay by Helen Deutsch and Jay Richard Kennedy; Based on the book by Lillian Roth, Mike Connolly and Gerold Frank.

This story of the rise, fall and regeneration of Lillian Roth, a famous musical comedy entertainer who became an alcoholic, has been told with tremendous sensitivity and style in this M-G-M black-and-white production, and should be one of the really top grossers of the year. Naturally, there is a huge pre-sold audience waiting for this film, which includes those who have read Miss Roth's autobiography and the millions who have seen her story on TV's "This Is Your Life." In addition, there will be excited talk about the superb (and surprising) performance by Susan Hayward in the leading role. Director Daniel Mann, aided by literate dialogue, underplays the inherent melodrama in the story to concentrate on a study of the human tensions that produce an alcoholic. He offers glamour and romance in various show business scenes, and gripping drama in Miss Roth's bouts with drink, men and disgrace.

Another surprise: Miss Hayward does her own singing—and very acceptably—(a new trend in movies?), as the screenplay follows her career as a child performer through the Palace Theatre days to Hollywood, alcoholism, and eventually Skid Row in Chicago. In the film version, Miss Roth's "stage mother" is the cause of her troubles. Lillian, tortured by feelings of inadequacy and pursuing a theatrical career only to satisfy her ambitious mother (Jo Van Fleet), unexpectedly finds fulfillment as the fiancee of a young lawyer, but goes to pieces when he dies suddenly on the eve of their marriage. Offered her first drink by a sympathetic nurse, Lillian begins to drink excessively, is drunkenly married to a rich playboy, and later marries a sadistic alcoholic before she hits the bottom of her career, the DTs, and near-suicide. Finally she appeals for aid to Alcoholics Anonymous, where she is cured and falls in love with an AA cripple, played by Eddie Albert. The film ends with her appearance on "This Is My Life."

Matching Miss Hayward's "Oscar"—"Audie" contending performance at every step is Jo Van Fleet as her mother. And Ray Danton, as her young doomed lover, reveals an ingratiating personality and definite star qualities. Richard Conte, Eddie Albert and others in the large cast are excellent. Worthy of mention, perhaps, is the fact that those who saw the original TV program will find the emphasis somewhat changed in this version and may be resentful, feeling that the "honesty" which characterized the TV show has been compromised. Also, the chronology of Miss Roth's life is often confusing as presented. These, however, are minor flaws in a brilliantly acted and directed production of a sure-fire property.



Susan Hayward plays Lillian Roth in M-G-M's dramatization of "I'll Cry Tomorrow."



Frank Sinatra (left) plays a dope addict in Otto Preminger's "The Man With the Golden Arm," United Artists release.

"The Man With the Golden Arm"

(United Artists) 119 Min.

Cast: Frank Sinatra, Eleanor Parker, Kim Novak, Arnold Stang, Darren McGavin, Robert Strauss, John Conte, Doro Merande, George E. Stone.

Credits: Produced and directed by Otto Preminger; Screenplay by Walter Newman and Lewis Meltzer; From the novel by Nelson Algren.

Under certain outmoded definitions, "The Man With the Golden Arm" certainly would not qualify as film "entertainment." The film is neither unrealistic, simple, violent, childishly romantic, or cliche-ridden, nor is the ending "happy"—merely hopeful and mature. Rather, Otto Preminger's new film treats with searing accuracy an unpleasant and pitiful segment of society in which drug addiction is common and also explores the personal hell that one addict endures. The result is a production that audiences will find extraordinary and compelling, well-worth seeing and recommending to their friends. They will admire the film as much for its honesty and basic moral outlook as for its technical brilliance, and initial indications are that grosses should be among the highest of the year.

The story is uncomplicated. A former "junkie" leaves a hospital after a "cure," resolving to stay "clean," quit his job as a faro dealer, and instead get a job playing in a dance band. At first the social and economic pressures overwhelm him. His selfish wife, feigning paralysis to hold him, discourages his independence, and a dope peddler plays on his nerves and desires. Finally the "junkie" slips once more, and needing more money to continue the habit, must stay with the card game. Completely helpless again, and temporarily deserted by the night club girl who loves him, the junkie goes through tortures before with the girl's aid he manages to sweat himself out. The story ends with the wife's suicide (she had accidentally killed a man) and the man and his girl ready to try for a new life.

Otto Preminger, in his finest film to date, has blended several natural box-office ingredients. He has used a controversial, Code-banned theme; the hottest current box-office property in Frank Sinatra; a rising new star in Kim Novak; Eleanor Parker; and excellent supporting players. Preminger's brilliant direction and production utilizes nerve-jangling music and opening titles, and superior atmospheric black-and-white photography. A distinctive advertising campaign is helping to sell the film. Sinatra's performance as the junkie is magnificent and must be added to an already long list of Oscar contenders. And Miss Novak is perfect as his plain-beautiful sweetheart, completing one of the most mature love affairs ever seen in films.

There has and will be talk about the "injection" and "sweating" scenes, but this is not a "sensational" film. The insights into the addict's everyday life—his relations with the girl, his wife, and the dope peddler, plus the atmosphere of the card games and bars in the seamy neighborhood—add up to an overpowering impression. Indeed, the only weak links in the film are two melodramatic scenes that offer the solution of violence for the addict's problems. These are minor flaws, for this is a superior motion picture that is a credit to the industry.

"The Benny Goodman Story"

(Univ.-Int'l.) Technicolor 116 Min.

Cast: Steve Allen, Donna Reed, Berta Gersten, Herbert Anderson, Robert F. Simon, Sammy Davis Sr., Dick Winslow, Harry James, Gene Krupa, Teddy Wilson, Lionel Hampton.

Credits: Produced by Aaron Rosenberg; Directed by Valentine Davies; Screenplay by Davies.

Orchestrating the music of one of America's most popular jazz bands with a warm, sentimental story, Universal has come up with a solidly commercial picture with their Technicolor production of "The Benny Goodman Story." The film has big box office prospects, for it will appeal to the youngsters (who are still buying Goodman recordings in large numbers), and also to the many adults who have fond memories of the magnificent band in the 30s and early 40s. Furthermore, the film is a natural for exploitation and exhibitor tie-ups. Playing Benny Goodman is Steve Allen, a popular television personality, making his first film appearance. As the girl who becomes his wife, Donna Reed proves once again that she is one of our most charming and effective actresses.

The film cleverly tells two stories. The first is the rise of Goodman as musician, innovator, and hero of the jazz world, culminating in the then-unprecedented Carnegie Hall Jazz Concert in 1938. The second is the story of Goodman's



Steve Allen plays the title role in Universal's "The Benny Goodman Story," Technicolor.



Lana Turner and Richard Burton star in 20th-Fox's "Rains of Ranchipur," CinemaScope-De Luxe.

romance with socialite Alice Hammond, a well-bred girl with a classical education, despite his almost embarassing shyness and the initial objections of his mother. The mother's position, as expertly stated by Berta Gersten, is the occasion for some choice folk humor (''You don't mix caviar and bagels'' . . . ''sure I *like* her. I like the Queen of England too but I don't want her to marry my Benny!''). This greatly pleased the press-preview audience at the RKO 86th St., N.Y.C.

The story follows Goodman from his knee-pants day as a teen-age clarinetist with a river-boat band and with Ben Pollock, through the several years before ''swing'' was regarded as an acceptable form of dance music, to his eventual acceptance by young and old alike. There are pleasant glimpses of the earlier forms of jazz music, a scene where Goodman demonstrates to Alice's family that he can play Mozart with the best of them, and a humorous treatment of some Chicago mobsters who own a gin mill where Goodman is appearing. But most of the emphasis is on the music of the great Goodman band—and happily so—as with some of the original members (Gene Krupa, Teddy Wilson, Harry James, Lionel Hampton), they re-create such jazz classics as ''Don't Be That Way,'' ''Stomping at the Savoy,'' ''Bugle Call Rag,'' ''And the Angels Sing,'' and ''Sing, Sing, Sing.''

"The Rains of Ranchipur"

(20th-Fox) CinemaScope-De Luxe 104 Min.

Cast: Lana Turner, Richard Burton, Fred MacMurray, Joan Caulfield, Michael Rennie, Eugenie Leontovich, Gladys Hurlbut, Madge Kennedy.

Credits: Produced by Frank Ross; Directed by Jean Negulesco; Screenplay by Merle Miller; Based on a novel by Louis Bromfield.

There is still a great deal of dramatic power in this story by Louis Bromfield about a wealthy, selfish woman and her weak English husband who visit an exotic Indian province during the hot season, and under the effect of torrential rains and disasters find their lives and the lives of those around them rearranged. Among those who the disasters touch, teach, and cleanse are a brilliant Indiau doctor who becomes the woman's lover, an American drunkard, and a vivacious young schoolgirl. Once known as ''The Rains Came,'' and an enormously successful novel and movie, this version has been updated with an all-star cast, spectacular CinemaScope-DeLuxe Color photography and special effects, and a literate script, and therefore looms as one of Fox's biggest attractions of the year. The large cast—especially Lana Turner, Richard Burton, Joan Caulfield and Michael Rennie—are excellent, and the rain and earthquake scenes are the most amazingly realistic ever seen on the screen. Natives are carried away by torrential waters; the earth yawns open to swallow them up. They are certain to send audiences away talking. There is plenty of Indian atmosphere, and the exterior photography is especially tasteful and impressively proportioned. Towards the end, the film gets talky, but for the most part it is strong stuff and excellent entertainment.

Lord Rennie and his man-hunting wife Lana Turner arrive at Ranchipur, where she sees Indian Doctor Burton, and plans to add him to her collection. Idealistic, innocent of women, Burton resists at first, but soon falls in love with her. Both Rennie (wounded in a tiger hunt) and the Maharani (Eugenie Leontovich) try to dissuade Burton and Miss Turner from their impossible romance, and Miss Turner can't convince them that she truly loves for the first time. Meanwhile another romance has begun between sodden American ex-engineer MacMurray and young Joan Caulfield. When the rains come, the city is virtually swept away. Miss Turner is struck down with virus, while Burton treats the sick and wounded. The city is relieved when MacMurray at great danger to himself, releases the dam waters to start the flood waters moving. Miss Turner realizes that Burton must stay to rebuild Ranchipur. She leaves with her husband, more understanding than before, wiser for having loved.

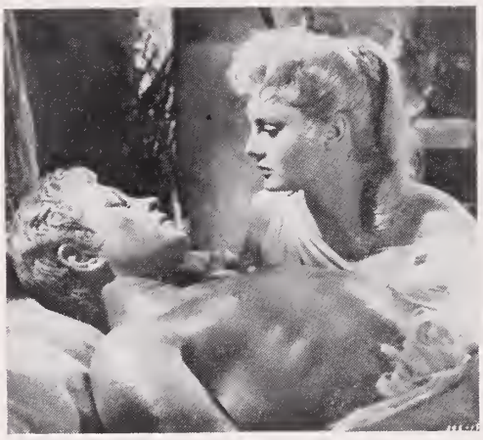
"Helen of Troy"

(Warner Bros.) CinemaScope-WarnerColor 118 Min.

Cast: Rossana Podesta, Jack Sernas, Sir Cedric Hardwicke, Stanley Baker, Niall MacGinnis, Nora Swinburne, Robert Douglas, Torin Thatcher, Harry Andrews, Janette Scott.

Credits: Directed by Robert Wise; Screenplay by John Twist and Hugh Gray; Adaptation by Gray and N. Richard Nash.

The unexpected success of Paramount's ''Ulysses'' might be interpreted to mean that the U.S. audience is ready for a series of films about ancient heroes and heroines. Warner's ''Helen of Troy'' and UA's mammoth ''Alexander The Great'' (due to open during Easter week), should provide the answer. At any rate,



Rossana Podesta and Jack Sernas in Warner Bros. "Helen of Troy," CinemaScope-WarnerColor.

this CinemaScope-Warner Color ''Heleu'' is a highly entertaining if an uneven film, with considerable pictorial beauty, some exciting action scenes, fine supporting acting, and two extremely handsome leading actors in Rossana Podesta and Jack Sernas. Using many dimly-remembered figures from student days in the narrative, such as Agamemnon, Cassandra, Ulysses, Hector, and Achilles, the film concentrates on the romance between the beautiful Helen, queen of Sparta, (who ''launched a thousand ships'') and Paris, prince of Troy, who falls in love with her, without knowing her identity, during a peace mission to Sparta, and then steals her from her husband. Regrettably, there is considerable historical distortion in this version, which will harm promotional opportunities at many schools. But the best scenes have real dramatic power: the siege of Troy by the Spartans (with the techniques of battle apparently re-created in fascinating detail); the well-known episode of the Trojan horse; the death of Hector at the hands of Achilles; and a thrilling battle with the cestus (a combat with cruel hand-coverings of leather strips studded with metal). And there are frequent love scenes between Paris and Helen. Miss Podesta, of course, is Italian and Sernas is French but perfect English is spoken. If their voices are dubbed, it is never noticeable.

On a peace mission to Sparta, Prince Paris meets Queen Helen and they fall in love, without knowing each other's identity. Later they agree to separate, but when her husband discovers them together, Paris escapes with Helen to Troy. His family is opposed to the Spartan Queen, knowing that war will follow. But when the Greeks evidence treachery during the long siege of Troy, the Trojans accept Helen as their own. The Greeks are apparently defeated and their ships leave, but they conceal an advance guard within a giant Horse that the Trojans pull within their walls. Troy is pillaged, Paris slain, and Helen is returned to her husband.

"The Indian Fighter"

(United Artists) CinemaScope-De Luxe 88 Min.

Cast: Kirk Douglas, Elsa Martinelli, Walter Matthau, Diana Douglas, Walter Abel, Lon Chaney, Eduard Franz, Alan Hale.

Credits: A Bryna Prod.; Produced by William Schorr; Directed by Frank Davis and Ben Hecht; Original story by Ben Kadish.

Popular and virile Kirk Douglas is the main attraction in this rapidly-paced western but probably customers will also be enchanted by a tall, wide-eyed cover girl named Elsa Martinelli who has the distinction of being the first movie Indian from Italy. The CinemaScope-De Luxe films opens with Miss Martinelli bathing in a pool, and her charms are not neglected subsequently either. Otherwise, this is a standard tale of Indian-settler action and treachery, as Douglas plays an Indian fighter who won't commit himself to either Indian or white forces and nearly lives to regret it. The film is well photographed, and some will find many scenes (as the Indian attack on the army fort) more realistically staged than is usual, and offering many insights into Indian tactics. Also somewhat off-beat is the character of a pioneer photographer (a la Mathew Brady) who records the Oregon countryside and action for the first time.

Douglas is sent by Fort Laramie to talk the Sioux into letting a wagon train through to Oregon. The Indians explain that white men have been trading whiskey for gold that the Indians have discovered. After Douglas captures one such white man, a peace treaty is signed between Sioux and army. But when the wagon train starts through Indian country, two white men find where the gold is and start a massacre doing so. Douglas, who has been romancing the Indian girl meantime, is accused of treachery by the whites and must escape from the fort. He finds the two white murderers and both meet violent ends. The Indian chief, however, won't believe that Indians and whites can get along until Douglas and Miss Martinelli say they want to marry. In the final scene the lovers are frolicking in the pool as the wagon train, unmolested, moves to Oregon.



Kirk Douglas and Elsa Martinelli in Bryna Prod.'s "The Indian Fighter," United Artists release, CinemaScope-De Luxe.

"Diane"

(M-G-M) CinemaScope-Eastman Color 110 Min.

Cast: Lana Turner, Pedro Armendariz, Roger Moore, Marisa Pavan, Sir Cedric Hardwicke, Torin Thatcher, Taina Elg, John Lupton, Henry Daniell, Sean McClory.

Credits: Produced by Edwin H. Knopf; Directed by David Miller; Screen story and screenplay by Christopher Isherwood; Based on the story "Diane de Poitiers" by John Erskine.

If it is difficult to be optimistic today about the prospects for any costume drama, one can nevertheless admire the high degree of skill and intelligence that went into the making of M-G-M's CinemaScope-Eastman Color "Diane." Supporting an excellent cast of performers is a highly literate script which provides three-dimensional characters and a real feeling for history, as well as some exciting action scenes. Lana Turner photographs beautifully, and Metro has uncovered a potential star in Roger Moore. The 16th century story about the French Court is based on the dilemma of a Countess de Breze, (Lana Turner), who unwillingly falls in love with her student, Prince Henri (Moore), and then becomes the third figure in a triangle when the Prince is forced to make a political marriage with the 18-year-old Catherine de Medici (Marisa Pavan). There are the usual amounts of pageantry, court politics and intrigue, with an interesting side glance at medieval astrology and fortune-telling. A final scene, where Henri, who has become King, is betrayed and slain during a joust at the lists is suspense-packed and very exciting. And the color and production values are first-rate.

Countess Lana Turner, at the French Court to plead for the life of her husband, is assigned by the King as tutor to Prince Roger Moore, who will marry an Italian princess (Marisa Pavan), in an attempt to secure peace between the two countries. Moore and Miss Turner fall in love, but when the prince returns with his bride, the Countess tries to leave the Court. She fails. After the King dies in battle, Italian plotters cause the death of the new King, Moore's older brother, so that Moore and Catherine—herself merely a pawn—will rule the country. Bitter, Moore flaunts his love for Miss Turner in public and relegates Catherine to the background. When he is killed in a final treachery during a tournament, Catherine turns against the Italian plotters and Miss Turner. She spares her life, however, and banishes her to her castle.

"Hell on Frisco Bay"

(Warner Bros.) CinemaScope-WarnerColor 98 Min.

Cast: Alan Ladd, Edward G. Robinson, Joanne Dru, William Demarest, Paul Stewart, Perry Lopez, Fay Wray, Renata Vanni, Nestor Paiva, Stanley Adams.

Credits: A Jaguar Production; Associate producer, George C. Bertholon; Directed by Frank Tuttle; Screenplay by Sydney Boehm and Martin Rackin; From a novel by William P. McGivern.

Alan Ladd and Edward G. Robinson are the main attractions in this fast-moving Warner Bros. melodrama about crime on the San Francisco waterfront. Although the story has a familiar ring, the film is smartly directed, and has some knowing performances, good CinemaScope-WarnerColor photography, and well-written scenes. Story of the release from prison of an embittered ex-cop (Ladd), framed on a bum rap, and out to get vengeance, the film has interesting pictorial backgrounds of the Bay Area, Fisherman's Wharf, and the Chinese night clubs, and culminates in a hand-to-hand brawl on a motorboat careening down San Francisco Bay. One unusual twist that patrons should like casts former star Fay Wray as a former movie queen who falls in love with a scar-faced hired killer, Paul Stewart. Another attention-getter is Jayne Mansfield—unbilled—in a nightclub scene. Perry Lopez shows promise as weakling nephew of the crooked waterfront boss.

Out of prison, Ladd wants only to get the man who railroaded him. He suspects Robinson, the dock boss, and after a couple of murders, gets a lead from knocking around Perry Lopez, Robinson's nephew. After refusing a proposition to join Robinson's mob, Ladd is nearly ambushed. Meanwhile he softens towards his wife, songstress Joanne Dru, whom he has left because of a brief love affair she had while he was in prison. Ladd's break comes when Robinson goes after hireling Paul Stewart's ex-film star girl friend, Fay Wray, and she goes to Ladd for help. First his nephew and then Stewart are gunned down by Robinson before he is finally trapped in a motorboat by Ladd. The latter and Miss Dru are reconciled to start life over again.



Lana Turner and Roger Moore star in M-G-M's "Diane," CinemaScope-EastmanColor.

"Lease Of Life"

(I.F.E.) BRITISH Eastman Color 93 Min.

Cast: Robert Donat, Kay Walsh, Adrienne Corri, Denholm Elliott, Walter Fitzgerald, Cyril Raymond, Reginald Beckworth, Vida Hope.

Credits: A J. Arthur Rank Prod.; Produced by Michael Balcon; Directed by Charles Frend; Screenplay by Eric Ambler.

Robert Donat, an English actor familiar to most U.S. audiences because of his performance in "Goodbye, Mr. Chips," stars in this splendid color production about an ineffective country parson who learns he is soon to die, and from that knowledge finally gains courage plus the ability to help his family and lead a useful life. Beginning in a leisurely manner but building to a powerful climax, the film is always warm and human, and has many exciting cathedral and pulpit scenes, effective love interest, plus a performance by Donat that reinforces his status as one of the world's finest actors. The Eastman Color and production values are always up to U.S. standards. Naturally, this is primarily an art-house offering and has the very best prospects in such situations, but many general audiences will appreciate the film's theme and the sensitive handling of the material. Some audiences may have trouble with English dialects, but only with some minor characters. Audiences will fondly remember this film long after they leave the theatre.

When the film begins, dull, middle-aged Donat is in charge of a tiny, broken-down country parish, where he cannot afford to send his talented daughter to accept a music scholarship in London. Virtually selected because of his dullness for a well-paying post as chaplain at a boy's school, Donat is invited—as a secret test—to preach before the boys at a nearby cathedral. Meanwhile, the parson learns he has possibly one year to live, and suddenly courageous and confident during the lecture, throws away his sermon of platitudes and delivers a fire-eating talk that thrills the boys but decides his superiors against him. His wife, who knew of the test but not of his illness, is distraught because the post would have covered her daughter's expenses in London. Soon after, she borrows money left in the parson's trust to accomplish the purpose. But the vicar's speech has made him famous, his parish becomes well-attended, and he has an offer to write for a London paper, which he does. The film ends with the daughter able to study in London, and the husband and wife united in their common realization of his impending death and in the knowledge that he is happy for the first time in his life.

"The Littlest Outlaw"

(Buena Vista) Technicolor 75 Min.

Cast: Pedro Armendariz, Joseph Calleia, Rodolfo Acosta, Andres Velasquez, Laila Maley, Pepe Ortiz.

Credits: A Walt Disney Presentation; Produced by Larry Lansburgh; Directed by Roberto Gavaldon; Screenplay by Bill Walsh; Original story by Lansburgh.

Walt Disney's latest offering tells the pleasant story of a little Mexican stable-boy who runs away with an expensive horse. Photographed tastefully in Technicolor, against native color, backgrounds and folk manners of old Mexico, the film is a visual delight and the story moves along nicely. The tale deals with the plight of Pablito, who works on the general's farm, and watches the general's jumper, Conquistador, loses his courage and balk during an international jumping show because of his trainer's cruelty.

After the horse throws and injures the general's little daughter, the horse is ordered shot, and Pablito runs away with him. His many adventures, as the evil trainer and police pursue him, include encounters with bandits, a kindly priest (who offers the horse sanctuary in a cathedral), and gypsies. Finally Pablito and the horse stumble into a gayly-colored fiesta, replete with masked dancers and fireworks, and then into a bull ring where the horse proves his courage before thousands of spectators. The boy is vindicated, the trainer exposed, and Pablito is awarded the horse as a gift. The Mexican cast, unfamiliar to most American filmgoers with the exception of Pedro Armendariz and Joseph Calleia, speaks English clearly, and the film can be highly recommended for children and their parents.

"The Night My Number Came Up"

(Continental) BRITISH 94 Min.

Cast: Michael Redgrave, Sheila Sim, Alexander Knox, Denholm Elliott, Ursula Jeans, Ralph Truman, Michael Hordern, Nigel Stock, George Rose.

Credits: A J. Arthur Rank Presentation; An Ealing Studio-Michael Balson Production; Directed by Leslie Norman; Screenplay by R. C. Sherriff from an article by Air Marshal Sir Victor Goddard.

"The Night My Number Came Up" is a tense and effective British suspense melodrama, boasting the able services of Michael Redgrave and offering to art house audiences the kind of supernatural excitement the English have perfected. Modest in production, it is filmed principally within the confines of an air transport over Japan, as it seemingly fulfills a dream of doom which had been related to its passengers several days before. Maintaining its steady pace, "Night" expresses through its terrified passengers a variety of reactions to the strange predicament as each facet of the dream falls into place. Some of the characters might have been fresher, but Redgrave fans should find the air marshal in charge of the mysterious voyage a distinguished pleasure.

Sir Michael Redgrave, set to fly to Tokyo with his aide, listens to a strange dream had by a naval commander, in which Redgrave's DC3 carrying 8 passengers including a VIP and a girl runs into snow-clouds, is lost, runs out of fuel and finally crashes on a rocky beach near a Japanese fishing village. Only

Alexander Knox, who has just learned he must be a passenger, takes the dream seriously—since his eontaet with Far Eastern fatalism has deeply impressed him. Late that night a call informs Redgrave that a VIP and a girl will also be aboard, and two hitch-hiking soldiers bring the plane load to eight. Spending the next night on Okinawa before the last lap to Tokyo, the soldiers return to their company; but tension mounts as the number is maintained by the appearance of a "loud flashy eivilian" and his secretary just as the eommander had dreamed. Little by little the dream is enacted, until at the last moment the plane swerves from the rocky deserted beach near the village and crashes in a safely snow-filled valley, the dream's only discrepancy.

"Inside Detroit"

(Columbia) 80 Min.

Cast: Dennis O'Keefe, Pat O'Brien, Tina Carver, Margaret Field, Mark Damon, Larry Blake, Ken Christy, Joseph Turkel.

Credits A Clover Production; Directed by Fred F. Sears; Screenplay by Robert E. Kent and James B. Gordon.

"Inside Detroit" is one of Clover Productions best entries to date. A hard hitting story dealing with labor racketeers, it comes off as a solid action film with Dennis O'Keefe and Pat O'Brien standouts in their roles of union organizer and racketeer boss respectively. In the new faces department, particularly important today in this stage of movie making, two young people eomes across very well in this feature and show lots of potential for the future. They are Mark Damon, who plays O'Brien's son, and Tina Carver, as O'Brien's mistress, who later helps expose him. There are plenty of exploitation values in this one, although another tag might have been more appropriate. Another asset is the appearance of well known commentator John Cameron Swayze, who does some commentary, the foreword and the epilogue. His well known voice and presence adds authenticity and realism to the feature.

Dennis O'Keefe, a labor leader, has cleaned out the raeketeers who have been making inroads in the unions. He was responsible for Pat O'Brien being sent to prison. O'Keefe's brother and other union members are killed when a hood plants a time bomb in the union hall, and O'Keefe much to the chagrin of O'Brien's daughter, Margaret Field, believes this to be the work of her father's hoods on order of O'Brien, who is still in prison. When O'Brien gets out, he tries to move his hoods back into various plants and also to sabotage O'Keefe's union. After quite a bit of violence, O'Keefe, aided by Tina Carver, proves to the police that O'Brien is the man behind all the violence. O'Brien is arrested again and Margaret realizes that what O'Keefe has said about him all the time is true.

"Storm Fear"

(United Artists) 83 Min.

Cast: Cornel Wilde, Jean Wallace, Dan Duryea, Lee Grant, David Stollery, Dennis Weaver.

Credits: Produced and directed by Cornel Wilde; Screenplay by Horton Foote from a novel by Clinton Seeley.

"Storm Fear," a brooding and sentimental melodrama set in a desolate mountain region, tells the tale of a bank robber who seeks shelter in the snow-bound cabin of his brother against the latter's wishes. Script-wise it should have the makings of tingling suspense material, but it just doesn't come off in this programmer. The line-up of conflict is clearly drawn: One brother, Dan Duryea, is honest, drab, weak, and husband to the lady of the shack, Jean Wallace. The other, Cornel Wilde, is bad, charming, physical and the lady's old lover to boot. Within the framework is set the lady's young son and Wilde's two hoodlum pals. They vie for everything from Miss Wallace's favors to the hold-up money to the confidence of the innocent boy. However, the slow-motion pace of the film vividly shows how disturbing sueh a group of mixed-up personalities can be. Lee Grant as the washed-out pretentious moll offers some bright moments but not enough to enliven this sombre film.

Younger brother Wilde, on the run after a bank hold-up and murder, seeks temporary shelter in the mountain shack of his brother, where Duryea, who married Miss Wallaee to give name and home to her child (Wilde's son), is attempting to regain his health, save his spiritless marriage and write a novel. With the ne'er-do-well and his friends prowling the homestead, old passions and hatreds within this strange family group erupt once more. When Duryea flees into the snow for the police, the son, won over by Wilde, helps his "uncle" attempt escape over a treacherous mountain. However, in the flight the trio all die—Wilde at the hands of the canny hired man, who tracks him up the mountain. The hired man returns to get his chance to offer some balm to Miss Wallace's turbulent memories.

"Ghost Town"

(United Artists) 75 Min.

Cast: Kent Taylor, John Smith, Marian Carr, John Doucette, William Phillips, Serena Sande, Joel Ashley.

Credits: Executive producer Aubrey Schenck; Produced by Howard W. Koch; Directed by Allen Miner. Story and Screenplay by Jameson Brewer.

Essentially a supporting feature, the better things to be found in "Ghost Town" are the action sequences involving the Indians which the youngsters should best appreciate and the outdoor scenery and settings of the Utah desert. Otherwise the story is involved and takes a long time in the telling while the cast goes through the motions in placid and unremarkable fashion. The direction and produetion are fair. Where lower half filler is needed, this could be the answer.

A stage coach btaring passengers John Doucette, Marian Carr and Kent Taylor arrives at a way station to find it has been attacked by Indians and prospectors Smith and Phillips waiting. Miss Carr is to marry Smith now that he has found gold. At the next station they are met by Cavalry sergeant Ashley who reports that their destination is no more. The party heads in a new direction as the Indians pursue, and wind up in a ghost town. There they are joined by an elderly Indian ehief labeled a traitor by his people for having signed treaties not kept by the whites. Smith protects the chief and his daughter against the others. Several are killed while Taylor is revealed as a gun runner who sold weapons to the redmen while Miss Carr is only after Smith's money. The Indians offer to spare their lives in return of the chief. He gives himself up. The stage continue westward with Taylor intending to give himself up to military authorities to stand trial from which he was escaping when they first met him. Some of the others elect to remain and face the future in and around the area.

"Sudden Danger"

(Allied Artists) 65 Min.

Cast: Bill Elliott, Tom Drake, Beverly Garland, Dayton Lummis, Helene Stanton, Lucien Littlefield, Minerva Urecal, Lyle Talbot.

Credits: Produced by Ben Schwalb; Directed by Hubert Cornfield; Screenplay by Daniel B. Ullman and Elwood Ullman; Story by Daniel B. Ullman.

"Sudden Danger" is a slick supporting feature that is surprisingly entertaining. The story of a blind man suspected of killing his mother, it has expert direction by Hubert Cornfield, a name new to theatrical feature megging, top notch production by Ben Schwalb, who has mounted it well and made sure that it was east with familiar screen faces, and an interesting script by Daniel B. Ullman and Elwood Ullman. Photography on the feature, which looks mueh more costly than its budget, is exeellent and adds a lot in establishing the mood of the story. Stars Bill Elliott, Tom Drake and Beverly Garland along with the carefully selected supporting cast all deliver solidly.

Sheriff's Office investigator Bill Elliott is checking on the suicide of a woman sportswear manufacturer, whose son has been blinded five years before. He discovers that the son, Tom Drake, has had several operations and is about to embark on another one to be paid for by the dead woman's insurance. Elliott's finger of suspieion is on Drake until Drake with Beverly Garland, his long time fianeee, join Elliott in trapping Drake's mother's partner, Dayton Lummis, who has been embezzling money from the firm to support Helene Stanton, a sexy blonde model. When his other two partners, Drake's mother and Pierre Watkin find him out, he is forced to kill them. Drake gets back his sight and also gets Beverly.

"Letters From My Windmill"

(Tohan) FRENCH 116 Min.

Cast: Henri Vilbert, Daxely, Rene Sarvil, Rellys, Roger Crouzet, Delmont.

Credits: Produced and directed by Marcel Pagnol; American version adapted by Pagnol and Maurice Kurtz; Based on the book by Alphonse Daudet.

This latest production by art-house favorite Marcel Pagnol ("The Baker's Wife," "The Well-Digger's Daughter") is a quality presentation that may be too long for some tastes and too frivolous for others, but will surely delight most art-house patrons. The film consists of three Alphonse Daudet stories about the French countryside of Provence, and two episodes concern monks and priests. The most suecessful deals with an abbey of poor monks who are able to earn some money by manufacturing a rare liquor, but then are faced with a serious problem when their official taster beeomes an alcoholic, sings bawdy songs in ehapel, and is in danger of losing his soul. Another episode concerns a comical 17th century priest who is a famous gourmet and is enticed by the Devil to race through the Christmas Mass in order to partake of the subsequent feast. The third story—more sentimental—tells of the triumph of an old wheat miller who has pretended for 20 years, after progress had sent his customers to the steam mills, that his windmill was still in operation.

"Wonders of Manhattan"

(Columbia) CinemaScope-Technicolor 16 Min.

Credits: Featuring the voices of Bill Hayes and the Jim Peterson Singers, with Rosemary June; Produced and directed by Harry Foster; Musical score by Jerry Bock; Narrated by George Jessel.

Produced and directed by Harry Foster, this Musieal Travelark brings together music and pietures to make an unusual short subject, and one that should appeal to everyone who plans to visit Manhattan, has already visited Manhattan, and even to those who live here. The film cleverly features three new tuneful melodies whieh are illustrated by shots of the city taken from various locations and at various times of day. The short has some marquee punch with George Jessel doing the narration and Bill Hayes (who made the famous recording of "Davy Crockett") most of the songs. And the photography, in CinemaScope and Technicolor, is very good.

FEATURES—Calendar of Current Releases

(As far ahead as it is possible to obtain them)

Release Date	Release No.	Production	Time (min.)	Cast
ALLIED ARTISTS				
June	5518	Lord of the Jungle	69	J. Sheffield, Wayne Morris
June	5519	Fingerman	82	Frank Lovejoy, Peggie Castle
June	5521	Case of the Red Monkey	73	Richard Conte, Rona Anderson
July	5520	Wichita (Tech.-CinemaScope)	81	Joel McCrea, Vera Miles
July	5524	Betrayed Women	64	Carole Mathews, Beverly Michaels
July	5522	Spy Chasers	61	Leo Gorcey, Huntz Hall
Aug.	5523	The Warriors (Tech.-CinemaScope)	85	Errol Flynn, Joanne Dru
Aug.	5525	The Phenix City Story	100	Richard Kiley, Kathryn Grant
Sep.	5526	Night Freight	80	Forrest Tucker, Barbara Britton
Sep. :	5528	Return of Jack Slade	80	John Ericson, Mari Blanchard
Oct.	5529	Jail Busters	61	Leo Gorcey, Huntz Hall
Oct.	5530	Time Slip	71	Gene Nelson, Faith Domergue
Oct.	5531	Gun Point (Tech.) (CinemaScope)	80	Fred MacMurray, Dorothy Malone
Nov.	5533	The Toughest Man Alive	74	Dane Clark, Lita Milan
Nov.	5527	They Come From Another World (CinemaScope)	78	Kevin McCarthy, Dana Wynter
Nov.	5534	Paris Follies of 1956 (Technicolor)	73	Forrest Tucker, Margaret & Barbara Whiting
BUENA VISTA DISTRIBUTING CO.				
June		Davy Crockett, King of The Wild Frontier (Tech. Widescreen)	93	Fess Parker, Buddy Ebsen
July		Lady and The Tramp (Tech. CinemaScope)	76	Cartoon Feature
Oct.		The African Lion (Tech.	75	True Life Adventure
Jan. '56		The Littlest Outlaw(Tech.)	75	Pedro Armendariz, Joseph Calleia
Feb. '56		Song of the South Re-release Technicolor Live action- Cartoon	96	Bobby Driscoll, James Baskett
COLUMBIA				
July	747	Chicago Syndicate	86	Dennis O'Keefe, Abbe Lane
July	746	Creature With the Atom Brain	70	Richard Denning, Angela Stevens
July	732	It Came From Beneath the Sea	80	Faith Domergue, Kenneth Fahey, Ian Keith
Aug.	801	The Man From Laramie (Tech.-CinemaScope)	104	James Stewart, Cathy O'Donnell
Aug.	803	Bring Your Smile Along (Tech.)	83	Frankie Laine, Keefe Brasselle
Aug.	807	The Night Holds Terror	86	Jack Kelly, Hildy Parks
Sept.	806	Special Delivery	86	Joseph Cotten, Eva Bartok
Sept.	804	Apache Ambush	67	Bill Williams, Richard Jaeckel
Sept.	802	Footsteps in the Fog (Tech.)	90	Stewart Granger, Jean Simmons
Sept.	809	The Gun That Won The West (Tech.)	71	Dennis Morgan, Paula Raymond
Oct.	805	Devil Goddess	70	Johnny Weismuller, Angela Stevens
Oct.	808	Duel On the Mississippi (Technicolor)	72	Lex Barker, Patricia Medina
Oct.	811	Count Three and Pray (CinemaScope-Tech.)	102	Van Heflin, Joanne Woodward
Oct.	810	My Sister Eileen (CinemaScope-Tech.)	108	Janet Leigh, Jack Lemmon, Betty Garrett
Nov.	824	Teen-Age Crime Wave	77	Tommy Cook, Molly McCart
Nov.	819	Queen Bee	95	Joan Crawford, Barry Sullivan
Nov.	820	Three Stripes In the Sun	93	Aldo Ray, Phil Carey
Dec.	816	The Crooked Web	77	Frank Lovejoy, Mari Blanchard
Dec.	823	Hell's Horizon	79	John Ireland, Maria English
Dec.	814	A Lawless Street (Technicolor)	78	Randolph Scott, Angela Lansbury
Jan.	821	The Houston Story		Lee J. Cobb, Edward Arnold, Barbara Hale
Jan.	815	Inside Detroit		Pat O'Brien, Dennis O'Keefe
Jan.	822	Joe Macbeth		Paul Douglas, Ruth Roman
Jan.	812	The Last Frontier (CinemaScope-Tech.)		Victor Mature, Anne Bancroft
Jan.	813	Survivors Two (CinemaScope-Tech.)		Jose Ferrer, Trevor Howard
FILMAKERS				
Apr.	6068	Mad At The World	72	Frank Lovejoy, Keefe Brasselle, Cathy O'Donnell
——		Bold and the Brave		Wendell Corey, Mickey Rooney, Nicole Maurey
I. F. E.				
Dec.		Maddalena (Tech.)	90	Marta Toren, Gino Cervi
Dec.		The Return Of Don Camillo (English sub-titles)	105	Fernandel, Gino Cervi
Jan.		Lease Of Life (Eastmancolor)	93	Robert Donat, Kay Walsh
Jan.		Riviera (Ferraniacolor) (English sub-titles)	88	Martine Carol, Raf Vallone
Feb.		Lost Continent (Ferraniacolor-CinemaScope)	86	Documentary with English titles
Mar.		Madame Butterfly English Commentary on libretto sung in Italian—(Tech.)		Kaoru Yachiqusa Michiko Tanaka

Release Date	Release No.	Production	Time (min.)	Cast
LIPPERT PICTURES				
June	5418	King Dinosaur	59	Bill Bryant, Wanda Curtis
July	5416	The Lonesome Trail	73	Wayne Morris, John Agar
Sept.		Simba (Color)		Dirk Bogarde
METRO-GOLDWYN-MAYER				
Aug.	532	The Kings Thief (CinemaScope-Eastman)	78	Edmund Purdom, Ann Blyth, David Niven
Aug.	533	The Scarlet Coat (CinemaScope)	104	Cornel Wilde, Anne Francis
Sept.	601	It's Always Fair Weather (CinemaScope-Eastman)	102	Gene Kelly, Dan Dailey, Dolores Gray, Michael Kidd
Sept.	602	Svengali (Eastman Color)	82	Hildegarde Neff, Donald Wolfit
Sept.	603	It's A Dog's Life (CinemaScope-Eastman)	87	Jeff Richards, Jarma Lewis
Oct.	604	Trail (CinemaScope-Eastman)	109	Glenn Ford, Dorothy McGuire
Oct.	607	Quentin Durward (CinemaScope-Eastman)	101	Robert Taylor, Kay Kendell
Nov.	608	The Tender Trap (CinemaScope-Eastman)	111	Frank Sinatra, Debbie Reynolds
Nov.	609	A Guy Named Jones (Re-issue)	120	Spencer Tracy
Oov.	610	30 Seconds Over Tokyo (Re-issue)	138	Van Johnson, Marlon Brando, Frank Sinatra
Nov.	614	Guys and Dolls (CinemaScope-Eastman) (Special Engagement)	149	Jean Simmons, Vivian Blaine
Dec.	615	I'll Cry Tomorrow (Special Engagement)		Susan Hayward, Richard Conte
Dec.	613	Kismet (CinemaScope-Eastman)	113	Howard Keel, Ann Blyth
Dec.	611	Billy, The Kid	95	Robert Taylor, Brian Donlevy, G. Lockhart
Dec.	612	Honky Tonk	104	Clark Gable, Lana Turner, Marjorie Main
Jan.	.....	Diane (CinemaScope-Eastman-Color)		Lana Turner, M. Pavan
Jan.	.....	Ransom		Glenn Ford, Donna Reed
Feb.	.....	Forever, Darling (Eastman Color)		Lucille Ball, Desni Arnaz, James Mason
Feb.	.....	The Last Hunt (CinemaScope-Color)		Robert Taylor, Stewart Granger, Lloyd Nolan, Debra Paget
Feb.	.....	The Three Musketeers (Re-Issue)-Color		Lana Turner, Gene Kelly
Feb.	.....	The Stratton Story (Re-Issue)		James Stewart, June Allyson
Mar.	.....	Meet Me In Las Vegas (CinemaScope-Eastman)		Dan Dailey, Syd Charisse
Mar.	.....	Forbidden Planet (CinemaScope-Eastman)		Walter Pidgeon, Anne Francis
Mar.	.....	Northwest Passage (Re-Issue)		Robert Young, Spencer Tracy, Ruth Hussey
Mar.	.....	The Yearling (Re-Issue) Color		Gregory Peck, Jane Wyman
April	.....	Tribute To A Bad Man (CinemaScope-Eastman)		James Cagney, I. Papas
April	.....	Gaby (CinemaScope-(Eastman Color)		Leslie Caron, John Kerr
PARAMOUNT				
Aug.	5414	We're No Angels (VistaVision-Tech.)	103	Humphrey Bogart, Aldo Ray, Peter Ustinov
Aug.	5415	You're Never Too Young (VistaVision-Tech.)	106	Dean Martin, Jerry Lewis, Diana Lynn, Nina Foch
Sept.	5501	The Girl Rush (VistaVision-Tech.)	85	Rosalind Russell, Fernando Lamas, Gloria DeHaven, Eddie Albert
Sept.	5502	To Catch A Thief (VistaVision-Tech.)	106	Cary Grant, Grace Kelly
Oct.	5503	Ulysses (Tech.)	104	Kirk Douglas, Silvana Mangano
Oct.	5429	White Christmas (VistaVision-Tech.)	120	Bing Crosby, Danny Kaye, Rosemary Clooney, Vera-Ellen.
Nov.	5504	Lucy Gallant (VistaVision-Tech.)	104	Jane Wyman, Charlton Heston, Claire Trevor.
Dec.	5509	The Desperate Hours (VistaVision)	112	Humphrey Bogart, Fredric March, Martha Scott
Jan.	5510	Artists and Models (VistaVision-Tech.)	109	Dean Martin, Jerry Lewis, Shirley MacLaine, Anita Ekberg
Jan.	5508	The Trouble With Harry (VistaVision-Tech.)	100	Shirley MacLaine, Edmund Gwenn, John Forsythe
RKO-RADIO				
Sept.	516	Bengazi (Superscope)	79	Richard Conte, Victor McLaglen, Mala Powers
Sept.	602	Tennessee's Partner (Tech.-Superscope)	87	John Payne, Ronald Reagan, Rhonda Fleming
Oct.	601	Treasure of Pancho Villa (Tech.-Superscope)	96	Rory Calhoun, Shelly Winters, Gilbert Roland
Nov.	603	Texas Lady (Tech.-Superscope)	86	Claudette Colbert, Barry Sullivan, Gregory Walcott
Dec.	604	Naked Sea (Technicolor)	70	Documentary-Drama
Jan.		Slightly Scarlet (Tech.-Superscope)	90	John Payne, Rhonda Fleming, Arlene Dahl
Jan.	605	Glory (Tech.-Superscope)	100	Margaret O'Brien, Charlotte Greenwood, Walter Brennan
Feb.	.....	The Conqueror (Color-CinemaScope)		John Wayne, Susan Hayward, Pedro Armendariz
		The Brave One (Tech.-CinemaScope)		Michel Ray, Joi Lansing, Rodolfo Hoyos, Fermin Rivera

FEATURES—Calendar of Current Releases

(As far ahead as it is possible to obtain them)

REPUBLIC

Release Date	Release No.	Production	Time (min.)	Cast
July	5438	Lay That Rifle Down	71	Judy Canova, Robert Lowery
July	5439	The Green Buddha	64	Wayne Morris, Mary Germaine
Aug.	5407	The Last Command	110	Sterling Hayden, Anna Maria Alberghetti, Richard Carlson.
Aug.	5408	The Divided Heart (Rank)	89	Cornell Borchers, Yvonne Mitchell
Sept.	5441	Cross Channel	60	Wayne Morris, Yvonne Furneaux
Sept.	5440	Headline Hunters	70	Rod Cameron, Julie Bishop
Oct.	5442	Mystery of the Black Jungle	72	Lex Barker, Joan Maxwell
Oct.	5445	No Man's Woman	70	Marie Windsor, John Archer, Patric Knowles
Oct.	5444	Twinkle In God's Eye	73	Mickey Rooney, Coleen Grey
Oct.	5409	A Man Alone	96	Ray Milland, Mary Murphy
Nov.	5443	Secret Venture	70	Kent Taylor, Jane Hylton
Nov.	5501	The Vanishing American	90	Scott Brady, Audrey Totter, Forrest Tucker
Nov.	5531	Jaguar	66	Sabu, Chiquita, Touch Conners
Dec.	———	"The Fighting Chance"	...	Rod Cameron, Julie London
Dec.	———	Flame of the Islands	...	Yvonne De Carlo, Zachary Scott, Howard Duff
Dec.	.....	Track the Man Down	...	Kent Taylor, Petula Clark
		The Maverick Queen	...	Barbara Stanwyck, Barry Sullivan, Scott Brady
		Stranger At My Door	...	MacDonald Carey, Patricia Medina, Skip Homiere
		Come Next Spring (Trucolor)	...	Ann Sheridan, Steve Cochran, Walter Brennan
		Lisbon (Trucolor-Naturama)	...	Ray Milland, Maureen O'Hara, Claude Raines
		Dakota Incident	...	Linda Darnell, Sterling Hayden ,
		Hinky Dinky Parlez Vous	...	Mickey Rooney, Wally Cox
		When Gangland Strikes	...	Marjie Millar, John Hudson, Raymond Greenleaf
		Magic Fire (Trucolor)	...	Yvonne DeCarlo, Carlos Thompson, Rita Gam
		And Suddenly You Run	...	Scott Brady, Joan Vohs, Frank Faylen

TRANS-LUX DIST. CORP.

		Dance Little Lady (Eastman Color)	...	Mai Zetterling, Terence Morgan, Mandy Miller, Guy Rolfe, Sadler Wells Ballet Group
		La Strada (The Road)	...	Anthony Quinn, Giuletta Massina Richard Basehart
		Stopover At Orly	...	Dany Robin, Dieter Borsche, Simone Renant, Francois Perier

TWENTIETH CENTURY-FOX

June	513-1	The Magnificent Matador (CinemaScope-Tech.)	94	Maureen O'Hara, Anthony Quinn
June	514	Soldier of Fortune (CinemaScope-De Luxe)	96	Clark Gable, Susan Hayward
July	506-6	Life in the Balance	74	Ricardo Montalban, Anne Bancroft, Lee Marvin
July	512-4	The Living Swamp CinemaScope-Deluxe	33	Documentary
July	518-1	How to Be Very Very Popular (CinemaScope-De Luxe)	89	Betty Grable, Sheree North, Bob Cummings
Aug.	519-9	The Virgin Queen (CinemaScope-De Luxe)	92	Bette Davis, Richard Todd, Joan Collins
Aug.	521-5	Love is a Many Splendored Thing (CinemaScope-De Luxe)	102	William Holden, Jennifer Jones
Sept.	520-7	The Left Hand of God (CinemaScope-De Luxe)	87	Humphrey Bogart, Gene Tierney
Sept.	522-3	Seven Cities of Gold (CinemaScope-De Luxe)	103	Richard Egan, Michael Rennie, Rita Moreno
Oct.	523-1	The Tall Men (CinemaScope-De Luxe)	122	Clark Gable, Jane Russell, Robert Ryan
Oct.	524-9	The Girl in the Red Velvet Swing (CinemaScope-De Luxe)	109	Ray Milland, Joan Collins, Farley Granger
Oct.	525-6	The View from Pompey's Head (CinemaScope-De Luxe)	97	Richard Egan, Dana Wynter, Cameron Mitchell
Nov.	527-2	The Deep Blue Sea (CinemaScope-Color)	99	Vivian Leigh, Kenneth More
Dec.	526-4	Lover Boy	85	Gerard Philipe, Valerie Hobson, Joan Greenwood
Dec.	.....	The Maverick Queen (Trucolor—Cinepanoramic)	—	Barbara Stanwyck, Barry Sullivan, Scott Brady
		Stranger At My Door	—	MacDonald Carey, Patricia Medina, Skip Homiere

UNITED ARTISTS

July	5511	Not as a Stranger	135	Robert Mitchum, Olivia de Haviland, Frank Sinatra
July	5522	The Man Who Loved Redheads (Tech.)	89	Moira Shearer, John Justin
July	5523	Shadow of the Eagle	92	Richard Greene, Valentina Cortesa
August	5524	The Kentuckian (CinemaScope-Tech.)	104	Burt Lancaster, Dianne Foster, Diana Lynn
August	5526	The Naked Street	84	Farley Granger, Anthony Quinn, Anne Bancroft
Sept.	5527	The Night of the Hunter	93	Robert Mitchum, Shelley Winters, Lillian Gish
Sept.	5529	Desert Sands (SuperScope-Tech.)	87	Ralph Meeker, Marla English, J. Carrol Naish
Oct.	5531	Gentlemen Marry Brunettes (CinemaScope-Tech.)	97	Jane Russell, Jeanne Crain, Scott Brady, Alan Young
Oct.	5533	Savage Princess (Technicolor)	101	Dilip Kumar, Nimmi
Oct.	5534	Fort Yuma (Tech.)	78	Peter Graves, Joan Vohs
Nov.	5532	The Big Knife	111	Jack Palance, Ida Lupino, Shelley Winters
Nov.	5535	Man With the Gun	83	Robert Mitchum, Jan Sterling
Nov.	5525	Killer's Kiss	67	Frank Silvera, Jamie Smith
Dec.	5537	The Indian Fighter (CinemaScope-Tech.)	88	Kirk Douglas, Elsa Martinelli, Walter Matthau, Diana Douglas, Walter Abel
Dec.	5538	Heidi and Peter (Tech.)	89	Elsbeth Sigmund, Heinrich Gretler, Thomas Klameth, Margite Rainer
Dec.	5536	Top Gun	73	Sterling Hayden, William Bishop, Karen Booth, James Millican, Regis Toomey

UNIVERSAL

July	529	Ain't Misbehavin! (Tech.)	82	Piper Laurie, Rory Calhoun, Jack Carson
July	530	The Purple Mask (Tech.-CinemaScope)	80	Tony Curtis, Colleen Miller, Angela Lansbury
July	528	Foxfire (Tech.)	92	Jeff Chandler, Jane Russell, Dan Duryea
Aug.	532	One Desire (Tech.)	94	Anne Baxter, Rock Hudson, Julie Adams
Aug.	533	The Private War of Major Benson (Tech.)	105	Charlton Heston, Julie Adams
Aug.	534	Frances In the Navy	80	Donald O'Connor, Martha Hyer
Sept.	535	The Shrike	88	Jose Ferrer, June Allyson
Sept.	536	Female on the Beach	97	Joan Cawford, Jeff Chandler
Oct.	538	Kiss of Fire (Tech.)	87	Jack Palance, Barbara Rush, Rex Reason, Martha Hyer
Oct.	539	To Hell & Back (Tech.-CinemaScope)	106	Audie Murphy, Charles Drake, Marshall Thompson, Gregg Palmer
Oct.	540	To Hell & Back (Standard)	106	Audie Murphy, Charles Drake, Marshall Thompson, Gregg Palmer
Nov.	5601	Lady Godiva (Technicolor)	89	Maureen O'Hara, George Nader
Nov.	5602	The Naked Dawn Tech.)	82	Arthur Kennedy, Betta St. John
Nov.	5603	Hold Back Tomorrow	75	Cleo Moore, John Agar
Dec.	5604	Running Wild	81	William Campbell, Kathleen Case, Keenan Wynn, Mamie Van Doren
Dec.	5605	Tartantula	80	John Agar, Marie Corday, Leo Carroll
Dec.	5606	Second Greatest Sex	87	Jeanne Crain, George Nader, Kitty Kallen
Jan.	5607	The Spoilers (Tech.)	84	Anne Baxter, Rory Calhoun
Jan.	5608	The Square Jungle	93	Tony Curtis, Pat Crowley, Ernest Borgnine

WARNER BROS.

July	419	Land of the Pharoahs (CinemaScope-WarnerColor)	105	Jack Hawkins, Joan Collins, Dewey Martin
July	420	The Dam Busters	102	Richard Todd, Michael Redgrave
July	418	Mister Roberts (CinemaScope-WarnerColor)	123	Henry Fonda, James Cagney, William Powell
Aug.	421	Pete Kelly's Blues (CinemaScope-WarnerColor)	95	Jack Webb, Janet Leigh
Sept.	501	The McConnell Story CinemaScope-WarnerColor)	107	June Allyson, Alan Ladd
Oct.	502	Blood Alley (CinemaScope-WarnerColor)	115	John Wayne, Lauren Bacall
Oct.	503	Illegal	88	Edward G. Robinson, Nina Foch
Oct.	504	Rebel Without A Cause (CinemaScope-WarnerColor)	111	James Dean, Natalie Wood
Nov.	505	I Died a Thousand Times (CinemaScope-WarnerColor)	109	Jack Palance, Shelley Winter
Nov.	506	Sincerely Yours (WarnerColor)	115	Liberace, Dorothy Malone, Joanne Dru
Dec.	508	Target Zero	92	Richard Conte, Peggie Castle
Dec.	507	The Court-Martial of Billy Mitchell	100	Gary Cooper, Charles Bickford, Ralph Bellamy, Rod Steiger

SHORTS—Calendar of Releases

COLUMBIA

1955-56

Series	Prod. No.	Title	Reels	Release Date	Time (Min.)
All Star	8411	One Spooky Night	2	Sept. 15	16
"	8412	He Took A Powder	2	Oct. 27	17
Color Favorites	8601	Tooth or Consequences	1	Sept. 1	6½
(Tech. Re-issue)	8602	Up'n Atom	1	Oct. 6	6
Assorted Favorites	8421	Honeymoon Blues	2	Sept. 8	17
World of Sports	8801	Stable Stakes	1	Sept. 29	10
Screen Snapshots	8851	Hollywood Bronc Busters	1	Sept. 22	9
"	8852	The Great Al Jolson	1	Oct. 20	11
Comedy Favorites (Re-issue)	8951	Louis Prima & Orch.	1	Sept. 22	10
Candid Microphone	8551	No. 3 (Series No. 2)	1	Sept. 15	11
U.P.A. Assorted (Tech.)	8501	Christopher Crumpet's Playmate	1	Sept. 8	6½
Thrills of Music (Re-issue)	8431	Pardon My Lamb Chop	2	Oct. 13	17
Serials—15 Chapters	8120	The Sea Hound		Sept. 22	.....
Mr. Magoo (Tech.)	8701	Stage Door Magoo	1	Oct. 6	7
Stooge Comedies	8401	Wham-Bam-Slam	2	Sept. 1	16
"	8402	Hot Ice	2	Oct. 6	16½

METRO-GOLDWYN-MAYER

Cartoons (Tech.)	*W-642	Mouse For Sale	1	May 21/55	7
Gold Medal Reprint Cartoons (Tech.)	*W-666	Mouse In The House	1	May 7/55	8
"	*W-667	Little Tinker	1	May 14/55	7
"	*W-668	Slap Happy Lion	1	May 28/55	7
Pete Smith Specialties	*S-657	Global Quiz (Tech.)	1	May 14/55	10
"	*S-658	Animals In Action	1	May 21/55	9
"	*S-659	Historical Oddities	1	May 28/55	9
"	*S-660	The Fall Guy	1	June 4/55	9

* NOTE: Suitable for screens up to 1.75.1 ratio.

PARAMOUNT

1955-56

Cartoon Champion (Tech.)	S15-1	The Mite Makes Right	1	Sept. 30	8
"	S15-2	The Old Shell Game	1	Sept. 30	7
"	S15-3	The Little Cut Up	1	Sept. 30	6
"	S15-4	Hep Cat Symphony	1	Sept. 30	6
"	S15-5	Little Red School Mouse	1	Sept. 30	7
"	S15-6	Leprechaun's Gold	1	Sept. 30	10
"	S15-7	Quack-A-Doodle Doo	1	Sept. 30	7
"	S15-8	Teacher's Pest	1	Sept. 30	7
"	S15-9	Tarts and Flowers	1	Sept. 30	7
"	S15-10	Pleased to Eat You	1	Sept. 30	6
"	S15-11	Goofy Goofy Gander	1	Sept. 30	7
"	S15-12	Saved by the Bell	1	Sept. 30	6
Speaking of Animals	A15-1	Tain't So	1	Sept. 30	10
"	A15-2	Monkey Shines	1	Sept. 30	9
"	A15-3	Be Kind to Animals	1	Sept. 30	8
"	A15-4	From A to Zoo	1	Sept. 30	9
Popeye (Tech.)	E15-1	Mister and Mistletoe	1	Sept. 30	6
"	E15-2	Cops Is Tops	1	Nov. 4	6
"	E15-3	A Job For A Gob	1	Dec. 9	6
"	E15-4	Hill Billing and Cooing	1	Jan. 13	6
Noveltoon (Tech.)	P15-1	Rabbit Punch	1	Sept. 30	6
"	P15-2	Little Audrey Riding Hood	1	Oct. 14	6
"	P15-3	Kitty Cornered	1	Dec. 30	6
Sportlight	R15-1	Sporting Dogs Afield	1	Oct. 7	9
"	R15-2	A Nation of Athletes	1	Nov. 18	9
Topper	M15-1	Three Kisses	1	Oct. 7	10
"	M15-2	Reunion in Paris	1	Nov. 11	10
"	M15-3	Animals A La Carte	1	Jan. 27	10
Casper (Tech.)	B15-1	Red, White and Boo	1	Oct. 25	6
"	B15-2	Boo Kind To Animals	1	Dec. 23	6
Herman & Katnip (Tech.)	H15-1	Mousieur Herman	1	Nov. 25	6

RKO-RADIO

1955-56

Wild Life Album	63001	The Whitetail Buck (Tech.)	3	Oct. 21	27½
RKO Pathe Specials	63101	The Future Is Now	2	Sep. 9	15
"	63102	Golden Glamour	2	Oct. 14	15
Screenliners	64201	Gold*	1	Sep. 16	10½
"	64202	Black Cats and Broomsticks	1	Oct. 14	8
"	64203	Make Mine Memories	1	Nov. 11	8
"	64204	Teenagers on Trial	1	Dec. 9	8

* Not released in Canada.

Series	Prod. No.	Title	Reels	Release Date	Time (Min.)
Sportscopes	64301	Game Warden	1	Sep. 2	8
"	64302	Gym College	1	Sep. 30	8
"	64303	Bonefish and Barracuda	1	Oct. 28	8
"	64304	Canadian Carnival	1	Nov. 25	8
My Pal (Re-releases)	63201	Dog of the Wild	2	Oct. 7	21
	63202	Pal, Canine Detective	2	Nov. 11	22
Gil Lamb (Re-releases)	63301	Groan and Grunt	2	Sep. 23	17
	63302	Bashful Romeo	2	Oct. 28	16
Ray Whitley (Re-releases)	63401	Musical Bandit	2	Oct. 28	16
	63402	Bar Buckaroos	2	Dec. 2	16
Edgar Kennedy (Re-releases)	63501	No More Relatives	2	Sep. 16	18
	63502	How to Clean House	2	Oct. 21	18
"	63503	Dig that Gold	2	Nov. 25	17
"	63504	Contest Crazy	2	Dec. 30	17
Brown-Kirkwood (Re-releases)	63601	Heart Troubles	2	Sep. 9	16
	63602	Put Some Money in the Pot	2	Nov. 4	17
Leon Errol (Re-releases)	63701	Wife Tames Wolf	2	Sep. 9	17
	63702	Dad Always Pays	2	Oct. 14	18
"	63703	The Spook Speaks	2	Nov. 18	19
"	63704	In Room 303	2	Dec. 23	17
Specials	63901	Football Headlines	2	Dec. 9	15½

REPUBLIC

Serials	5581	King of the Carnival	13 Ep.	June 27	.....
"	5582	Dick Tracy's G-Men	15 Ep.	Sept. 19	.....
"	5583	Manhunt of Mystery Island (Re-release)	15 Ep.	Jan. 2	.....

TWENTIETH CENTURY-FOX

(CinemaScope) (Color)	7507	Tears of the Moon	1	June	10
"	7517	Volcanic Violence	1	June	9
"	7515	Naughty Mermaids	1	Aug.	7
"	7516	Winter Jamboree	1	July	10
"	7519	Survival City	1	July	10
"	7518	That Others May Live	1	Sept.	10
"	7520	Gods of the Road	1	Sept.	10
"	7521	Desert Fantasy	1	Sept.	8
"	7513	Clear The Bridge	1	Oct.	10
Terrytoon (Tech.)	5532	Good Deed Daly	1	July	7
"	5533	Bird Symphony	1	Aug.	7
"	5534	The Little Red Hen	1	Sept.	7
"	5510	Phony News Flashes	1	July	7
"	5511	Foxed by a Fox	1	Aug.	7
"	5512	The Last Mouse of Hamelin	1	Sept.	7
Sport	3501	Topsy Turvy Thrills	1	June	8
See It Happen	6501	Man vs. Nature	1	June	9
"	7522	Water Wizardry	1	Oct.	7
"	7523	Cariocia Carnival	1	Nov.	8
"	7524	Lady of the Golden Door	1	Nov.	9
"	7425	Queens Guard	2	Dec.	17

UNIVERSAL

Color Parade Featurette	1385	Swing Hi, Swing Lo	1	June 6	9
Musical Featurette	1308	Webb Pierce and His Wanderin' Boys	2	June 20	16
Woody Woodpecker Cartune (Tech.)	1327	Sh-h-h	1	June 6	6
"	1328	Bedtime Bedlam	1	July 4	6
"	1329	Paw's Night Out	1	Aug. 1	6

WARNERS

Technicolor Specials	2009	Festival Days	2	Aug. 13	20
"	2012	Uranium Fever	2	July 16	20
Featurettes	2106	The Glory Around Us	2	July 2	20
M. M. Cartoons (Tech.)	2720	Double or Mutton	1	July 23	7
"	2721	Jumpin' Jupiter	1	Aug. 6	7
"	2722	A Kiddie's Kitty	1	Aug. 20	7
Bugs Bunny Specials (Tech.)	2729	This Is a Life?	1	July 9	7
"	2730	Hyde and Hare	1	Aug. 27	7
Sports Parade	2509	Italian Holiday	1	July 9	10
"	2510	Aqua Queens	1	Aug. 6	10
Varieties	2607	Gadgets Galore	1	July 30	10

1955-56

Technicolor Specials	3001	Movieland Magic	2	Oct. 8	20
" "	3002	The Golden Tomorrow	2	Nov. 5	17
" "	3003	Behind the Big Top	2	Dec. 3	.....
Featurettes	3101	Small Town Idol	2	Sept. 24	21
"	3102	It Happened To You	2	Dec. 31	.....
Blue Ribbon (Tech.)	3301	Doggone Cats	1	Sept. 10	7
"	3302	The Rattled Rooster	1	Oct. 22	7
"	3303	Fair and Wormer	1	Nov. 5	7
"	3304	Mousemerized Cat	1	Nov. 26	7
"	3305	The Foghorn Leghorn	1	Dec. 24	7
Joe McDoakes	3401	So You Want To Be A Vice Pres.	1	Oct. 29	.....
"	3402	So You Want To Be A Policeman	1	Dec. 17	.....
Sports Parade (Color)	3501	Picturesque Portugal	1	Oct. 15	7
Specials	3502	Fish Are Where You Find Them	1	Jan. 14	.....
"	3601	An Adventure To Remember	1	Oct. 1	.....
"	3602	Shark Hunting	1	Nov. 12	.....
"	3603	Faster and Faster	1	Jan. 21	.....
M. M. Cartoons (Tech.)	3701	Dime To Retire	1	Sept. 3	7
"	3702	Speedy Gonzales	1	Sept. 17	7
"	3703	Two Scents Worth	1	Oct. 15	7
"	3704	Red Riding Hoodwinked	1	Oct. 29	7
"	3705	Heir Conditioned	1	Nov. 26	7
"	3706	Guided Muscle	1	Dec. 10	7
"	3707	Pappy's Puppy	1	Dec. 17	7
"	3708	One Froggy Evening	1	Dec. 31	7
Bugs Bunny Specials (Tech.)	3723	Knight-Mare Hare	1	Oct. 1	7
"	3724	Roman Legion-Hare	1	Nov. 12	7

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READY TO OPEN IN JANUARY FROM 20TH!

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Screenplay by ALBERT BEICH and FRANK TASHLIN

Story by Albert Beich

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Screenplay by SYDNEY BOEHM

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THE MAN WHO NEVER WAS

COLOR by DE LUXE

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Directed by RONALD NEAME

Screenplay by NIGEL BALCHIN

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- and oh! how they will open!!!